

# ASU

ARIZONA STATE UNIVERSITY  
VOLUME 21 NUMBER 4

## Thrive

### 7 CAREER MISTAKES TO AVOID

Common errors  
that can thwart  
your promotion

### DOWNTOWN GAME CHANGER

How a city and a  
university worked  
to revitalize  
the area

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# Innovation is everywhere at ASU

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Just 15 years ago, if you were standing at the top of a building in downtown Phoenix, you would look down on a very different urban core than the one that exists today.

Now the area crackles with energy, electrified with innovative thinking. Vacant lots are filled with residence halls and classroom buildings, and the light rail ding-dings its way down the thoroughfares. Join us as we take a deep dive into the changes occurring at the Valley's center (pg. 20) and discover how ASU researchers are exploring ways to mitigate heat and improve the quality of life during the metro area's increasingly hot summer months (pg. 28).

Innovation has inspired scientists to take a closer look at crested cactuses (pg. 36) — those rippled, otherworldly flora just might help us understand how to better control cancer found in humans. New thinking in cancer treatment has also inspired groups like the Desert Dragons and First Descents (pg. 40), encouraging them to support survivors in increasing their activity during recovery.

And innovation isn't confined to the lab or classroom. It's a mindset, as revealed in the story about an ASU alumnus and his son who embarked on a monthlong cross-country trip in an electric car and dispelled myths along the way (pg. 59). Innovation can defy conventional wisdom, as author May Busch shows us how being indispensable in your job can actually sabotage your chances for a promotion (pg. 14). Innovation has permeated ASU's culture for decades, even when Jimi Hendrix warmed up on campus 50 years ago (pg. 64).

In a nutshell, innovation is cool.

— ASU Thrive team

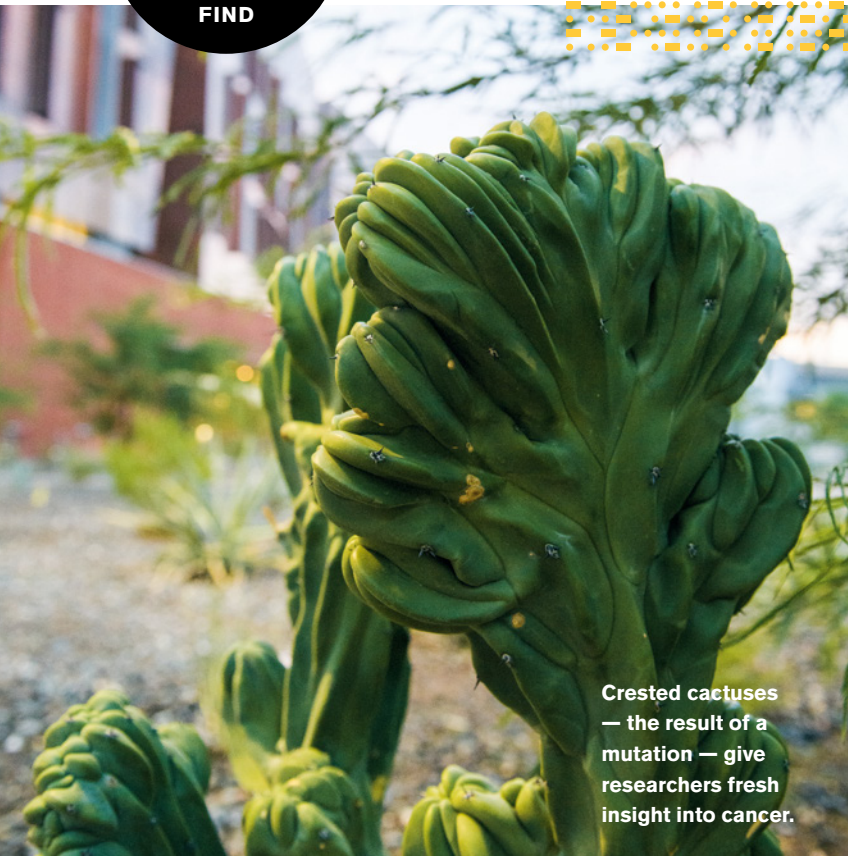


#### On the cover

The Phoenix Desert Dragons, a team made up of breast cancer survivors, paddles along Tempe Town Lake.

Photo by: Jarod Opperman

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**Crested cactuses** — the result of a mutation — give researchers fresh insight into cancer.

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**Downtown Phoenix** has sprung to life as a place to live, work, play and attend ASU.

ELLEN O'BRIEN/ASU; JAROD OPPERMAN/ASU



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ASU alumna and cancer survivor Angela Lopez on Oregon's Rogue River.

Fighting locust plagues.



**Heal**

**A new angle on cancer**

Crested cactuses inspire researchers to look for new ways to control, rather than eradicate, the disease. 36

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In the past, people were told to take it easy after cancer treatment. Now, survivors are finding empowerment through athletic challenges. 40

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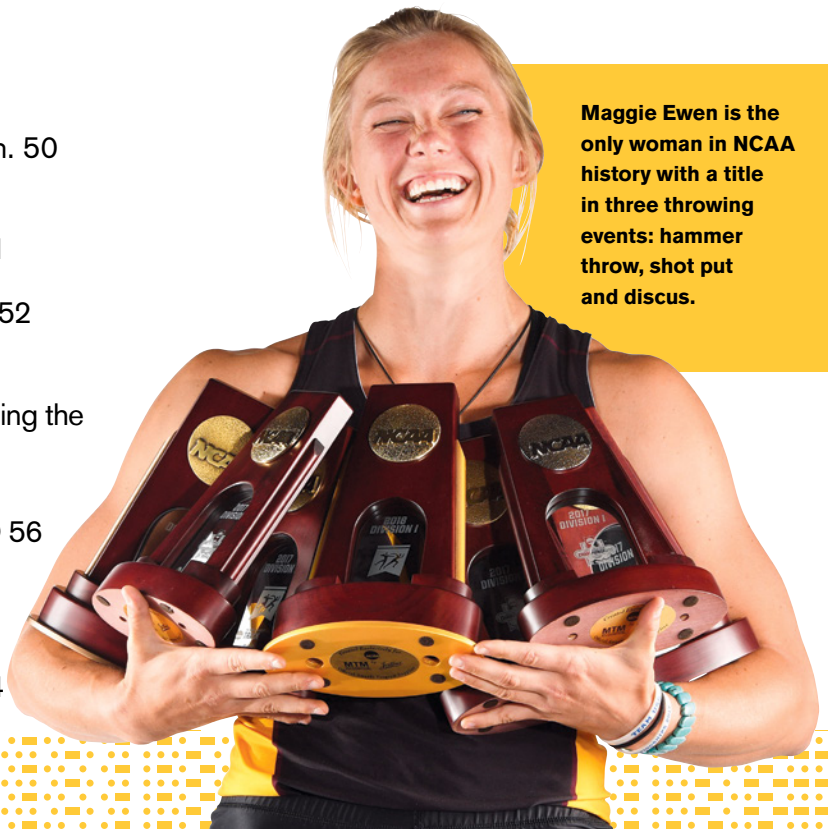
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KATE JACOB; PETER VANDER STOEP



Maggie Ewen is the only woman in NCAA history with a title in three throwing events: hammer throw, shot put and discus.



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# Oct.

## Hacks for Humanity 2018

Hacks for Humanity, sponsored by Project Humanities at Arizona State University, is a 36-hour hackathon for the social good, challenging participants to create technologies to address local and global issues.

The finished products must embody these seven Humanity 101 principles: kindness, compassion, integrity, respect, empathy, forgiveness and self-reflection.

Oct. 6–7, all day, Tempe campus, Stauffer Communication Arts B

**Free**



## First Fridays Poetry on Roosevelt Row

With a mission of making poetry part of the vernacular of Phoenix, this event has a different theme each month — from poetry-on-demand written on typewriters using requests from the crowd, to readings from Iron City Magazine, a prison journal produced at ASU.

Oct. 1, 7 a.m.–10 p.m., and the first Friday of each month. Patio just west of Modified Arts, 407 E. Roosevelt St., Phoenix.

**Free** **Family**



## Barber Shop Chronicles

For generations, African men have gathered in barber shops to discuss the world. This dynamic new play leaps from a barber shop in London to Johannesburg, Harare, Kampala, Lagos and Accra. These are places where the banter can be barbed and the truth is always telling.

Oct. 13, 7 p.m., Tempe campus, ASU Gammage

[asugammage.com](http://asugammage.com)

**Ticketed** **Mature**



## Transform Tension into Collaboration

Join Thunderbird School of Global Management and ASU Professor Tamara Christensen for this one-day workshop focused on helping you find your creative sweet spot that comes when tension leads to innovation.

Oct. 24, 8 a.m.–5 p.m., Downtown Phoenix campus, Arizona Center Tower

**Ticketed \$25+** **Credited course**

## Work-Life Balance

This workshop provides insight into personal work-life balance. You will gain essential tools to manage work and life more effectively, while increasing productivity and overall satisfaction.

Oct. 31, 9–10 a.m., Polytechnic campus, Classroom Bldg., Room 120

**Free**



## Urban Sol: Movement

Urban Sol is a cross-institute initiative that harnesses the resources of the ASU Herberger Institute for Design and the Arts to promote the urban artist culture of DJs, MCs, graffiti artists and dancers in the Valley of the Sun. A rich, uncharted collaboration among scholars, performers and urban artists, the partnership encourages us to take notice of the urban art movement and the importance of its contribution to teaching and research of the arts.

Nov. 18, 3–9 p.m., Nelson Fine Arts Plaza, Tempe campus

[facebook.com/urbansolaz](https://www.facebook.com/urbansolaz)

**Free**

# Nov.



## Native American Heritage Festival

Celebrate the culture and customs of indigenous peoples at the Native American Heritage Festival, featuring the 18th annual Veterans Day Weekend Traditional Pow Wow at ASU's West campus. Sample traditional foods, browse arts and crafts booths, and enjoy the stunning dancing, singing and drumming performances. Learn more about the symbolism, protocol and spiritual meanings of the dances, regalia and drums.

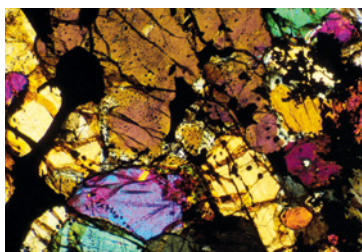
Nov. 10, 11 a.m.–10 p.m., West campus, Fletcher Library Lawn [asuevents.asu.edu/west](http://asuevents.asu.edu/west)

**Free Family**

# Decomiso

## Decomiso

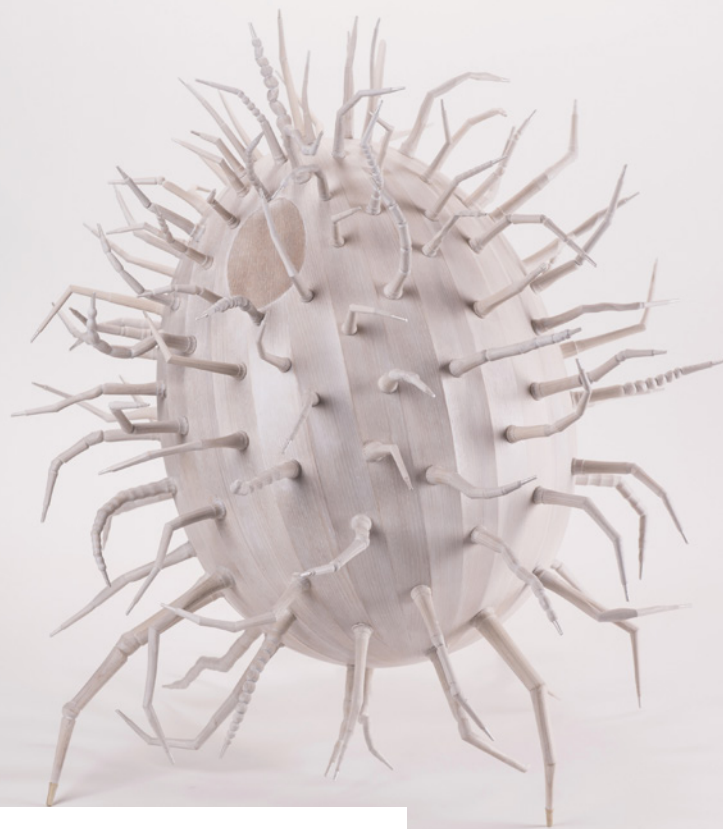
"Decomiso" is an installation-based exhibition by the Argentinian contemporary artist duo Guillermo Faivovich and Nicolás Goldberg. Since 2006, Faivovich and Goldberg have been engaged in an intensive and wide-ranging research project — "A Guide to El Campo del Cielo" — that forms the basis of their practice. The artists have been in residence at the ASU Art Museum, where "Decomiso" can be seen and experienced.



This exhibit is supported by the Andy Warhol Foundation for the Visual Arts, ASU Design and the Arts Library and Páramo Gallery.

Oct. 20, 2018, to March 16, 2019, 11 a.m.–5 p.m., Tempe campus [asuartmuseum.asu.edu](http://asuartmuseum.asu.edu)

**Free Family**



## Indwelling

"Indwelling" is a solo exhibition at the ASU Art Museum of Yuri Kobayashi, a contemporary artist who combines traditional wood-working practices and refined Japanese aesthetics to create sculptures that reflect her identity, experiences and thoughts.

With multiple handcrafted wooden components, each work attempts to decipher and represent, in abstract form, this perpetual desire to represent the ineffable.

This exhibit is supported by the Windgate Charitable Foundation as part of the Windgate Contemporary Craft Initiative at ASU Art Museum. Visit the museum website for directions and hours and information about bringing classes to tour exhibitions or meet with curators.

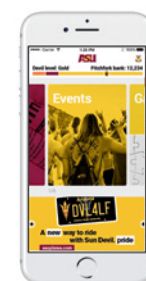
Now through Dec. 8, 2018, 11 a.m.–5 p.m., Tempe campus [asuartmuseum.asu.edu](http://asuartmuseum.asu.edu)

**Free Family**

See [asuevents.asu.edu](http://asuevents.asu.edu) for additional ASU events.

## Check in at events to earn Pitchforks and rewards!

Download the Sun Devil Rewards app today for ASU event listings, news, games and more. [sundevilrewards.asu.edu](http://sundevilrewards.asu.edu).



# 2018 Football schedule



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## SEPTEMBER



**1 (Sat.) 7:30 p.m. vs UTSA**  
Faculty/Staff Appreciation Night — Wear Gold!



**8 (Sat.) 7:45 p.m. vs Michigan State**  
Black Out / City of Tempe Night — Wear Black!



**14 (Fri.) 4:30 p.m. Friday Night Inferno**  
SAN DIEGO, CALIFORNIA



**15 (Sat.) 7:30 p.m. at San Diego St.**  
SAN DIEGO, CALIFORNIA

**21 (Fri.) TBD Friday Night Inferno**  
SEATTLE, WASHINGTON



**22 (Sat.) TBD at Washington**  
SEATTLE, WASHINGTON



**29 (Sat.) TBD vs Oregon State**  
Family Weekend / Hall of Fame Game /  
Hispanic Heritage Night — Wear Gold!



## OCTOBER

**5 (Fri.) TBD Friday Night Inferno**  
DENVER AND BOULDER, COLORADO



**6 (Sat.) TBD at Colorado**  
BOULDER, COLORADO



**18 (Thu.) 6 p.m. vs Stanford**  
Maroon Monsoon / Sun Devil Club /  
Jr. Sun Devil Club Night — Wear Maroon!



**27 (Sat.) TBD at USC**  
LOS ANGELES, CALIFORNIA

## NOVEMBER

**2 (Fri.) 11 a.m. Legends Luncheon**  
HYATT REGENCY, PHOENIX, AZ



**3 (Sat.) TBD vs Utah**  
Homecoming / Green Game — Wear Gold!



**10 (Sat.) TBD vs UCLA**  
Salute to Service / Senior Day — Wear Gold!



**17 (Sat.) TBD at Oregon**  
EUGENE, OREGON



**24 (Sat.) TBD at Arizona**  
TUCSON, ARIZONA

Schedule subject to change

For tickets, please call 480-965-5333 or visit  
[TheSunDevils.com/football](http://TheSunDevils.com/football)

# GA

# Homecoming week

A time-honored tradition, ASU Homecoming brings together students, parents and alumni to celebrate our Sun Devil spirit. The weeklong festivities highlight all things Sun Devil through athletic events, fun on- and off-campus activities and entertainment.

October 28–November 3, 2018 [homecoming.asu.edu](http://homecoming.asu.edu)

## Legends

### Luncheon: 1970 Peach Bowl

The 2018 Legends Luncheon will honor the undefeated 1970 Peach Bowl champions, the team that earned Arizona State University its first-ever bowl victory! Help us recognize the players and coaches.

Friday, Nov. 2, 2018, 11 a.m., Hyatt Regency Phoenix, 122 N. 2nd St., Phoenix, AZ 85004

**Ticketed** **Family**

### Lantern Walk

Lantern Walk was first celebrated in 1917. Each year students, alumni, faculty, staff and friends climb to the top

of “A” Mountain carrying lanterns to light up Tempe, following in the footsteps of our Sun Devil ancestors.

Friday, Nov. 2, DJ at the base of “A” Mountain at 6 p.m.; hike up “A” Mountain at 7 p.m. **Free** **Family**

### Homecoming parade

Student organization floats, the ASU Marching Band, colleges, departments, community organizations, local celebrities and the most famous Sun Devil of all, Sparky, parade down University Avenue.

Saturday, Nov. 3, 4 hours prior to kickoff of the football game.

**Free** **Family**

### Block Party

Come one, come all to this festival-like event filled with food, fun, entertainment and 100 tents of demos and information about many units and projects at ASU.

Saturday Nov. 3, immediately following the parade. The event is family friendly with plenty of bike parking. Please do not bring pets.

**Free** **Family**

### Football game: ASU vs. Utah

Sun Devil Stadium, time TBD.

**Ticketed** **Family**

# Sparky's Touchdown Tailgate

Sparky's Touchdown Tailgate is a pregame event that takes place prior to every home football game. We have giant backyard games (Jenga, Connect 4, mini golf and more), fun inflatable games, a photo booth and selfie station with Giant Sparky, an airbrush tattoo artist, cool giveaways and the Sun Devil Marketplace street sale. Food and beverages will be available to purchase on site. Also, mingle with and meet notable Sun Devils, including Mr. Sun Devil himself, Sparky! [alumni.asu.edu/events/gameday/tailgates](http://alumni.asu.edu/events/gameday/tailgates)

## Home games

At College Avenue Commons, between Sixth and Seventh streets, within walking distance of our reinvented Sun Devil Stadium, three hours before kickoff.

**Free** **Ticketed** **Family**

## On the road

ASU at San Diego State, Saturday, Sept. 15, 4.30 p.m. – 7.30 p.m.

ASU at Washington, Saturday, Sept. 15, all day

ASU at Colorado, Saturday, Oct. 6

ASU at USC, Saturday, Oct. 27

**Free** **Ticketed** **Family**

## Devils on Mill

Join ASU students and community members to get hyped for the home football game. With food, ASU gear, music, carnival rides, games and activities, you do not want to miss out on this event! Consider Devils on Mill for your pregame tailgating, perfect for Sun Devils of any age!

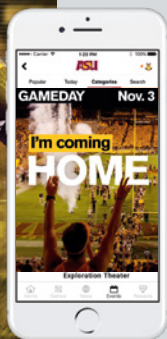
## Home games

Between Forest and Mill avenues on Sixth Street, three hours before kickoff. [eoss.asu.edu/pab/devilsonmill](http://eoss.asu.edu/pab/devilsonmill)

## Win a homecoming trip for two

If you're a Sun Devil Football fan, Sun Devil Rewards has a sweepstakes you won't want to miss! One lucky Devil and guest will win a homecoming weekend loaded with perks, courtesy of Coca-Cola. We're talking roundtrip airfare, two-night stay at a nearby hotel, lunch with ASU Football legends and a pair of tickets to the exclusive Sun Devil Rewards suite to watch the big game. Don't miss out on the trip of a lifetime! If you're not a member of Sun Devil Rewards, the official ASU loyalty app, download it today and start getting perks for your ASU pride.

For all the details, go to [sundevilrewards.asu.edu/homecoming-sweeps](http://sundevilrewards.asu.edu/homecoming-sweeps)



## Cool partnership solves hot problem

Anyone who has been in Arizona during the hot months understands why misters are so important; their cloud of heavily pressurized water droplets can cool the temperature by up to 30 degrees. Local business Mr. Misters is working to bring that same cooling experience to boaters. They've partnered with students at the Polytechnic School to develop a misting system for small watercraft.



The few boat misting systems on the market use the boat's power to pull water from an onboard refillable tank. ASU students worked with Mr. Misters to design a new system that operates using a solar-powered battery that pumps and purifies water directly from the lake to the misting heads, eliminating the need for an onboard tank. The work was conducted through the Polytechnic School's eProjects program, which enables students to gain hands-on work experience with industry partners.



## Viral connection to Alzheimer's disease

A first-of-its-kind study has implicated the presence of viruses in the brain in Alzheimer's disease. Scientists at the ASU-Banner Neurodegenerative Disease Research Center and colleagues at the Icahn School of Medicine provide multiple lines of evidence to suggest that species of herpesviruses contribute to the development of the disorder. It brings science a step closer to clarifying the mechanisms by which infectious agents may play important roles in the disease.

"Previous studies of viruses and Alzheimer's have always been very indirect and correlative. But we were able to perform a more sophisticated computational analysis using multiple levels of genomic information measured directly from affected brain tissue," says the Icahn School's Joel Dudley, senior author of the paper. "I don't think we can answer whether herpesviruses are a primary cause of Alzheimer's disease. But what's clear is that they're perturbing and participating in networks that directly underlie Alzheimer's pathophysiology."

## Online degree in World War II studies a first

ASU and the National WWII Museum have announced a new online master's degree program in World War II studies. The fully accredited Master of Arts degree will provide 30 hours of coursework taught by the world's top World War II scholars from both ASU and

the museum. It will also draw upon the museum's one-of-a-kind collection that includes tens of thousands of artifacts and personal accounts from the World War II generation.

Enrollment is now open for the online Master of Arts in World War II Studies program. Deadline for

applications is Dec. 1; find more at [asuonline.asu.edu](http://asuonline.asu.edu). In addition to the master's degree program, a series of online noncredit courses will be available via ASU's Continuing and Professional Education program ([cpe.asu.edu](http://cpe.asu.edu)); registration opens in October.



## ASU-LACMA fellowship aims to increase diversity

ASU is partnering with the Los Angeles County Museum of Art on a new master's fellowship designed to increase diversity among museum professionals. The three-year program will combine traditional master's-level coursework and a thesis with working 30 hours a week at LACMA or the ASU Art Museum, which is part of the Herberger Institute for Design and the Arts. The first-of-its-kind program, which launched in August, will offer mentorship with curators and faculty and will enable students to accelerate their careers.

## Researcher pinpoints optimal age of puppy cuteness

The meme says "All dogs are puppy," but a study led by Professor Clive Wynne, director of ASU's Canine Science Collaboratory, found dogs' attractiveness to humans peaks at roughly eight weeks, the same point at which their mother weans them and leaves them to fend for themselves. The findings provide insight into the depth of the relationship between humans and dogs, the oldest and most enduring of any human-animal relationship.

"[The study] doesn't mean to say that we stop loving our dogs past [eight weeks]," he says. "The eight-week point is just the point where the hook is biggest, the ability of the animal to grab our interest is strongest. But, having grabbed our interest, we continue to love them all their lives."



## Live the Sun Devil Shelf Life

ASU abounds with academics who are also authors — often prolific ones — and their publications range from research-backed guides to literary works to theoretical explorations. Now there's a one-stop shop where readers can go to see who's writing about what.

Sun Devil Shelf Life, a new and growing resource for readers and writers, is an online platform that serves as a database for the myriad books written by members of the ASU community, including alumni and current students. Publications are searchable by author name, subject and genre.

Find your next read at [asu.edu/shelflife](http://asu.edu/shelflife).



## ASU Prep school ties for top spot in state ratings

The ASU Prep Poly STEM Academy in Mesa tied for the top spot in Arizona school ratings for 2017, based on the final letter grades and scores released this spring by the state Department of Education. The K-4 charter school, located on ASU's Polytechnic campus, tied with Ocotillo Ridge Elementary School for the highest percentage in scoring based on a formula that weighs proficiency in the AzMERIT standardized tests, as well as improvement in scores of some subgroups and other factors.

Keep up with the headlines at ASU by subscribing to the ASU Now newsletter at [asunow.asu.edu/subscribe](http://asunow.asu.edu/subscribe).

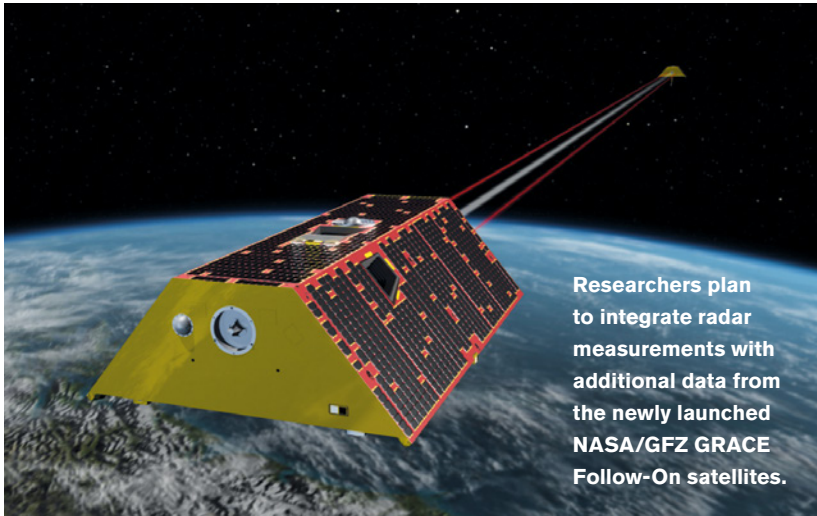
## New community for Greek organizations

ASU welcomed undergraduates into the Greek Leadership Village housing complex this fall. The community, at Rural and Terrace roads on the east side of the Tempe campus, houses about 950 fraternity and sorority members in a cluster of dwellings. The village includes 27 Greek chapters in three- or four-story townhouses, each ranging from 19 to 41 beds for sophomores, juniors and seniors.

The centerpiece of the Greek Leadership Village is a 33,000-square-foot community center with office and activity space for every chapter at ASU, not just those with housing in the village. The community center, which includes retail space and a ballroom, also houses all five governing councils of Greek Life.

**Alpha Phi Alpha alumni Gerald Richard (left) and Tafari Osayande talk on a balcony overlooking the central courtyard at the new Greek Leadership Village on the Tempe campus.**

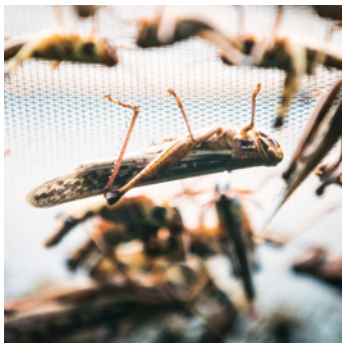




## Space tech aiding water research on Earth

In recent decades, the overpumping of groundwater, combined with drought, has caused some vital underground aquifers to permanently lose essential storage capacity. With the hope of providing water resource managers with better tools, scientists from ASU's School of Earth and Space Exploration and NASA's Jet Propulsion Laboratory are using the latest space technology to look underneath Earth's surface to measure this precious natural resource.

They've focused their efforts on one of the world's largest aquifer systems, located in California's Central Valley, a major agricultural hub that produces more than 25 percent of the nation's food crops. Using satellite-based Earth remote sensing techniques, the team found that during a three-year period from 2007 to 2010 there was a drop of nearly 32 inches in the level of groundwater, a decline that should normally take decades. The most striking result, however: Up to 2 percent of storage capacity was lost permanently.



## Solving a pest problem that has been plaguing us

During a plague year, locusts affect the livelihoods of one in 10 people on Earth. An issue of that size inevitably attracts the brightest problem solvers. Representatives from 12 countries recently gathered at ASU for the inaugural meeting of the Global Locust Initiative, a new research and action program designed to help scientists, governments, agribusiness workers and

farmers cope with locust plagues.

The goal of the initiative — a unit of the Julie Ann Wrigley Global Institute of Sustainability — is the well-being of farm communities and global sustainability.

"It's a challenge all continents except Antarctica are dealing with," says founding director Arianne Cease, an assistant professor in the School of Sustainability.

Learn more at [locust.asu.edu](http://locust.asu.edu).



## Aging with autism

In 1980, "infantile autism" was recognized by the medical community. Schools, parents and doctors began to identify children with what would later be called autism spectrum disorder, and the number of diagnoses skyrocketed.

Today, the first children diagnosed with autism are now adults, and College of Health Solutions Assistant Professor Blair Braden wants to know how autism is affecting their lives. With 1 in 59 children diagnosed with ASD, it's a disorder that affects many, yet little is known about its impact on aging in adulthood.

In an ASU partnership with the Barrow Neurological Institute and the Southwest Autism Research & Resource Center, Braden will spend the next four years studying the brain activity of adults with ASD to better understand the cognitive changes that occur during aging in adulthood and identify what behaviors in adults are the best predictors of age-related cognitive decline. Nearly all previous research on the subject has been limited to children, making this first-of-its-kind study significant for what it will reveal about aging with autism.

## Millennials give up their voice by not voting

Millennials account for nearly a third of the voting-age population in Arizona, and yet only 19 percent of the votes cast for president in 2016 were in that age group — leaving governing decisions to a demographic of voters that is older, richer and whiter. Whether that scenario amounts to a crisis was the topic of a recent panel discussion, sponsored by the Morrison Institute for Public Policy at ASU.

“There’s no guarantee that the younger people who aren’t voting today will suddenly become voters. Voting is a habit. How do we change that?” said the institute’s Joseph Garcia.

Read more at [bit.ly/2vOn4Yx](http://bit.ly/2vOn4Yx).

## Chinese tomb reveals unknown extinct species



A modern-day lar gibbon ape

An international team, including postdoctoral researcher Alejandra Ortiz of ASU’s Institute of Human Origins, has discovered a new genus and species in an unusual place: a tomb. The *Junzi imperialis*, a small-bodied ape that lived in China as recently as 2,200 years ago, was discovered in what was the ancient capital of Chang’an (now Xi’an) in the high-status tomb of Lady Xia (grandmother of China’s famous first emperor Qin Shi Huang). The tomb had 12 pits with animal remains and other grave goods.

Today, all species of living apes are threatened with extinction due to human activity and habitat loss. Yet it has generally been believed that prior to the Industrial Age, ape diversity had not been depleted by human pressures. The well-preserved partial skull of Lady Xia’s gibbon challenges this view.



## Justice not blind to gender bias

In a psychology study at ASU, six attorneys with trial experience — three men and three women — performed identical re-enactments of a forceful closing argument to look at how people perceive an attorney’s effectiveness in the courtroom when expressing anger.

The study reveals male and female test viewers found the angry male attorneys to be commanding, powerful, competent and hireable. They found angry female attorneys to be shrill, hysterical, grating and ineffective. Women and men felt the same way, indicating this bias operates at an implicit level, says Jessica Salerno, ASU lead researcher on the study.

“A good attorney is expected to show traditionally male characteristics in court — anger, aggression, power. But what’s happening is that men benefit from this, while we are penalizing women for showing these same characteristics,” she says.




MET Professional Academy juniors Dakarai Alberty (left) and Adrien Frisque. Not pictured: SimpleSec team member Koby Caputo.

## EPICS helps high schoolers change the world

An app to help teachers locate students in an emergency, diagnostics to identify dangerous bacteria in Arizona’s Oak Creek and technology that supports homeless community outreach were among 40 projects presented at a high school innovation showcase at ASU. The Engineering Projects in Community Service (EPICS) High School is a service-learning program for middle and high school students in which teams partner with local community agencies to design solutions that meet specific needs.

The program provides the precollege innovators with up to \$600 to fund their projects. There is also prize money for certain categories at the showcase, and members of the overall winning project each receive a \$1,000 scholarship to ASU.

One team with a head start on changing its world is EPICS overall first-place winner SimpleSec from Peoria’s MET Professional Academy. At a time when students have become school-safety activists, this team created an app with a geolocator designed to help teachers locate students during an on-campus emergency.



v: to move forward;  
to rise in rank, position  
or importance; to  
make progress

# Advance

## DIVERSITY

**Some civilizations** build Gothic cathedrals, and some build huts. It's the same with ants, but having a diverse group of builders might lead to superior structures. Researchers at ASU discovered that ant colonies with mixed-size groups built longer nests, excavated more sand and produced more architecturally complex nests than single-size worker groups. Diversity in the ant world — and our world, too — makes us stronger.

## Aiming for the next level

Seven common mistakes that could cost you that next promotion. **14**

## Briefs

Professors' research with real-world application for your career. **16**

# Aiming for the next level

BY MAY BUSCH

Is this a promotion year for you? Or maybe you have a big milestone promotion coming up next year that you don't want to miss?

Working toward your next promotion is both an exciting and nerve-wracking time. There's so much to play for, yet the result is uncertain and it's not in your control. If only we could give ourselves our promotions!

I've been through many promotion cycles in my career. Some for me, others for my team members, and now with my executive coaching clients.

When I think back on my 10 promotions during a 24-year career, on the way to managing director and chief operating officer for Morgan Stanley, Europe, I can see patterns of how to earn a promotion and common ways people stay stuck in their jobs.

## It's easy to sabotage your chances of promotion

Every promotion is a milestone in your career. It's a sign of progress, recognition and reward. So you can't help but work hard and give it your best shot. But what if all your hard work is not enough to get the promotion you deserve?

What if you're not doing the right things?

Worse yet, could you be doing the wrong things without knowing it and killing your chances of promotion?

While these are natural fears, they're also worth thinking about ... in a calm, strategic manner.

In fact, it's easy to go about getting promoted in the wrong way despite good intentions. That's because no

**Continued on page 16**



May Busch is senior advisor and executive in residence in ASU's Office of the President. She is also a professor of practice in the W. P. Carey School of Business and chairs the Idea Enterprise.

Find her at [maybusch.com/asuthrive](http://maybusch.com/asuthrive).

## 7 common mistakes that can kill your chances of promotion

Here are seven common mistakes I've observed over my 24-year career and now as an executive coach. Any one of these can sink your chances of promotion. Worse yet, they're easy traps to fall into. I know I did! See if you're making some of these mistakes. Then start thinking about what you can do instead to have a better chance of winning your promotion.

Mistake #1:

### Relying on your work to get noticed

I used to think that if I kept my head down, worked hard and produced excellent results, the rest would fall into place. Maybe it's just a "nice Chinese girl" approach, but I can tell you it doesn't work beyond your very earliest years on the job. Unfortunately, your work can't speak and good news doesn't travel nearly as fast as bad news. So don't be lulled into the belief that doing great work is sufficient. Don't think that it alone will get you noticed. **Make sure you keep people updated on your accomplishments.**

Mistake #2:

### Being invisible

This mistake is about not speaking up and not showing up. In my case, I was always "too busy working" to attend anything that wasn't directly related to producing excellent work. And for those meetings and events I had to attend, I was too self-conscious to say anything. I would sit on the side and only speak when asked. This combination made me less visible to senior people. When no one knows who you are, it's hard to form a positive opinion about how deserving you are of promotion, and I missed out that year. **Make the time to show up and learn to speak up.**

Mistake #3:

## Being indispensable

I realize this runs counter to advice you've been given, but being indispensable for what you're currently doing is a real mistake if you want to get promoted. I remember sitting in a senior planning meeting when someone suggested, "Steven could be promoted to fill that open slot," and Steven's boss jumping in to say, "Don't touch Steven. I need him in his current role." If you're so valuable in the role you're doing, you may be too valuable to promote into a new role. After all, they can't possibly find someone as good as you to do it. It's fine to be seen as indispensable in the short term, but don't leave it so long that you get stuck because you're seen as the only person who can do the job. **Make sure there's someone else who can step in behind you.**

Mistake #4:

## Leaving it too late

Don't be like my team member, Carlo, who waited until two weeks before promotions were going to be announced before he came to my office to make his case. By then, decisions had been made and new information wasn't going to help. And don't be like Nick, who spent the first half of the year operating at half effort. Then, he kicked into high gear a month before performance evaluations. While it was great that he was calling on clients more actively and participating in our internal meetings more proactively, it was too little, too late. Start thinking early, know what promotion you're aiming for a year from now, and carve out time to make a plan. **And if you're worried it's too late, there's no better time to start than right now.**

Mistake #5:

## Playing it safe

As one of just a handful of Chinese kids in my town, I spent most of my growing-up years wishing I could be just like everyone else. That desire to conform, to be liked and to blend in with the group became an instinct for going along with the crowd and not rocking the boat when I started to work. But that's follower behavior, and we're in a world where leaders are the ones who get promoted. It took me too long to realize that playing it safe and being just like everyone else meant I didn't stand out. Instead, it's the time to **bring out what makes you special and worthy of recognition.**

Mistake #6:

## Being in the wrong job

Some jobs don't lead to promotion to a higher level or greater responsibilities. The key is to know this before you pin your hopes on getting promoted. When my boss moved up to run a bigger unit, he asked me to be his operations officer or "right-hand person." I was thrilled to move with him to this new role. Better yet, the star performers of the firm had gone on from operations officer positions to bigger and better things. When the time came to look at the next step, I learned that the operations officer role I was in wasn't seen in the same light. Our unit was much smaller and less complex. It wasn't the training ground that led to immediate superstardom. I ended up having to move to a revenue-producing role and take an extra year to demonstrate my value. **If you're in a role that doesn't lead to promotion, then take everything you can from it and use it as a steppingstone to a role that affords an opportunity for promotion.**

Mistake #7:

## Not having your boss on your side

Laura loved her work, was doing well with her clients and had great relationships with her colleagues. She had just one problem: She and her boss didn't get along. No matter who's at fault, the result is the same. Without her boss's support and advocacy, Laura wasn't about to get promoted. Unless your boss is about to be fired, I've never seen anyone get promoted when their boss doesn't rate them. If you haven't figured out the care and feeding of your boss, this would be a great time to do it. **This is the time to be doing your job well, which includes making your boss look good and making their life easier.**

**Continued from page 14**

one shows you how to do it. Sure, you get told the “facts,” like key competencies and important deadlines. But that’s just the official part and it’s only the tip of the iceberg.

What are the unofficial, unspoken truths to getting promoted they don’t tell you?

One of the keys to success is simply to avoid going about it in the wrong way. If you stay away from the “killer mistakes,” you’ll improve your chances of getting promoted significantly.

**Position yourself to be promotion-ready**

Whether your next promotion opportunity is around the corner or a year or two in the future, it’s important to make the effort to put yourself in a position to be promotion-ready. And a great place to start is by addressing seven common mistakes or, better yet, avoiding them in the first place.

When you miss out on a promotion, it’s hard not to take things personally because it feels like you’ve been rejected from the club. And it’s all very public.

That’s why I’ve shared these common mistakes. I don’t want you to go through the trial and error (lots of errors!) that I did. I want you to have a smoother time of it. I want you to have the best chance of setting yourself up to succeed.

**Remember, if you’re making some of these mistakes, you are not alone. The most important thing is to start addressing the ones that are holding you back, and keep taking steps.**

**And now, it’s time to get out there and take action to put yourself in the best possible position to win your next promotion!**



## Workers think of companies as people, and behave accordingly



Most employees know that relationships with their co-workers are important, but it’s likely not many realize that they also think of their company as a person.

But they do.

A new research paper by a professor in the W. P. Carey School of Business at ASU shows that not only do people “anthropomorphize” organizations — by attributing human qualities to nonhuman entities — but that it affects the way they behave.

“The more we explored, the more we found that yes, indeed, people not only talk about the organization that way,

they actually think about it that way and that affects the way they see the organization,” says Blake Ashforth, professor and Horace Steele Arizona Heritage chair.

“We were surprised to find that it has pretty major effects.

“In marketing, this is old news. They’ve had brand personality for many years. But to people who manage organizations, this is simply not talked about.

If you think of an organization as a person, you treat it that way, Ashforth says. “You use interpersonal norms, like being polite, being fair, reciprocity.”

**“A lot of people use their own manager as a template for how the organization must be as a person ... A lot of this stuff happens in offices and hallways and meeting rooms.”**

— BLAKE ASHFORTH, PROFESSOR OF MANAGEMENT

Sun Devil

100

The Sun Devil 100 celebrates leaders of the 100 fastest-growing companies among ASU alumni nominees. Nominate yourself or a worthy Sun Devil by Nov. 2 at [alumni.asu.edu/form/sun-devil-100-nominate-worthy](https://alumni.asu.edu/form/sun-devil-100-nominate-worthy).



“This helps confirm that local cooperative groups tend to stay small in human history while successful regional and state formations all came about from **networking across diversity** — in this case, geographical distances — and securing a buy-in for a common cause.”

— Kelly Knudson, bioarchaeologist, professor in Arizona State University’s School of Human Evolution and Social Change

## Use ancient lesson to grow your influence

A study of ancient cultures in Peru has found the most effective growth strategy for leaders of some early city-states was not coercion through law or force, but the hosting of large feasts and inviting diverse swaths of people outside their own network to partake.

But are parties really an important part of human culture and evolution, even today — or just a diversion? Kelly Knudson, ASU bioarchaeologist and an author on the multi-institutional study, firmly

believes it’s the former.

Case in point is Paracas — the first group in the region to flourish and become highly complex, despite no formal governance entities — and a court called Cerro del Gentil, likely the main spot for celebration.

“We think the feasts held there likely provided some of the first incentives for pilgrimage, support and partnership with those leaders in societies that had no other methods of complex, overt control,” Knudson says.



Holding a feast requires a surplus of goods, a process made much easier through collective action and cooperation at scale. The ASU research team analyzed organic and inorganic samples to determine the origin of materials found at Cerro del Gentil.

### Free career services for life for grads

ASU Alumni offers free career services for life to Sun Devil alumni, including job and internship connections, with access to thousands of job postings online; career

advice in both virtual and in-person meetings; and career resources you can access 24/7. Register at [alumni.asu.edu/benefits/alumni-career-and-professional-development-services](https://alumni.asu.edu/benefits/alumni-career-and-professional-development-services).



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v: to create, especially by deliberate effort over time; to promote the growth of; to cause to evolve

# Develop

## EXCELLENCE

### A banner year

is unfolding for Barrett, The Honors College: The growing college welcomes more than 2,000 new students this fall. It offers resources and support as well as unique experiences at ASU's four metro Phoenix campuses for students such as Terrell Brown, an honors sophomore from Surprise, Arizona, majoring in medical studies.

### Downtown Phoenix

Revitalizing a city core. **20**

### Valley of the heat?

Phoenix is a living lab for research on mitigating heat. **28**

### Setting records

Fundraising update. **34**



**Walter Cronkite School  
of Journalism and Mass Communication  
and Arizona PBS**



**Beus Center for Law and Society  
and the Sandra Day O'Connor College of Law**



**College of Nursing  
and Health Innovation**



**Arizona Biomedical  
Collaborative**



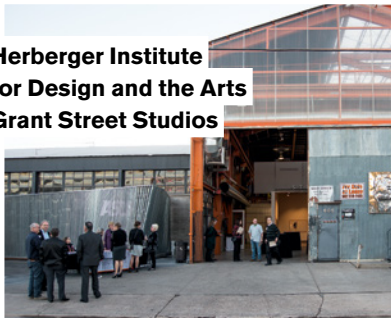
# Phoenix

# THRIVE

**“Of all the things that have benefited downtown Phoenix, ASU having a presence in downtown has been the biggest game changer of all.”**

—NICOLE STANTON, PHOENIX OFFICE MANAGING PARTNER, QUARLES & BRADY

**Herberger Institute  
for Design and the Arts  
Grant Street Studios**



**The  
Collaboratory  
on Central  
at the  
Westward Ho**



**Thunderbird School  
of Global Management  
at Arizona Center**



BY GEORGANN YARA

It doesn't take long to find a Phoenician who has a story or two about the years when downtown Phoenix pretty much went dark at 5:05 p.m. Sure, the arena and ballpark were there. But when the game or concert was over, most people hopped into their cars and hightailed out. Describing post-dinner food options as “limited” was generous. And nightlife? Ha.

Having worked in downtown for 20 years, Nicole Stanton, the Phoenix office managing partner for Quarles & Brady law firm, recalls when she brought in her own food for late nights at the office because the alternative was going hungry.

Today, a short evening stroll through these once-sleepy streets indicate those days are in the city's rear-view mirror. The bevy of entertainment venues, cultural events, hospitality services and recreational experiences have since generated multiple reasons to linger.

And Arizona State University's downtown campus — established in 2006 — is in the thick of the whirlwind resurgence that has made downtown Phoenix an enviable hot spot.

The timing of the arrival and progression of the downtown campus and surrounding community growth isn't coincidence.

“Of all the things that have benefited downtown Phoenix, ASU  
**Continued on page 25**

# Catalyzing moments in a downtown's evolution

Many elements make the center of Phoenix the vibrant place it is today. From campus development to community partnerships, many investments and events have come together to bring the Downtown Phoenix campus to life. A few highlights:



**1989**

## Artlink connects art spaces

Artlink forms and organizes Art Detour, a multi-day, self-guided tour of galleries, studios and businesses in and around downtown.

**1990**

## ASU Downtown Center at the Mercado

Day, evening and weekend courses, degrees and professional-development programs including urban design, policy and community service



The Mercado

are introduced.

Programs bring faculty, students, local government, state agencies and other organizations together to work on local and statewide challenges.

**1990-96**

## New artist enclaves emerge

Due to construction of what are now Chase Field and Talking Stick Resort Arena, many artists in the warehouse district are displaced, leading them to purchase properties in new areas, including Roosevelt Row and Grand Avenue. USA Today later names Roosevelt Row one of the 10 Best City Arts Districts in America.

**1994**

## First Fridays

Artlink and other downtown Phoenix artists start to officially promote this monthly art walk, which has grown to become one of the largest in the U.S. With many venues open free to the public each month, First Fridays succeeds in bringing people back to downtown Phoenix. The event currently attracts from 14,000 to 20,000 visitors monthly and continues to grow.



**2001**

## Downtown Phoenix Ambassadors

The Downtown Phoenix Partnership starts a safety program that would evolve into a hospitality service with specially trained downtown Phoenix customer-service ambassadors, who help with events and navigation of downtown.

**2005**

## Phoenix Urban Research Lab

Known as PURL, this working research center opens and fosters the idea for the downtown campus. Through a combination of supported research, coordinated coursework and public programming, PURL assembles different academic units within the university and the public sphere. PURL launches Phoenix Urban Design Week, a

The ASU Art Museum's Artist Residency program hosted a changing lineup of programming as artists spent time in the live/work/gallery arrangement.

series of highly anticipated annual events still active today.

**2005**

## ASU, City of Phoenix partner on campus development

ASU and the City of Phoenix announce a transformative partnership for the development of the ASU Downtown Phoenix campus, which is approved by a 2-to-1 margin by the city's voters one year later.

**2005**

## Phoenix Public Market's open-air market debuts

Located at what is now the Phoenix Public Market Café parking lot, this destination spot is composed of more than 80 independent vendors selling wares, including local produce and other goods every Saturday.



## ASU's growth to many locations

**1885**

### ASU Tempe campus

The Territorial Normal School is created to train teachers and teach agriculture and mechanical arts. Today, ASU offers hundreds of majors that engage undergraduates and graduates in multidisciplinary research and exploration. The Novus Innovation Corridor will integrate mixed-use urban development with enhanced collegiate athletic venues.

**1984**

### ASU West campus

Established by the Arizona Legislature as the university's second campus, ASU West is located on the western edge of Phoenix. Today the campus offers more than 50 undergraduate and graduate degrees across six colleges. The Gary K. Herberger Young Scholars Academy on the campus is a learning environment for highly gifted students in grades 7-12.

**1996**

### ASU Polytechnic campus

Founded as ASU East on the former Williams Air Force Base, this campus offers degrees in interdisciplinary sciences, engineering, management, aviation, technology and education. Industry partnerships provide learning opportunities within advanced lab spaces. ASU Prep preschool, STEM Academy for K-8 and a STEM high school are on this campus.

2006

## The new campus

The Downtown Phoenix campus officially opens with 2,766 students and three colleges — College of Nursing, College of Public Programs and University College — housed in two office buildings speedily remodeled for classroom use. Students move into a refurbished 1955 Ramada Inn, which serves as a temporary residence hall for the campus's first two years. Later in the year, the School of Social Work moves to the downtown campus, becoming part of the College of Public Programs. Two years later, the School of Criminology and Criminal Justice relocates from the West campus to join the college. Today the campus offers programs across eight degree-granting colleges and schools.

2007

## Ground-breaking for Cronkite School

Former CBS News anchor Walter Cronkite breaks ground on what will become the campus's first newly constructed building, designed to house the Walter Cronkite School of Journalism and Mass Communication and Arizona PBS. In 2008, the fourth college of the campus opens its new home, a state-of-the-art digital communications complex.

2007

## A biomedical collaboration

The Arizona Biomedical Collaborative Building opens as part of the Phoenix Biomedical Campus, a medical and bioscience campus. The LEED-certified building houses bioinformatic programs for ASU and research programs for the University of Arizona.



2008

## Downtown living

Students move into Taylor Place, a newly built 13-story residential complex with a rooftop terrace, mountain vistas and city views. A second tower opens the following year.

2008

## Phoenix Convention Center is revamped

A \$600 million demolition and expansion is completed, creating a new and improved venue to accommodate national conventions and crowd-drawing events like Phoenix Fan Fusion, Comicon and NFL Super Bowl fan activities.

2008

## CityScape construction begins

Construction begins on a 1.2 million-square-foot urban multi-use development, to be used as office buildings, residential units, a hotel, retail shops, restaurants, bars and entertainment venues. It's also the site of an outdoor ice rink each winter.

2008

## Light rail opens

Valley Metro light rail service begins, linking the Downtown Phoenix campus to Tempe.

2009

## ASU Preparatory Academy Phoenix

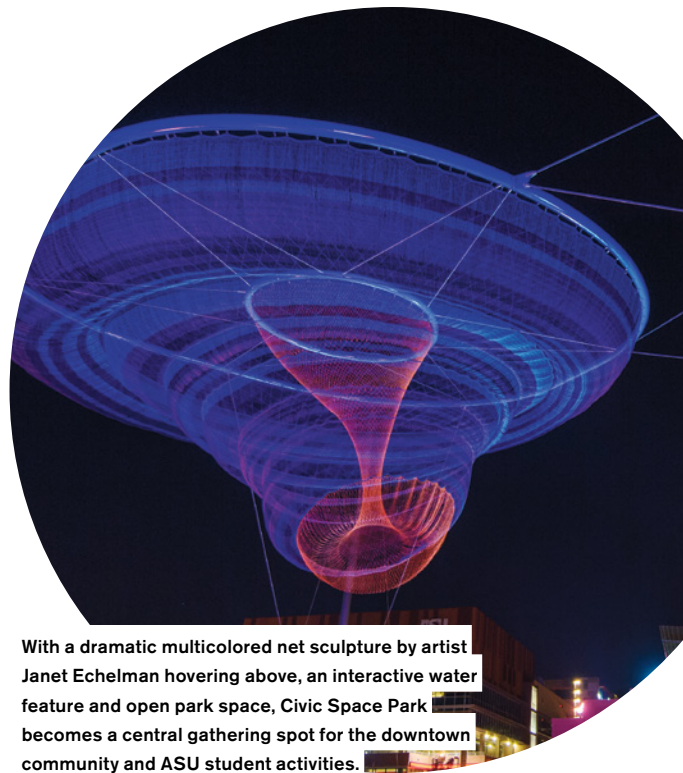
The academy opens downtown. Today it includes preschool,

elementary, middle and high schools, and its curriculum helps students develop critical thinking and learning skills to prepare them for college.

2009

## Civic Space Park

City officials dedicate Civic Space Park, a 2.7-acre grassy oasis that replaces abandoned storefronts and empty lots. The A.E. England Building, an abandoned 1926 auto dealership on the city's historic registry, is dedicated after a major renovation, and serves as an anchor in the park. It is used daily for classes, public meetings, art displays and special events.



With a dramatic multicolored net sculpture by artist Janet Echelman hovering above, an interactive water feature and open park space, Civic Space Park becomes a central gathering spot for the downtown community and ASU student activities.

2002

## Mayo Clinic and Arizona State University Alliance for Health Care

Together, Mayo, the recognized world leader in patient care, education and research, and ASU, the nation's most innovative university, are bringing the brightest minds together to accelerate cutting-edge research discoveries, improve patient care through health care innovation and transform medical education to enhance health outcomes.

2008

## SkySong Innovation Center

The center is responsible for more than 100 spinoff companies that have collectively raised more than \$600 million in venture capital. It is also home of the ASU Online/Starbucks degree program with ASU's EdPlus team.

2012

## ASU at Lake Havasu

This collaboration between the Lake Havasu Foundation and ASU brings the university's innovative approach to higher education to a location unserved by the state university system. Students at Havasu now choose from more than 20 four-year undergraduate degree programs.

2018

## ASU in Downtown Mesa

The city council approves a partnership with ASU for a campus in the center of Arizona's second-largest city. ASU agrees to bring at least 750 students and 40 faculty members, with at least 25 scholarships earmarked for students within Mesa city limits.

2009

**New nursing building**

The Downtown Phoenix campus dedicates its second new academic building, an 84,000-square-foot building, part of the College of Nursing and Health Innovation.



2011

**Sustainability focus**

The Downtown Phoenix campus dedicates its first solar power grid on the roof of the Cronkite School. Sustainability is a key feature of the campus, which has seven LEED-certified buildings.

2011

**Crescent Ballroom opens**

This music venue, bar and restaurant hot spot opens and quickly establishes itself as a premiere Valley music destination. It is the first of several downtown venues by promoter Charlie Levy; his second, the concert space the Van Buren, opens in 2017.

2012

**Fifth college based downtown**

The newly established College of Health Solutions opens on the Downtown Phoenix campus.

2013

**\$275 million**

worth of goods and services created by ASU's 2013 nonpayroll spending around the downtown campus. These goods and services are supplied by Phoenix businesses.

**2,100 jobs**

**\$101 million**

in labor income

**\$168 million**

in gross product

directly created by ASU's spending downtown

2013

**Feast on the Street**

This half-mile-long dining table set up on First Street turns the stretch into a pedestrian promenade in celebration of food and art in one of the largest outdoor events downtown to date, galvanizing art, food and neighborhood community ties. The feast is a free public event and community project initiated by the ASU Art Museum and the Desert Initiative, Roosevelt Row Community Development Corp. and artists Clare Patey and Matt Moore.

2013

**Adaptive reuse**

The new Student Center opens in the historic U.S. Post Office building on Central Avenue adjacent to Civic Space Park.

2013

**McDowell Mountain Music Festival**

Originally held in Scottsdale, the festival now known as M3M moves to Margaret T. Hance Park. This 100-percent nonprofit music festival has attracted visitors with major bands. The precedent

set by strong attendance, Viva PHX debuts soon after, bringing a live music extravaganza hosting 50 bands on 13 stages across downtown.

2013

**Fitness center**

Students celebrate the grand opening of the new Sun Devil Fitness Center, a 73,800-square-foot health and recreational complex featuring extensive cardio and weight equipment and a rooftop pool overlooking the campus.

2014

**Grant Street Studios opens**

This venue for the ASU School of Art in the Herberger Institute for Design and the Arts moves several of its graduate studio programs to the Phoenix Warehouse District.



2014

**GRID Bike Share launches**

The first ever city-shared bike system launches in the urban core of Phoenix with bikes available for rent via a mobile app.



Grant Street Studios marks a major move for ASU art courses and practice into downtown.

2014

**Beus Center for Law and Society**

Construction begins on the \$129 million, 260,000-square-foot complex that will become the new home for the Sandra Day O'Connor College of Law in 2016. The building space is designed to be inviting, engaging and accessible to everyone who is interested in learning about the law, its effect on our daily lives, and the many services and resources available through ASU and other BCLS partners.



Leo Beus addresses guests during the grand opening of the Beus Center for Law and Society.

2016

**ASU's Collaboratory on Central in the Westward Ho**

The community service clinic combining health and social outreach opens inside the historic Westward Ho hotel. This clinic includes office and event space on the first floor of the landmark 1928 hotel. It houses students studying social work, nursing, health monitoring and counseling, and the ASU Center for Applied Behavioral Health Policy.

2017

**11,465**

students

**644**

faculty members

2018

**Phoenix backs expansion for Thunderbird**

The Phoenix City Council approves a \$13.5 million investment for a new downtown building to house the Thunderbird School of Global Management.

# ASU Downtown Phoenix footprint

The City of Phoenix has undergone many changes in land use since its founding in 1881. ASU's partnership with the city was designed to activate vacant parcels, increase pedestrian activity, create new urban housing models, foster mixed-use and retail development, build an urban park at the center of the city, support arts and culture, and cultivate civic ambition in the fifth-largest city in the U.S.

**Buildings housing ASU programs or offices**



**Continued from page 21**

having a presence in downtown Phoenix has been the biggest game changer of all," Stanton says.

It's the result of a transformative partnership begun in 2005 between the city and ASU to develop a downtown campus. Less than a year later, Phoenix voters showed their support, approving a \$223 million bond by a 2-1 margin, an unprecedented investment in higher education by a city.

Wellington "Duke" Reiter, executive director of the University City Exchange at ASU and senior

**\$223 million bond**

**was supported by Phoenix voters by a 2-1 margin, an unprecedented investment by a city in higher education.**

adviser to President Michael M. Crow, lent his creative vision in the design of the Downtown Phoenix campus more than a decade ago.

"At the time, we were communicating the mutual benefit for the city and university around such an idea," Reiter says. "Having a relatively empty urban core in the fifth-largest city in the United States was not helpful in the attraction of new companies or research talent. Accordingly, both parties were motivated to fix the problem.

"Now that the campus is well established, the city is seeing more activity on the streets, increased retail and a renewed interest in the benefits of civic space — exactly what was anticipated. The park area around which many university and new private-sector buildings are gathered was purposefully designed to generate an enhanced relationship between residents, students, and employees in the area — a way for people to get to

know their city and the university anew. Such urban amenities grow out of great partnerships,” he says.

The Valley Metro light rail line, hospitality services and corporate and independent businesses also play roles, changing the downtown landscape and culture with an influx of amenities that cater to locals’ and visitors’ needs.

According to a recent Downtown Phoenix Inc. report, this buzz is fueled by 7,000 residential units, 13,000 students, 400 tech and creative companies, and hundreds of hotel rooms that host business and leisure travelers. In combination with major sports, arts and cultural events, this development is a powerful factor in an estimated \$9.7 billion annual value of total goods and services in the area.

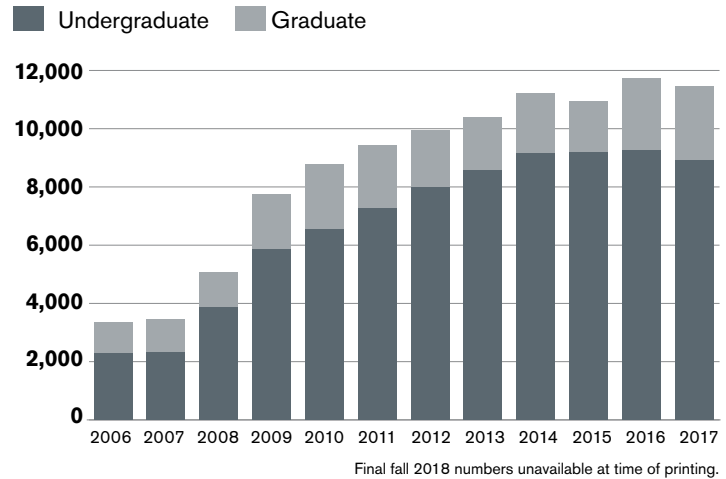
The vision of a traditional campus that’s contained by geography to a few square blocks has diminished over the years. As buildings spread out to accommodate more programs moving downtown — most recently the Thunderbird School of Global Management — students and faculty have followed suit, becoming part of downtown community’s social fabric and creating age, profession and background diversity, explains Jim McPherson,

**“The campus design has evolved and become what the grassroots community envisioned.”**

– JIM MCPHERSON

downtown Phoenix advocate and executive director of Sustainable Communities Collaborative. Many have become true residents and see downtown as a spot to truly live, work and play alongside their nonuniversity neighbors. “The campus design has evolved and become what the grassroots community envisioned,” McPherson says.

## Students on the Downtown Phoenix campus



**#2 program in the U.S. for graduate local government management and No. 1 in the Pac-12**

ahead of Penn State, Georgetown and USC. It is one of nine graduate degree offerings in ASU’s School of Public Affairs that is ranked in the top 10 in the U.S.

– U.S. News & World Report

**Proximity and partnership with business**

Downtown companies have also benefited from ASU’s presence. Sandra Day O’Connor College of Law students take on internships or other jobs at downtown law firms. Among them, Quarles & Brady, which invites top students to participate in its summer associate class.

For a decade, The Arizona Republic/azcentral has collaborated with the Walter Cronkite School of Journalism and Mass Communication on a breaking news multimedia reporting class that places student interns in virtually every department in the newsroom, from photo and

**Top 10 in public affairs for graduate programs**

ahead of University of Chicago, Columbia University and Duke University

– U.S. News & World Report

**#27 law school in U.S.**

ahead of Wake Forest University, Pennsylvania State University, Ohio State University and University of Georgia

– U.S. News & World Report

digital production to features and sports. Each semester, about 14 students are assigned to the breaking news desk, where they get real-life experience speaking to police and fire personnel and witnesses, then generate stories for print, online and even Facebook Live content.

“What we get are additional young journalists who can be on the scene in many more places than we could without them,” says Kathy Tulumello, news director for Arizona Republic/azcentral.

## Building art audiences

From professional opportunities to a rich cultural life, downtown has evolved in skyline-changing leaps and fine-grain growths, too, especially in Phoenix's creative community downtown.

Roosevelt Row started as an informal idea among many artists who had relocated into the area. As a recent alum of the ASU School of Art, Greg Esser was working with others from his ASU studio to build projects on Roosevelt including galleries like Eye Lounge and 515 Gallery. He credits the evolution of downtown Phoenix in part to the high concentration of artists, one aspect of "making" a destination.

"One of the driving changes in the perception of downtown was by the artists and the building of First Fridays over the years. It created a catalytic impact that supported businesses relying on that First Friday audience," says Esser.

Now as a leader in the Herberger Institute for Design and the Arts, Esser is supporting expansion of ASU's art and design efforts downtown. His work is now focused on the next wave of artists, collaborating with the school's leadership and the more than 300 graduate students at Grant Street Studios on the next chapter of growth.

With a law school that offers affordable legal advice, several colleges serving health and well-being needs, hundreds of artists building creative works and an urban campus that is inviting to all, the university has bonded with the core of the nation's fifth-largest city.

"ASU's presence downtown has brought a vibrancy, a livelihood. People live downtown now, they don't just work here," Stanton says. "The benefit of that and the transformation it had on downtown cannot be understated." ■



Artist's rendering of the new building, expected to open in 2021.

# A new era for Thunderbird

ASU's Downtown Phoenix campus will be getting a new neighbor this fall when the Thunderbird School of Global Management begins classes at a renovated Arizona Center. The iconic school's graduate programs and Thunderbird Executive Education program will eventually be housed in a new building, slated for January 2021, that will rise on the north side of Polk Street between First and Second streets, next to the Beus Center for Law and Society. It will include space for classrooms, meetings and offices and feature two levels for executive education. There will also be rooftop function space.

**"We are extremely excited about Thunderbird's move to the downtown ASU campus.**

**For Thunderbird to now be located in the fifth-largest and one of the fastest-growing cities in the country, and one with international connections and ambitions, is an incredible opportunity for us.**

— SANJEEV KHAGRAM,  
DIRECTOR-GENERAL AND  
DEAN OF THUNDERBIRD

# Valley of the heat?

As Phoenix's mercury stays higher longer, the metro area becomes a living lab for research to mitigate urban heat.

STORY BY BILL BERTOLINO

PHOTOS BY JAROD OPPERMAN AND ELLEN O'BRIEN

An abstract view of the shade structure near the Sun Devil Welcome Center, the Phoenix skyline and the shaded walkway in front of the Memorial Union.



## Autumn means

looking forward to the first crisp evenings and breaking out the cozy layers — elsewhere in the country, that is.

In Phoenix, residents still have months of warm weather ahead, and that's after a summer of record-setting temperatures.

Not only is Phoenix situated in the southwest desert — the hottest region in the United States — it also happens to be the hottest major city in the country, and among the hottest in the world. More than 300 days of sun and thousands of square miles of concrete, asphalt and glass combine to make Greater Phoenix a living laboratory for the urban heat phenomenon and its associated ills.

And it's only getting hotter.

Climate scientists predict daytime high temperatures will get higher, and nighttime low temperatures will continue their alarming upward trajectory. This is happening in a city that has already warmed an average of 5 degrees Fahrenheit over the past century, according to Nancy Selover, the state's climatologist at ASU's Arizona State Climate Office.

This geographic and climatic sweet spot places Arizona State University in a unique position to study the complex dynamics of the urban climate system. Its teams of researchers are exploring ways to mitigate extreme heat and develop strategies to improve the quality of life — not only locally, but with ideas that can have a positive impact on a global scale.

### Addressing the issue from multiple angles

What makes this an even more pressing issue is the knowledge that extreme urban heat is an induced problem and, on a macro level, it's being exacerbated by climate change that is making the Southwest warmer.

"There are such extreme conditions here that if

Lot 59 — infamous among students in years past for its sun-baked expanse — has become more hospitable thanks to the addition of extensive solar shade panels.



we can make a difference, then presumably, the lessons learned are applicable to other places. Phoenix is a perfect laboratory," says Wellington "Duke" Reiter, senior adviser to the president at ASU.

"We live in a First World nation with available resources. We have the means by which to address this problem — others may be less fortunate. I think we have an obligation to give it a shot."

And that's exactly what's happening.

Across multiple disciplines, bringing together climate and social scientists with planners and designers, ASU is developing and evaluating strategies for sustainable urban designs and living.

The epicenter of this work is happening at the university's Urban Climate Research Center.

Studying the effects of

**"Hurricanes, tornadoes, floods and storms attract a lot of attention, but extreme heat and cold are actually the leading causes of weather-related deaths."**

— DAVID HONDULA, CLIMATOLOGIST AND ASSISTANT PROFESSOR IN ASU'S SCHOOL OF GEOGRAPHICAL SCIENCES AND URBAN PLANNING

landscape change and its impact on urban heat has personal meaning for Matei Georgescu, senior sustainability scientist at ASU's Julie Ann Wrigley Global Institute of Sustainability.

In 2002, Georgescu joined his

parents on a cross-country trip to Arizona, where they settled in northwest Glendale. At the time, the house was at the edge of the urban expanse.

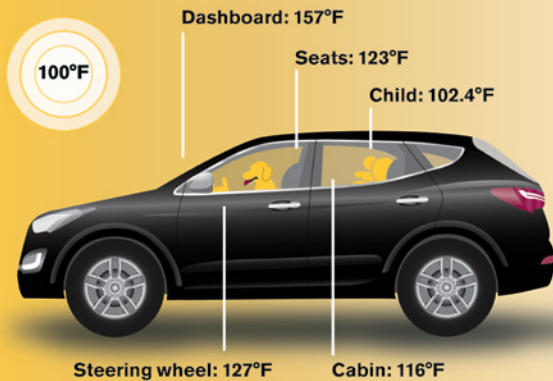
A year later, when Georgescu visited on winter break, he could no longer see the desert landscapes that had once been visible from the home.

"The buildup had been happening so rapidly that there was a complete replacement of the natural land," he says.

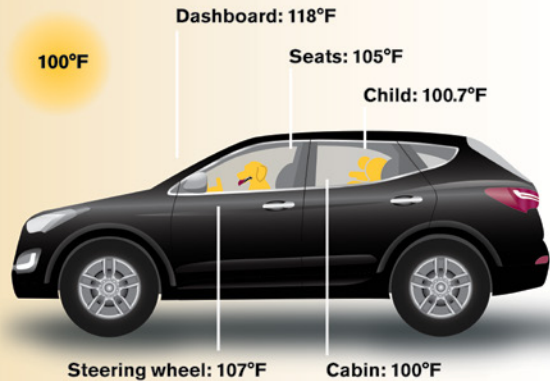
This instilled a lifelong interest in the phenomenon of urban heat and became the subject of his dissertation, which developed land use models to quantify the effects on climate, energy and water.

"I fell in love with the subject because it was something I could see, something I could feel and it had meaning for me personally," Georgescu says.

## Vehicle parked in the sun on a 100°F day for 60 minutes



## Vehicle parked in the shade on a 100°F day for 60 minutes



Researchers from ASU and the University of California at San Diego School of Medicine compared how different types of cars warm up on hot days when exposed to different amounts of shade and sunlight. One hour is about how long it can take for a child trapped in a car to suffer heat injury or even die. “These tests replicated what might happen during a shopping trip,” says ASU Research Professor Nancy Selover. “I knew the temperatures would be hot, but I was surprised by the surface temperatures.”

Georgescu recently put the university in the spotlight for his work as part of a research team that published a groundbreaking analysis quantifying the projected value of urban farming on a global scale. The benchmark study, “A Global Geospatial Ecosystem Services Estimate of Urban Agriculture,” was published in the journal *Earth’s Future* and was covered in a variety of news media outlets. One scientist notably called the study “a major advance.”

The study found that not only does urban agriculture have the potential to increase global food production by several percent, but it has other tremendous benefits such as reducing the use of fossil fuels, generating an energy savings of up to 15 billion kilowatts and cooling the built environment.

Georgescu is now leading a similar analysis for the Phoenix

metropolitan area.

“This is a complex system where you need architects, urban planners, climate scientists, multiscale analyses, transportation engineers — that’s what’s going to get the job done,” Georgescu says. “And that is the real strength of ASU, which is bringing all these components together.”

As a climatologist and assistant professor in ASU’s School of Geographical Sciences and Urban Planning, David Hondula studies the impacts of extreme weather on health and society. He is engaged in research that can help governments better understand extreme heat and develop strategies in how to respond to it.

“Hurricanes, tornadoes, floods and storms attract a lot of attention, but extreme heat and cold are actually the leading causes of weather-related deaths,” he says.

And in Maricopa County, there are more than 100 heat-related deaths each year.

What makes extreme heat such a hazard? “The persistent, chronic nature of it,” Hondula says. “Heat is a discriminating hazard. It picks on elderly, poor and people who don’t have the means to get out of harm’s way.”

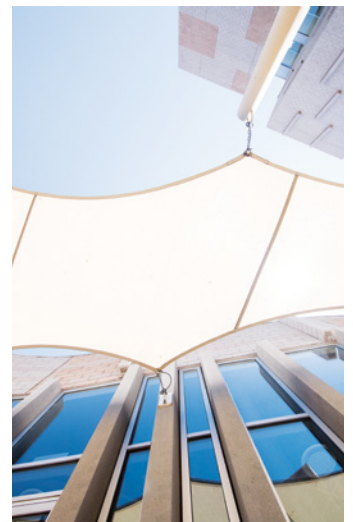
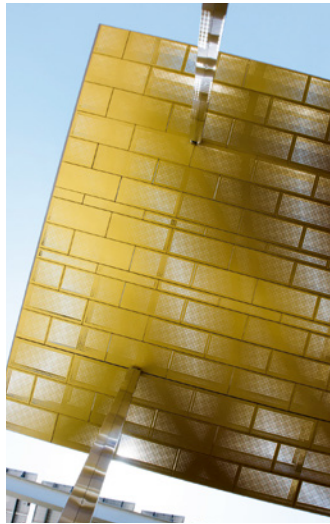
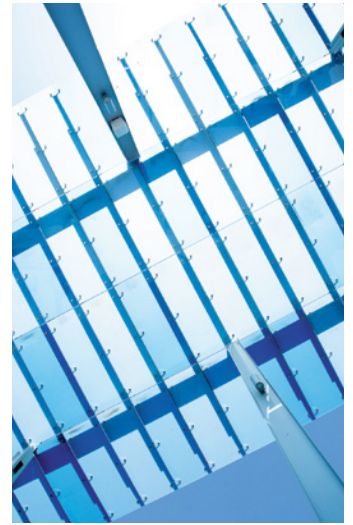
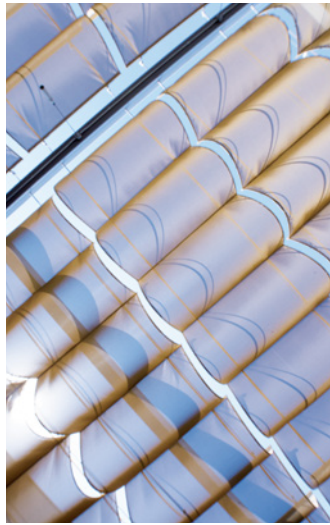
### Helping the city prepare

Hondula is working with the city of Phoenix to develop a first-of-its-kind readiness plan that will guide how the city identifies, tracks, prepares for and responds to the dangers of extreme urban heat. The “HeatReady” program would be a comprehensive approach to heat management, much like other cities have done for catastrophic storms.

Recently, the “HeatReady” idea was selected as a finalist in the

## ASU's campuses

have hundreds of types of trees (find a map of Tempe notable trees at [bit.ly/2KR7h15](http://bit.ly/2KR7h15)), and they beautify the campus while providing much-needed shade. But shade doesn't have to mean trees — relief from the sun can also be found with covered walkways, artistic shade structures and solar canopies that generate power while shading people and cars. And that's important: ASU researchers have found that shade can make you feel up to 18 degrees cooler, while air temperature might only vary by 5 degrees. So break out the umbrella and stay cool.



Bloomberg Philanthropies' Mayors Challenge, a national competition that challenges cities to confront their most pressing problems and to develop innovative ideas to solve them.

Phoenix advanced as one of 35 finalists out of a pool of more than 320 applications and will earn a \$100,000 grant to further develop the program. Ultimately, it could receive a \$1 million or \$5 million grant.

Hondula is also working on a National Science Foundation-funded project to study and model the impacts of a large-scale power failure that would occur simultaneously with an extreme heat event in Phoenix, Detroit and Atlanta. He said they have already identified cooling centers in Arizona that are backed up by generators, and those that are not.

Many of these projects have a heavy education component for undergraduate and graduate students, who have been gaining experience in the field and in the labs.

One of the most physically noticeable effects of urban heat is a rise in nighttime temperature during summer. In other words, the cooling effect in the city is not happening like it once did.

For example, if Phoenix doesn't get lower than say, 90 degrees at night, then the next morning when the sun comes up, the day naturally starts warmer.

"There is a cumulative effect. It will ratchet up over a number of days, and that's what happens with those heat waves that we experience," says Selover. "I like to refer to it as the nights aren't long enough anymore."

She attributes this, in part, to dense building materials such as concrete and pavement, which hold heat much longer than natural

**“There are such extreme conditions here that if we can make a difference, then presumably, the lessons learned are applicable to other places. Phoenix is a perfect laboratory. We live in a First World nation with available resources. We have the means by which to address this problem — others may be less fortunate. I think we have an obligation to give it a shot.”**

— WELLINGTON REITER,  
SENIOR ADVISER TO  
THE PRESIDENT AT ASU

materials and don't dissipate it well.

"When you have more natural materials and those that are not so dense — dirt and sand — they don't conduct the heat very deeply into the material, so when the night comes, the heat is very near the surface and it dissipates very quickly," Selover says.

"Within a half-hour, a natural surface will be cool. Anytime you can move yourself into less dense materials you will have less heat storage."

Another debilitating factor of extreme heat is a person's direct exposure to radiation. Any Phoenixian can attest that the thermal difference under a shade tree vs. direct sunlight is immediate and dramatic.

This is one of the reasons Phoenix adopted its Tree and Shade Master Plan, which has the ambitious goal of achieving 25 percent citywide tree canopy by 2030. Currently, ASU estimates the city only maintains about 10 percent canopy coverage.

Researchers at ASU set out to quantify the gap. Increasing a neighborhood's tree canopy from 10 percent to 25 percent would lead to a temperature reduction of 4.3 degrees Fahrenheit, while a totally bare neighborhood could see a drop of 7.9 degrees.

In the future, what we know for sure is that Phoenix's population will continue to grow. Maricopa County, in fact, is the fastest-growing county in the United States, which will contribute to the expansion of the urban footprint and extreme urban heat.

So trees and shade alone will not solve the city's extreme heat. What will move the needle, however, is a holistic approach to urban planning, says Nalini Chhetri, clinical associate professor and assistant director at ASU's School for the Future of Innovation in Society, who was a principal investigator of Phoenix's tree canopy study.

"How do we create these new buildings in the future that create shade and are able to mitigate heat in a better way? How do we create better transportation systems? How do we create oases in the cities?" Chhetri says. "A lot of work is being done in these areas so I'm quite optimistic, to tell you the truth."

"At the university, we are creating future policymakers, and we imbibe and transfer and communicate to them all of these interwoven, complex problems and I am sure that we will come up with some solutions — and we already are." ■

# Record-setting year for fundraising

For the fourth year in a row, the ASU Foundation has announced record-breaking philanthropic support for academic programs, research and initiatives at the university.



**105,492 donors**

including individuals and businesses and foundation supporters gave this year

**10,000 students**

receive scholarships through private support each year



Sun Devil Giving Day

**4,325 gifts**

a 38% increase over the previous year

**1,400 gifts**

from faculty and staff, an all-time high

**#SunDevilGiving trended nationally**

around 10 a.m. and resulted in 26 million impressions

**“Without our donors, the ASU Foundation’s success would not be possible. Each and every gift helps change the lives of students in extraordinary ways.”**

– ASU FOUNDATION CEO  
GRETCHEN BUHLIG

Donors gave to many units across ASU for many different reasons. In these photos, a few donors share their reasons for giving.

Record year

**\$253 million**

fundraising in the 2018 fiscal year, besting the previous record of \$222 million in 2017

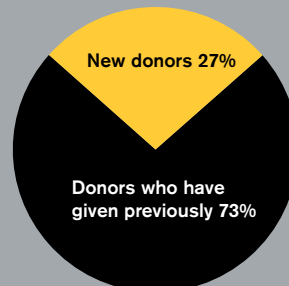
Every gift makes a difference

**\$335**

median size of a gift this year. 92% of all gifts were \$100 or less

**Sustained and new donors both make a big impact**

This past year 28,236 donors gave for the first time.



**CAMPAIGN ASU 2020**

To learn more or contribute to Campaign ASU 2020, please visit [giveto.asu.edu](http://giveto.asu.edu).



v: to make free from injury or disease; to make sound or whole; to restore

# Heal

## CARING FOR KIDS

**To better** the needs of students and the community, the College of Nursing and Health Innovation launched this fall an advanced-practice nursing degree with a focus on acute care for children. Learn more at [bit.ly/2nsCUV3](http://bit.ly/2nsCUV3).

## A new angle on cancer

Mutated cactuses inspire researchers to look for new ways to control, not eradicate, the disease. **36**

## New strength in survival

Athletic challenges empower cancer survivors. **40**

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# A new angle on cancer

Crested cactuses inspire researchers to look for new ways to control, not eradicate, the disease

Sun Tzu, the general of ancient China, wrote in his enduring military treatise “The Art of War” of the importance of knowing one’s enemy. The idea resonates strongly with Athena Aktipis, a scholar of many titles at Arizona State University who studies cooperation among living things.

While Sun Tzu’s enemies were on the battlefield, Aktipis’ are in the body.

“As an organism, we’re cooperation incarnate — the embodiment of cellular cooperation,” she says. “But it’s not a perfect system. Sometimes cells do mutate and stop cooperating. And that can sometimes lead to cancer.”

BY EMMA GREGUSKA  
PHOTOGRAPHY BY  
JAROD OPPERMAN

**Crested cactuses have a condition called fasciation, a mutation of their growth pattern that results in some wild-looking desert flora.**



Cancer has been a part of life on Earth since the beginning of multicellularity, yet it is a foe humankind continues to grapple with — at least in part because we still do not fully understand it.

Aktipis and her husband, fellow ASU scholar Carlo Maley, are making inroads toward a better understanding of the disease through more traditional scientific methods in their labs at the Biodesign Institute at ASU. But they've also conceived an unusual way to allow people to consider it anew.

### **Haunted by an idea**

About a decade ago, Aktipis was visiting Phoenix when she discovered crested cactuses, a phenomenon that results in some pretty wild-looking desert flora. Crested cactuses have a condition called fasciation, a mutation of their growth pattern that manifests in saguaros topped with bulbous, brain-like nodules and prickly pears that undulate like a flamenco skirt in motion.

Intrigued, Aktipis shared her newfound fascination with Maley, who studies cancer from an evolutionary standpoint.

"I remember telling Carlo, 'There's something here. There's something really important and interesting that these cacti can tell us, but I don't know what it is yet,'" Aktipis says.

The crested cactuses continued to haunt her until five years ago, when she and Maley were in Berlin with colleagues working on a paper about cancer across the tree of life, analyzing how the disease affects multicellular life — from humans to animals to plants.

Once again, Aktipis found herself musing on the mutated cactuses. At last, she felt she had



**“[The garden] is a wonderful way of connecting what we’re doing inside the building to what’s going on outside the building.”**

— CARLO MALEY  
ASU RESEARCHER

begun to figure out what secrets they might have to divulge.

The plant's disfigurement, Aktipis says, "lets you really see the kind of growth patterns that

can result from these mutations in a way that you can't see in an animal," because humans' stem cells are embedded all over the body, whereas plants' stem cells are located at their growing tips.

What's more, Maley says, "Crested cacti are a beautiful example of how cancer can show up in plants but also be lived with" — in essence, making the cactus a fully embodied argument that "cancer doesn't have to be a death sentence."

During their time in Berlin, they met garden designer Caspian Robertson. The group batted around the idea of creating a garden, not only to showcase the

plants' peculiar charm but to drive discussion of how our society thinks about cancer.

Still, the timing just wasn't quite right.

Finally, in 2014, Aktipis and Maley arrived at ASU, drawn to the university's embrace of interdisciplinary research with a purpose. They found the environment — both intellectual and physical — to be just right.

### 'Beautiful monsters'

Serendipitously, ASU's Frankenstein Bicentennial Project, a celebration of the writing and publication of Mary Shelley's 19th-century monster novel, was in full swing at the time. They jumped at the chance to submit their cactus-garden concept for inclusion.

"These cacti are beautiful monsters," Aktipis says. "[They are] amazing, almost sculptural pieces of art. But at the same time they are mutated."

With the help of Biodesign Scientific Research Curator Pamela Winfrey, they put together a proposal. Winfrey was initially hesitant to get involved because of traumatic memories of the cancer that killed her grandmother. But as the project gained momentum and more people signed on to help bring it to fruition, it became apparent just how many others had a personal connection to the disease, including Byron Sampson, ASU landscape architect on the project, who had a massive brain tumor removed just four years ago.

And then there was Aktipis; her mother passed away from cancer when she was just a teenager, having kept it a secret all the way up to her death.

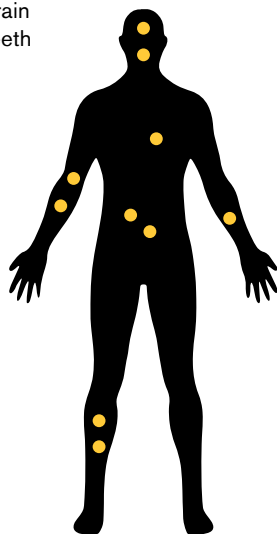
Stories like hers, Aktipis says,

## Stem cell locations

Human stem cells are located throughout the body, making research on them very complex. The stem cells in plants — called "meristem cells" — are located in their growing tips, where it is much easier to see growth patterns.

### In the human body

Blood vessels	Heart
Skeletal muscle	Skin
Peripheral blood	Liver
Bone marrow	Gut
Brain	
Teeth	



### In the cactus

At the growing tips of the cactus.



SOURCE: PLANT STEM CELLS/  
SCIENCE DIRECT  
ILLUSTRATION BY:  
ALEX ESTRELLA

are indicative of the need for a cultural shift in the way our society views cancer: as an insidious foe that must be blasted with powerful drugs, often at the expense of the patient's overall health.

Instead of complete eradication, she and Maley are exploring ways of controlling the disease. They recently received a grant from the Arizona Biomedical Research Centre to begin clinical trials in breast cancer patients of a new type of treatment called adaptive therapy.

Adaptive therapy is a unique approach in which patients receive treatment only when tumors are growing. It is still a nascent practice but so far has shown promise in animal models and in a clinical trial of patients with prostate cancer.

Aktipis, whose namesake is the goddess of war, concedes that the technique seems to go against people's intuitions about how to win a fight.

"But the rules of war don't work the same in the body," she says. (Interestingly, another nugget of wisdom Sun Tzu bestowed in his treatise was the advice to use force sparingly.) "Cancer cells can still grow back really rapidly in a way an army couldn't ever do."

The garden is located to the east of Biodesign buildings A and B on the Tempe campus, where Aktipis and Maley conduct their research. It was on display during the Sept. 17 public unveiling of the new Biodesign C building, which will feature the world's first compact X-ray free-electron laser, an innovative device that will allow researchers to peer deep into molecular structure to better understand — among other things — the cellular mechanics of diseases such as cancer. ■

# New Strength in survival



th

In the past, people were told to take it easy after cancer treatment; now, survivors are finding empowerment through athletic challenges.

BY ALLISON TORRES BURTKA; PHOTOGRAPHY BY JAROD OPPERMAN



The Phoenix Desert Dragons, a team made up of breast cancer survivors, paddle along Tempe Town Lake. Above right: Debbie Germundson (left) and Michelle Vega share a laugh.

**Cancer draws a line across a life: before diagnosis, and after. Who you were then, and who you are now.** For many, who they are now might be a surprise. They are people who navigate river rapids, jump off cliffs and paddle dragon boats in foreign waters — even if they didn't consider themselves athletes before.

ASU alumna and breast cancer survivor Kathy Sullivan has been paddling with the Phoenix Desert Dragons for two years. The group, established in 2010, is one of 213 dragon boat teams across five continents that make up the International Breast Cancer Paddlers' Commission. The activity gives her more than exercise and camaraderie with her teammates.

"It's shown me that I can do something that I've set my mind to do," says Sullivan, who earned a bachelor's degree in psychology at ASU in 1994. "I'm growing and becoming more confident and a better person — I'm becoming me."

The Dragons include about 35 active members, ranging in age from 30 to 79, who practice twice a week. In July, the team paddled at the IBCPC Participatory Dragon Boat Festival in Florence, Italy, along with more than 120 other teams. Melissa Adams is the team's coach and a breast cancer survivor herself.

"I find my solace on the water," she says. "Many of us come from a completely different life prior to our breast cancer experience, and

we sometimes struggle with trying to figure out: Where do we go, what do we do, what is our new normal?"

Adams says many of the paddlers were not athletes beforehand but that after finding dragon boating they realized, "I'm totally capable of being an athlete, and a good one."

**“A lot of times, women don’t feel like they can trust their bodies, that their bodies have betrayed them.” But in ROW, they are “using their bodies to move forward with their lives.”**

—JENN JUNK, EXECUTIVE DIRECTOR OF ROW

#### **Activity that empowers**

The American Cancer Society encourages physical activity during and after cancer treatment, noting that exercise can offer physical and mental benefits — but that wasn't always considered the case.

"In the past, people treated for cancer were told by their doctor to rest and reduce their physical activity," says Dr. Anikar Chhabra, the director of sports medicine at Mayo Clinic Arizona. "What we've learned is that too much rest leads to loss of body function, muscular weakness, loss of motion in your joints, and stiffness leads to pain," and research has shown that exercise is beneficial, he says. Now, doctors are urging patients to "go and try to do things."

A number of programs help survivors do that — in ways that both challenge and empower them. First Descents offers free, life-changing adventures for young people (ages 18–39) affected by cancer. This includes adventure trips in the U.S. and around the world, as well as shorter weekend events in several communities.

ASU alumna Andrea Lopez went on a weeklong First Descents kayaking trip on the Rogue River in Oregon.

"It was an awakening," she says. "When you're going through cancer treatment, it's scary. You have to be so cautious with everything, and First Descents kind of wiped that clean" by immersing participants in adventures. "Going through rapids in a river, your



adrenaline and your survival skills — they're all being tested. And it's not like your survival skills being tested while you're in the doctor's office," she says.

Activities include kayaking, climbing, windsurfing, hiking, bikepacking and ski mountaineering — which most participants don't have experience doing.

"Adventure sports are innately empowering," says Ray Shedd, First Descents' director of development and marketing. "The secret sauce of our programming is the brutal, cold indifference of nature. We don't dumb anything down because our participants are sick. We make everything fully accessible and fully adaptive, but those Class III rapids aren't going to calm down because there are boaters who have cancer." And participants face these challenges "with the tremendous support of their peers, fellow survivors."



Lopez recalled falling out of her kayak and going through a bunch of rocks while holding onto someone else's kayak.

"That was scary, and I got through it," she says. "When I left, I just felt so empowered. I never knew I needed something like that."

Lopez was diagnosed with a rare form of leukemia when she was 19. When you go through cancer, "your body kind of wears away a little," she says. "I remember once attempting to run while on prednisone, and I fell flat on my face. I kind of avoided going back to the gym because I didn't think I was capable of it." But First Descents was different. On the water, she realized, "I'm good at this. I can do this."

On the final day of Lopez's trip, the kayakers completed their own run solo.

"It was so empowering because you got to do it by yourself. I did it without needing anyone," she says, adding that she realized, "I am capable of a lot of things. I know what my body has gone through. I had a 40 percent chance of surviving, and I'm surviving. I did this — I'm here."

After her trip, Lopez says she was motivated to be more active, and she took up running. "I go back to what I was able to do on the Rogue. I was able to go through all these rapids, I jumped off a cliff — I did all these things."

#### **Using the body to move forward**

First Descents conducted research to evaluate the psychosocial benefits of its programming and found that participants' self-esteem, body image and ability

**ASU alumna  
Kathy Sullivan  
receives  
high-fives  
after a Phoenix  
Desert Dragons  
practice at  
Tempe Town  
Lake, a team  
ritual as  
members exit  
the boat.**



**Adventure sports are innately empowering. The secret sauce of our programming is the brutal, cold indifference of nature. We don't dumb anything down because our participants are sick."**

— RAY SHEDD, FIRST DESCENTS

to cope with cancer and its ongoing effects increased while depression decreased.

The organization is working with health care providers to get its programs introduced to cancer survivors earlier, to "mitigate some of that psychosocial distress, depression, alienation and isolation so common in young adult survivors," Shedd says.

"Most cancer centers realize the value of a multidisciplinary approach to cancer treatment," Chhabra says. "Here at Mayo, we have a robust team of oncologists, radiation therapists, surgeons, social workers and psychologists" who work together to "optimize not only their physical health but also their mental health." The patient's well-being is important, he says. "As surgeons, we're taught to fix what's broken or take out what shouldn't be there. But it is much bigger than that."

Different types of cancer affect the body in different ways, and exercise should to be tailored to the individual, taking into account his or her treatment, pre-existing fitness level and other considerations.

**Angela Lopez, an ASU and First Descents alumna, whitewater kayaks the Rogue River in Oregon. Lopez and 14 other young adults impacted by cancer spent a week learning how to whitewater kayak with First Descents, a nonprofit that provides free, life-changing outdoor adventures for young adults living with and surviving cancer.**

"Your physician should be there to tell you what's safe and what's not," Chhabra says — but what's safe and possible is much more than previously thought.

It's part of a shifting mindset toward recovering from cancer. Standard advice used to be to warn breast cancer survivors against upper-body exercise to avoid lymphedema. Don McKenzie — a sports medicine physician and exercise physiologist at the University of British Columbia — challenged that, conducting a study in 1996 with survivors paddling dragon boats: They did not develop lymphedema and were happier and healthier. It sparked the creation of myriad dragon boat teams.

Recovery on Water (ROW) gets breast cancer survivors on the water in different boats — rowing shells. It runs a year-round team in Chicago and a four-day camp in northern Michigan. "A lot of times, women don't feel like they can trust their bodies, that their bodies have betrayed them," says Executive Director Jenn Junk. But in ROW, survivors are "using their bodies to move forward with their lives."

Both Lopez and Sullivan say they became more open about their cancer after participating in these programs. Lopez says she realized "I should be proud of this. I got through two and a half years of treatment, and I'm still here." She survived kayaking, and "I'm capable of doing so much more," she says.

"When I was diagnosed with cancer, I would never talk about it," Sullivan says. "I put it in the back of my mind. Sixteen years later, I came across this dragon boat team. Then I just started owning that I had cancer, and I wasn't afraid to talk about it. Now I tell people that I'm on a dragon boat team for breast cancer survivors. And I feel that if I can come this far in my life, others can as well." ■

*A version of this story was originally published on [GlobalSport Matters](#), a joint initiative between ASU's Global Sport Institute and the Walter Cronkite School of Journalism and Mass Communication. Read more stories about sport at [globalsportmatters.com](#).*



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**OFFICIAL PROTEIN BEVERAGE  
OF SUN DEVIL ATHLETICS**



## Research

## National Cancer Institute selects ASU to lead revolutionary research in cancer

ASU has been awarded more than \$8.5 million over five years from the National Cancer Institute to establish the Arizona Cancer and Evolution Center. The grant will establish ASU as the hub of an international network of research scientists who are dedicated to understanding cancer in an entirely new way.

As a designated Cancer Systems Biology Center, the Arizona Cancer and Evolution Center will be embedded in a large-scale initiative by the National Cancer Institute, helping to support its Cancer Systems Biology Consortium (CSBC). ASU is one of only 13 research institutions nationwide to be selected as a research center in the consortium.

The National Cancer Institute's ambitious network of CSBC centers brings together clinical and basic cancer researchers with physical scientists, engineers, mathematicians and computer scientists to tackle key questions in cancer biology from a novel point of view.

**“The convergence of leading-edge theory in evolution and ecology and experimental research and verification paves the way for rapid advances in the fight against a tenacious disease.”**

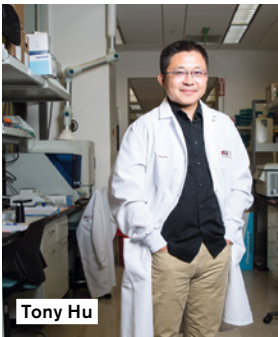
— SETHURAMAN PANCHANATHAN,  
EXECUTIVE VICE PRESIDENT OF KNOWLEDGE  
ENTERPRISE DEVELOPMENT AND CHIEF  
RESEARCH AND INNOVATION OFFICER AT ASU

**Research**

## Fresh insights into diagnosis

Genes and proteins play essential roles in health. Less well-known are the peptides, though they can shed new light on a variety of diseases, particularly cancer.

The new book “The Enzymes: Peptidomics of Cancer-Derived Enzyme Products,” which ASU researcher Tony Hu co-edited, looks at how peptides can provide vital clues about cancer prognosis currently unavailable through conventional diagnostic methods.



Tony Hu

Peptides are often produced through the breakdown of larger proteins. This process is a common feature in cancer progression, invasion and metastasis. Peptide byproducts circulate in the bloodstream, providing a potentially rich source of biomarkers for disease.

Although there are myriad cancer-specific proteins secreted by tumors — which could potentially serve as biomarkers — monitoring them is challenging due to fluctuations in location and abundance. Hu believes peptides can provide a window into underlying activity, providing more fine-grained diagnoses than can be gleaned from genes or proteins alone.



The Beaudoin family (from left: Katie, Jeff, Barb, Scott and Kristie) at their home in the Moon Valley area of north Phoenix. Jeff wears a T-shirt with Nikki’s favorite phrase: “Be a nice human.”

## Family of late ASU student turns tragedy to triumph with memorial scholarship

Everybody’s got a sensitive side, but Nikki Beaudoin wasn’t afraid to show hers. She was the kind of kid who noticed when a classmate was feeling left out and went out of her way to include them. After she ran to embrace her emotional grandfather at a funeral, her father called her a tear-seeking missile.

That nurturing disposition made nursing a natural fit for Nikki, and she was excited to be accepted to ASU’s College of Nursing and Health Innovation. Tragically, before she could enter the program, Nikki passed away from an extremely rare and aggressive form of cancer in June 2017, three and a half months after her diagnosis.

Her family created the Nicole Brittany Beaudoin Nursing Scholarship

to honor her memory and extend her legacy of kindness and compassion.

At Nikki’s service, in lieu of flowers, her family requested those who were able to do so make a donation to the scholarship fund or an organization called Stupid Cancer. While Nikki was undergoing treatment, she had expressed frustration about not having a support group for people her age, young adults diagnosed with cancer. Stupid Cancer attempts to address that issue.

From there, her family says, it just kind of blew up. Thousands of dollars flowed in to the scholarship fund and Stupid Cancer. Recently, the Beaudoins chose the first recipient of Nikki’s scholarship, Peyton Hickman, who will enter her second semester in the nursing program this fall.



Nikki Beaudoin

## Outreach

## Fighting HPV with education

The Centers for Disease Control estimates roughly 50 percent of sexually active individuals under the age of 25 are infected with human papillomavirus, or HPV, for which there is no cure. The consequences of infection can be as benign as genital warts or as serious as cancer.

There is a vaccine, but it's not seeing widespread use. Although the government-funded initiative Healthy People 2020 has targeted an 80 percent HPV vaccination rate for youth by age 15, the national rate for 13- to 17-year-olds stands at roughly 40 percent for females and 22 percent for males. In Arizona, the rates are even lower: roughly 36 percent for females and 17 percent for males.

Because the state requires parental consent for children under 18 to receive the HPV vaccination, ASU College of Nursing and Health Innovation Associate Professor Angela Chen and colleagues designed a computer-based intervention program to educate parents about the virus, all while they sit in a waiting room.

In pilot studies at the Maricopa County Public Health Clinic in Phoenix, researchers saw a nearly 100 percent success rate.

"The goal is to increase parents' knowledge about HPV, because they don't have motivation to get their kids vaccinated if they don't understand what it is," Chen says.

### Health and wellness series

ASU's Continuing and Professional Education program offers more than 450 courses in topics ranging from business to sustainability — and now, resiliency and mindfulness.



Mayo Clinic and ASU Alliance for Health Care have launched "Health and Wellness Series: Mind and Body I," the first in a series of courses to be offered through the partnership. It is designed for anyone interested in learning how to better manage stress, build individual resilience and live a more fulfilling life. The science-backed tools focus on increasing mindfulness, enhancing compassion and finding meaning in everyday life.

To learn more, go to [courses.cpe.asu.edu](https://courses.cpe.asu.edu) and search for "Health and Wellness Series."



**"We've come from the age of the microscope to the age of the molecule. If you want to understand cancer, you have to know about the proteins that cause it."**

— ASU BIODESIGN INSTITUTE EXECUTIVE DIRECTOR JOSH LABAER, EXPLAINING WHY HE'S OPTIMISTIC ABOUT RESEARCHERS' CAPACITY TO FIND NEW CANCER TREATMENTS

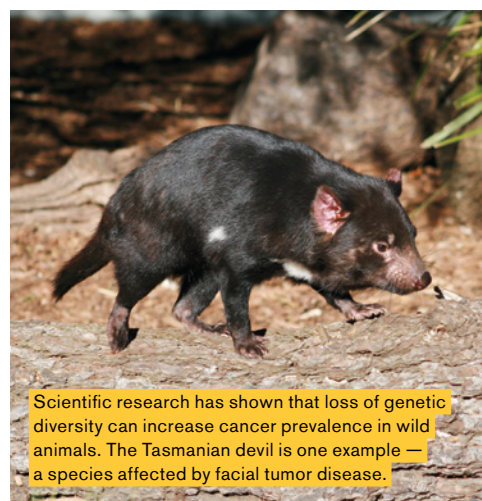
## Nature

## Are humans causing cancer in wild animals?

As humans, we know some of the factors that can cause cancer to develop in our bodies: Smoking, poor diets, pollution and even too much sun contribute to an increased risk of cancer.

But are we oncogenic — a species that causes cancer in other species?

Some researchers think so and are urgently calling for research into this topic. Mathieu Giraudeau and Tuul Sepp, both postdoctoral researchers in the lab of ASU life sciences Professor Kevin McGraw, say that humans are changing the environment in a way that causes cancer in wild animal populations.




Scientific research has shown that loss of genetic diversity can increase cancer prevalence in wild animals. The Tasmanian devil is one example — a species affected by facial tumor disease.

In a paper recently published in the journal *Nature Ecology & Evolution*, Giraudeau, Sepp and a team of international researchers point out previous studies that show where human activities are already taking a toll on animals. These include chemical and physical pollution in our oceans and waterways, accidental release of radiation into the atmosphere from nuclear plants and the accumulation of microplastics in both land- and water-based environments. In addition, exposure to pesticides and herbicides on farmlands, artificial light pollution, loss of genetic diversity and animals eating human food are known to cause health problems.

The researchers say the situation is not entirely bleak.

"I see hope in education," Sepp says. "Our kids are learning a lot more about conservation issues than our parents did. So, there is hope that the decision-makers of the future will be more mindful of the anthropogenic effects on the environment."



v: to engage  
in sport or  
recreation; to  
perform an action

# Play

## TRACK AND FIELD

### “Throw big or go home”

could easily be Maggie Ewen’s motto. The track and field rock star made it look easy as she racked up titles and records (turn the page for a glimpse at her impressive stats) throughout her Sun Devil career. She took her passion for an active life into the classroom, too, graduating this summer with a bachelor’s degree in exercise and wellness with a minor in nutrition and healthy living.

### Sun Devil Stadium by the numbers

Renovation update. **50**

### Throwing the distance

Maggie Ewen’s incredible career. **51**

**Briefs**  
**52**

# Sun Devil Stadium

by the numbers

Phase IV, 2017–18



New ways  
in and  
around

**NE**  
grand  
entrance

All new lower  
bowl, concourse  
with new wider  
area, upper  
concourse and  
club

Wifi  
connectivity

**new wifi  
access  
points**

Improving  
connectivity  
for your  
communication  
and sharing needs



Shorter wait  
times for  
restrooms

**21**  
new  
restrooms

On all  
levels of the  
stadium

New food  
and beverage  
options

**8,300**  
square feet  
of new space

Includes new bars  
and concessions  
on concourse, 300  
and 400 levels

# Throwing the distance

Maggie Ewen's incredible college career

## NCAA

Nominated for the 2018 NCAA Woman of the Year Award

## 4 NCAA Champion titles

2018 Discus throw, 2018 Outdoor shot put,  
2018 Indoor shot put and 2017 Hammer throw

Hammer throw NCAA record

**74.53m/244-6.25**

Outdoor shot put NCAA record

**19.46m/63-10.25**

## Pac-12

**2018 Pac-12 Women's Field  
Athlete of the Year**

11 conference titles

## ASU

Indoor shot put record – 19.20m/63-0.00

Weight throw record – 22.26m/72-0.50

Hammer throw record – 74.56m/244-7

Outdoor shot put record – 19.46m/63-10.25

She comes from a family of athletes: Her mother and sister played collegiate volleyball, and her father was an All-American hammer thrower and a throws coach.



Ewen is the only woman in NCAA history with a title in three throwing events: hammer throw, shot put and discus.



Ewen picked up the discus for the first time in third grade and the shot put shortly after. Her first hammer throw was in her freshman year at ASU.

## 7 to join Sun Devil Hall of Fame

Sun Devil Athletics will welcome seven new members to the Sun Devil Athletics Hall of Fame during ASU's football game Sept. 29 against Oregon State.

Seven former student-athletes from six different sports will be honored at halftime of the Sun Devils-Beavers game at Sun Devil Stadium.

The Hall of Fame Luncheon on Sept. 28 at the Pera Club in Tempe will include a formal ceremony into the SDA Hall of Fame by the ASU Athletic Heritage Committee.

The Hall of Fame was established in 1975 to honor the school's most distinguished student-athletes. Student-athletes become eligible for induction into the Hall of Fame 10 years after their senior class has graduated.



Derrick Rodgers, football



Ashley Kelly, gymnastics



Desiree Davila-Linden, track and field/cross country

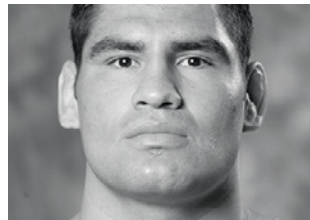
**Tickets for the luncheon are available: Individual seats are \$50 and tables of 10 are \$500. Register online at [sundevilclub.com](http://sundevilclub.com)**



Katie Burkhart, softball



Jackie Johnson, track



Cain Velasquez, wrestling



Francisco Sanchez, swimming

### Women's basketball

## Showdown on the Rez

The ASU women's basketball program is bringing NCAA women's college basketball to the Native American community this season, hosting perennial national powerhouse Baylor at the Bee Holdzil Fighting Scouts Event Center on the Navajo Reservation in Fort Defiance, Arizona. The matchup between two of the nation's top programs takes place Sunday, Nov. 11, 2018, and will be televised on ESPN2.

Working in conjunction with ASU's Office of American Indian Initiatives, "Showdown on the Rez" will take place on Veterans Day weekend and serve as a celebration of Native American Heritage Month and also honor Native Americans who served in the armed forces.

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 s/Jill Andrews, Publisher, 10/01/2018

v: to come together;  
to build a rapport;  
to establish  
relationships

# Connect

## PLUG IN

ASU alumni have a variety of ways to stay connected, from Sun Devil Send-Offs (chapter-hosted events across the nation that welcome new students) to networking and volunteer opportunities. Learn more at [alumni.asu.edu/engage](http://alumni.asu.edu/engage).

**Carisse Panganiban, an incoming nursing freshman from Santa Clarita, California, and her dad Arnold connect with the ASU family at a Sun Devil Send-Off this summer.**

## Ways to engage

New ASU Alumni website.

54

## Class notes

55

**Devils dominate Biz Journal '40 Under 40'**

55

# New ASU site for alumni designed to meet your changing needs

Find alumni events near you — wherever you are

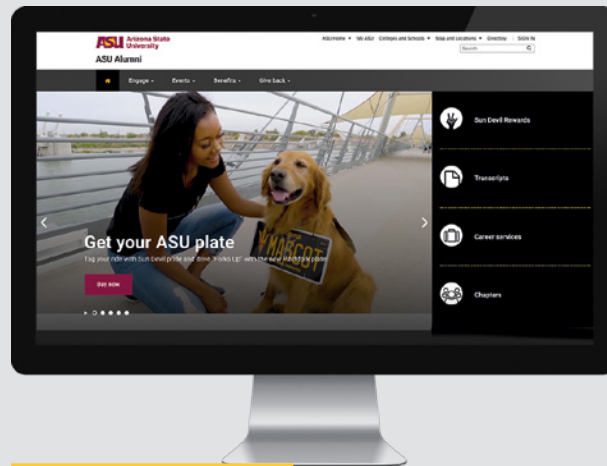
It's now easier than ever to connect with your fellow Sun Devils — wherever you live, work or play. Even if you're a Devil always on the go, this brand-new site designed for ASU alumni makes it **possible for you to see only alumni events, chapters and groups nearest you** — whether you're in the airport for a business trip, vacationing on the beach or visiting out-of-state relatives.

Here are other new features and information you'll love:

- ASU news you can use.
- Faster and simpler navigation with quick links.
- A new-and-improved design.

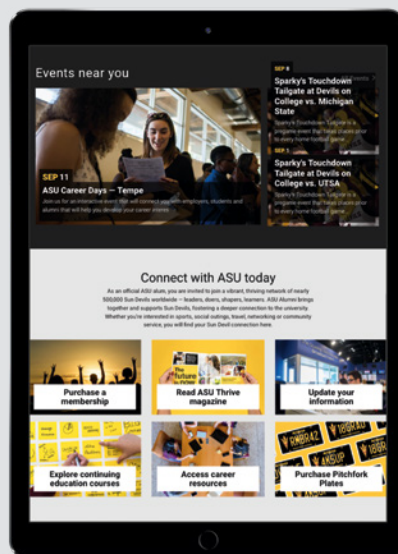
Don't take our word for it! Check out the site's updated design and content, where you may find hidden Sun Devil Rewards secret words that you can enter in the app for 100 Pitchforks each! Fork 'em, Devil!

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



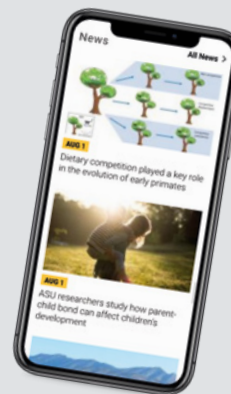
## Homepage at [alumni.asu.edu](http://alumni.asu.edu)

The homepage keeps you connected to ASU with links to events, access to your transcripts, links to career services and information about alumni chapters.



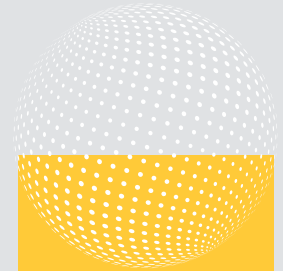
## Events near you

The site's new geolocation feature gives you customized information, such as events near you.



## Chapters

Locate your nearest alumni chapter



## 3 ways: Get involved in chapters in the US and worldwide

**1. Join a local chapter in your area**, or one based on your interest, and attend meetups to stay current on what fellow alumni are doing. See [alumni.asu.edu/chapters](http://alumni.asu.edu/chapters) for links to regional and special-interest chapters.

**2. Connect your company with ASU** by reaching out about internships or capstone projects that represent a good fit for your work or research.

**3. Attend Innovation Showcase, Career Exploration Night** or similar events to meet students and share your expertise.

## Looking for a chapter?

Here's your at-a-glance guide to ASU Alumni chapters across the country and by special interests. You also can find links to these chapters at [alumni.asu.edu/chapters](http://alumni.asu.edu/chapters).

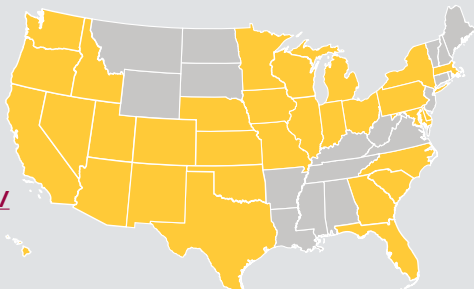
Facebook Instagram  
LinkedIn Email

## Special-interest chapters

- Aguila
- ASU Black Alumni
- ASU Chinese Alumni Club
- Xiaojie.Li@asu.edu
- Catholic Newman Center
- matkins@asucatholic.org
- Devil's Horns
- Devils' Advocates
- Doran Community
- Scholars Alumni
- businesscordova@gmail.com
- Hispanic Business Alumni
- Iranian American Club
- LDS ASU Alumni Chapter
- Leadership Scholarship Program
- LGBT Devils' Pride
- Los Diablos
- Medallion Scholars Alumni Club
- Native American Alumni
- SDFA Scholar Alumni
- keelyn.smith@asu.edu
- State Press Club
- writejodie@yahoo.com
- Stickmens Club
- jminder@asu.edu
- Veterans

**Don't see a chapter you're looking for?** Send an email to Trish Thiele-Keating, director of chapter relations, at [trish.thiele-keating@asu.edu](mailto:trish.thiele-keating@asu.edu)

Connect with your chapter at [alumni.asu.edu/chapters](http://alumni.asu.edu/chapters)



## Connect locally in your city

- Austin, Texas
- Chicago, Illinois
- Colorado (Denver)
- Dallas/Fort Worth, Texas
- Flagstaff, Arizona
- Florida (Miami)
- Georgia (Atlanta)
- Hawaii (Honolulu)
- Houston, Texas
- Idaho (Boise)
- Indianapolis, Indiana
- Inland Northwest (Spokane)
- Las Vegas, Nevada
- Los Angeles, California
- Michigan (Detroit)
- National Capital (Washington, D.C.)
- Nebraska (Omaha)
- New England (Boston)
- New York (New York City)
- North Carolina (Charlotte)
- Northern California (San Francisco)
- Northern Colorado (Ft. Collins)
- Ohio (Columbus)
- Oklahoma (Oklahoma City)
- Old Pueblo (Tucson)
- Orange County, California
- Philadelphia, Pennsylvania
- Western Pennsylvania (Pittsburgh)
- Portland, Oregon
- Prescott, Arizona
- marlenecurtis@hotmail.com
- San Antonio, Texas
- San Diego, California
- Seattle, Washington
- South Carolina (Charleston)
- Southern Colorado (Colorado Springs)
- St. Louis, Missouri
- Twin Cities (Minneapolis)
- Utah (Salt Lake City)
- Western Arizona (Lake Havasu)
- kim.krueger@asu.edu
- Western Pennsylvania (Pittsburgh)
- White Mountains (Pinetop, Arizona)
- Wisconsin (Madison)
- Yuma, Arizona

# Class notes

### 2010s

#### Maria Isabel Alvarez '17

**MFA creative writing** has co-edited with Dante Di Stefano "Misrepresented People: Poetic Responses to Trump's America." One review notes, "This anthology contains work from a variety of aesthetic stances, from poets whose personal backgrounds reflect the vibrant multiplicity of our democratic vistas at their most resplendent."

#### Dustin Pearson '17 MFA

**creative writing**, recipient of the 2015 Katherine C. Turner Prize from the Academy of American Poets for his poem "The Black Body Auditions for a Play," has authored his first work, "Millennial Roost." The collection of poems has been hailed as a "beautifully necessary book" by award-winning poet Jericho Brown.

#### Bre (Perrone) Brush '16 MPA

**public administration** has joined the Boise (Idaho) Metro Chamber as government affairs manager. Previously, she has served in local government as a public policy coordinator for the Salt Lake (Utah) Chamber and as a management analyst in the Provo City (Utah) mayor's office.

#### Kelly DeVos '16 BA English

**(creative writing)** has debuted with "Fat Girl on a Plane," a novel told in dual fat and skinny perspectives about smart fashion, pursuing your dreams and loving yourself. Says New York Times best-selling author Kathleen Glasgow ("Girl in Pieces"): "A savvy, smart and funny book about taking control of your body and your destiny."

#### Jerry Jasmin '15 BA

**psychology** has been selected for the NBCC Minority Fellowship Program—Youth and will receive funding and training to support his continued education and facilitate his service to underserved minority populations, with a specific focus on transition-age youth.

#### Diana Sleep '15 BS marketing

recently received her 2017 World Series ring, courtesy of the champion Houston Astros. Diana is manager of business development for the Astros' AA affiliate, the Corpus Christi (Texas) Hooks.



#### Craig Thomas '15 PhD

**sustainability** has authored "Sustainability and the American

Naturalist Tradition: Revisiting Henry David Thoreau, Aldo Leopold, Rachel Carson and Edward O. Wilson." Craig served as a faculty associate, course designer and research fellow at ASU's School of Sustainability.

#### Nisarg Patel '14 BA political science, '14 BS molecular

**sciences and biotechnology**, a Barrett, The Honors College student while at ASU, is now the chief product officer for Memora Health in Silicon Valley, a company he co-founded in 2016. Memora provides enterprise productivity software that automates patient follow-up, instructions, health coaching and a collection of patient-reported outcomes via text message.

# Thunderbird alum finds success as PepsiCo CEO

**Ramon Laguarta '86 MIM international management** has been named chief executive officer of PepsiCo after leading the company's fast-growing emerging markets business. He will navigate a changing marketplace where consumer tastes are moving away from sugary drinks.

The 22-year PepsiCo veteran has served as the company's president, CEO of its Europe and Sub-Saharan Africa division, president of the Eastern Europe region and worked in a variety of other roles in Europe, including sales, marketing and communications.



Cowen & Co. analysts say of Ramon: "With a deep understanding of PepsiCo's international operations, and a broader understanding of the total company portfolio in his role as president, we believe that Laguarta is well-placed to continue executing on PepsiCo's current strategy."

As a graduate of the Thunderbird School of Global Management, Ramon learned skills necessary to manage multinational companies. Originally from Barcelona, he has one skill essential for international business: the ability to speak a variety of languages, including English, Spanish, German, French and Greek.

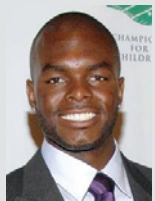
photography. Rembrandt's work explores mass media and its effects on social and political history. His work has been shown internationally, including in New York City, Chicago, Berlin and Cairo.

**Myrlin Hepworth '11 BA English** has released "Remember Why," his first studio album. Winner of the Arizona Humanities "Rising Star" award in 2013 and a youth advocate, educator and artist, Myrlin wrote and produced the majority of the disc. The album comes on the heels of a pair of hip-hop mix tapes and serves as an addition to his 2011 poetry collection "From the Rooftops."



**Joshua Hill '11 BA music theory and composition** is rockin' it, Canada-style! The ASU

School of Music alumnus is the recipient of the 2018 Canadian Screen Award for best original song for his work on the 2017 animated feature film "The Breadwinner." Joshua wrote the lyrics for "The Crown Sleeps," a score featured in the Academy Award-nominated film, which was produced by actress and humanitarian Angelina Jolie.



**Derek Hagan '13 BIS interdisciplinary studies**, a three-time All-American

wide receiver at ASU, is one of the newest Sun Devil football offensive analysts hired by head coach Herm Edwards. A veteran of nine seasons in the NFL, he most recently spent two Sun Devil seasons behind the mic as a sideline reporter with play-by-play ace Tim Healey and color commentator **Jeff Van Raaphorst '87 BS real estate, '97 MBA**.

**Vedran Husić '13 MFA creative writing** has authored

a fictional work, "Basements and Other Museums." Says award-winning writer Melissa Pritchard, "With the precision of a surgeon and a poet's reverberant intelligence, (Vedran) gives us stories of children growing up in war-ravaged Bosnia, a world of vanishing fathers, games invented around an alley sniper's bullets and the bittersweet aspirations of adolescent Bosnian immigrants and refugees in America."

**Glenn Weiss '13 MBA** has been named director of phase I clinical research for the division of hematology and oncology at the Cancer Center at Beth Israel Deaconess Medical Center, a patient care, teaching and research affiliate of Harvard Medical School. He will

lead and expand the center's early drug development program across cancer types, working with clinical and scientific leadership.

**Adrienne Celt '12 MFA creative writing** has penned her third book, "Invitation to a Bonfire." Author of previous works "The Daughters" and "Apocalypse How," Adrienne's read follows a young Russian émigré as she becomes embroiled in a sinister love triangle with a brilliant novelist and his exceptional wife.

**Rembrandt Quiballo '12 MFA photography** recently curated art expert Jerre Lynn Vanier's salon dedicated to Arizona talent and featuring works ranging from ceramics to painting and



**Jamelle McMillan '11 BS communication** has joined the NBA's Phoenix Suns as an

assistant coach to head wrangler Igor Kokoskov. Jamelle, who played four seasons as a guard for the Sun Devil men's basketball team, is one of the youngest coaches in the league and returns to the Valley after a pair of seasons with the New Orleans Pelicans. Jamelle's dad Nate McMillan is head coach of the Indiana Pacers.

# Devils dominate Biz Journal '40 Under 40'

For the 16th year in succession, dating to the inaugural Phoenix Business Journal "40 Under 40" in 2003, Sun Devil alumni dominated the elite class of young professionals who are paving the way for the Greater Phoenix business community in 2018.

Annually, a new class of 40 talented honorees is carefully selected from nearly 400 applications by a panel of judges, including the publication's news team, sponsors, community partners and program alumni. Dynamic leaders who have helped shape the Valley in ways that make it a better place to work and live, the 2018 class was honored for each recipient's demonstration of business success; community involvement; leadership ability; and impact on the region, public policy and quality of life.

Congratulations to these 16 outstanding Sun Devils honored in the journal's 2018 "40 Under 40."

**Becky Bell Ballard '04 BA music, CEO, Rosie's House: A Music Academy for Children**

**Jennifer Carusetta '07 MPA public administration, Executive director, Health System Alliance of Arizona**

**Danny Estavillo '06 BS economics, '12 MBA, Phoenix branch director, The Nerderly**

**Diego Gettler '09 BS business administration, '15 MBA, Director, MomDoc**

**Sara Gullickson '06 BA communication, CEO, Dispensary Permits**

**John Hamby '05 BS business administration, Regional manager, Uber**

**Justin Hodge '06 BA journalism and mass communication, Owner, Muscular Moving Men**

**Anne Landers '08 BA journalism and mass communication, Marketing and development senior director, Junior Achievement of Arizona**

**Luke Larson '10 MBA global management, President, Axon**

**Danielle Leoni '04 BA political science, Owner and chef, The Breadfruit & Rum Bar**

**Tanner (Evert) Milne '07 MBA, President and designated broker, Menlo Group Commercial Real Estate**

**Stephanie Vasquez '04 BAE elementary education, Owner, Fair Trade Cafe**

**Stephen Viramontes '14 BIS interdisciplinary studies, Founder and CEO, AssureVote**

**Oye (Christopher) Waddell '11 MED special education, Director, Hustle PHX**

**Corey Woods '18 MA educational policy, Deputy COO, ASU Prep Academy**

**Fernando Pérez '10 MFA creative writing, a widely published poet, has authored his first collection, "A Song of Dismantling: Poems." The book explores how migration affects relationships between people of different generations.**

## 2000s



**Gustavo (Gus) Schneider '09 JD** has joined the Phoenix office of the national

law firm Polsinelli as a senior associate. Gus came to Polsinelli in 2010 as an associate after nearly eight years as an associate at Bryan Cave Leighton Paisner. A real estate finance attorney, he was a busy Sun Devil while at ASU, with activities and societies including Jurimetrics: The Journal of Law, Science and Technology; Federalist Society for Law and Public Policy Studies, College of Law Pro Bono Board; and the Arizona Justice Project.



**Daniel Blake Seiden '08 JD** has joined the global law firm Greenberg Traurig as chair of its Arizona

government law and policy practice. Daniel has served as deputy chief of staff to Arizona Governor Doug Ducey '86 BS finance/business, special assistant county attorney for the Maricopa County Attorney's Office and in other public sector roles.



**Justin Sullivan '07 BA interdisciplinary arts and performance** is a featured animator in Steven Spielberg's

**Michael Sanders '11 MED higher and postsecondary education** is the new dean of admissions at Missouri Southern State University after serving as the director of recruitment at the University of Idaho. He has more than 12 years' experience in higher education, including a position as assistant director of academic recruitment services at ASU's College of Nursing and Health Innovation.

**Ryan Skinnell '11 PhD English** explores what we can learn about President Trump from political language in a book he edited, "Faking the News: What Rhetoric Can Teach Us About Donald Trump," featuring 11 prominent rhetoric experts. Says Daily Beast columnist Rick Wilson, "(The) essays are full of revelatory 'So that's why he does that!' moments."

**Kathleen Winter '11 MFA creative writing** has written her first award-winning book of poems, "I Will Not Kick My Friends." Earning an Elixir Press Poetry Award, the work, says multiple award-winning poet and Elixir judge Jane Satterfield, is "sparkling, satirical and highly referential." The book is her second, following her 2013 debut, "Nostalgia for the Criminal Past."



**Manjot (Bhan) Ahluwalia '10 MS sustainability** has joined the World Wildlife

Fund's U.S. and International Climate Cooperation in Washington, D.C., as senior program officer. Manjot previously was a policy and business fellow at the Center for Climate and Energy Solutions, working in the areas of energy, climate policy and business strategy.

recent sci-fi adventure "Ready Player One." A computer animation professor at Tyler (Texas) Junior College, Justin was encouraged by an ASU professor who helped nurture his talent for artwork, which led him to his BA with concentrations in digital sound, video editing, computer graphics and interactive design/performances and put him on the road to computer animation. He graduated from ASU summa cum laude.



**Lorrion James '05 BS marketing** has been appointed CEO of James Group International, a

family of companies that has grown from trucking to global supply chain management services and automotive parts assembly. An active community leader, Lorrion sits on the philanthropic boards of multiple Michigan-based nonprofits that support the future of both the city of Detroit and its children.



**Sari Custer '04 BS biology** celebrates her ninth year with the Arizona Science Center, now serving as

chief curiosity officer. The position was invented by the center in recognition of visitors' interest in seeing and learning more about science.

**Rebecca Fish Ewan '04 MFA creative writing**, an associate professor of landscape architecture in ASU's Herberger Institute for Design and the Arts, has authored "By the Forces of Gravity: A Memoir." The coming-of-age memoir is set in 1970s Berkeley, California, and follows Rebecca, best friend Luna and

their hippie cohorts as they search for love, acceptance and cosmic truths.

**Charles Jensen '04 MFA creative writing** has captured a Palooka Press Chapbook award for "Story Problems." The chapbook is Charles' fifth and comes before the anticipated 2018 release of his "Nanopedia." Reviewed as "clever, thoughtful and deep," "Story Problems" is written in the form of a reading comprehension exam, the poems examining spirituality, religion, science, whiteness, gender, mortality and childhood, each ending with four questions posed to the reader.

**Steve Mindel '04 BS information technology, '06 MS technology** is embedded in his Greater Chicago community. The double-degree Sun Devil was recently awarded the 2018 Bank of America Shamrock Shuffle Volunteer of the Year award for outstanding service to the city's annual 8k run. Steve has provided more than 100 hours of planning and implementation work in support of the Shuffle and the Chicago Marathon in 2018.



**Brian Goedken '03 MBA** has authored "The Naked Truth about God: The Quest to Find

Evidence for Whether God Exists Reveals an Epic Discovery that has Eluded Religion and Science." One description of the book's pages notes, "(it) tracks a spectrum of discoveries in astronomy, cosmological physics, human cognition and consciousness, origins-of-life research, scriptural interpretation, archaeological artifacts, and the philosophies of mind, religion, and science."

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# A carbon-neutral road trip

One might say John Martinson is revved up about sustainability.

The former co-owner of China Mist Tea Company and recent graduate of the ASU School of Sustainability's Executive Master of Sustainability Leadership program took to the highways this summer with his 17-year-old son and a Tesla Model 3 to make a point. They drove from Arizona to Canada and back to prove that it could be done with an electric car — one they affectionately call Watts Her Name.

"One of the goals for me on this trip was to prove to people who are on the fence about buying an electric vehicle that you can do a fairly aggressive route and find places to charge your car," he says.

He wrote a blog during the monthlong trip ([teslaroadtrip.blog](https://teslaroadtrip.blog)), chronicling how sustainability affects each of their destinations differently — from forests' pest infestations made worse by unseasonably hot weather to ways that ferry companies are innovating. John also kept a tally of the trip's carbon footprint and will offset the carbon costs with



**The Tesla Model 3 advertises a range of up to 310 miles. John Martinson and his son Neo averaged 350 on their trip — information he hopes will assuage others' "range anxiety" with electric vehicles.**

a donation to Purus Project, a tropical-forest conservation project chosen by voters.

It's a mindset he hopes to inspire in more people: not just purchasing carbon offsets for a family vacation to the beach, but looking at everyday life through a new lens of reducing carbon usage.

"It's not simply to write it off, but to work to make your footprint as small as possible," he says.

"Then, whatever you cannot affect, write that off. It's not simply writing a check to Carbon Fund [an organization that supports projects that help reduce carbon emissions], but doing the hard work of making your life carbon neutral."

His recommendations? Get a solar system at home

**"I'm a believer, an optimist. I think that we can do it, the heavy lifting — governments are doing it, companies are doing it — but the biggest group is regular folks."**

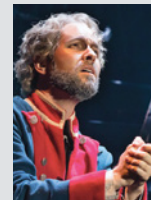
— JOHN MARTINSON, FOUNDER, CHINA MIST TEA

and buy an electric car. Realizing that's not possible for everyone, he urges people to make it a family value to reduce carbon.

"Sustainability is really about saving resources," he says. "For me a lot of it is about preserving natural capital — unplug computers at night; all the things you can do to reduce the energy load in your house are doable. But it takes a mindset — you have to have it in your mind that you're doing this to save money but you're also doing it to mitigate climate change."

He sees reason for hope. "I'm a believer, an optimist. I think that we can do it, the heavy lifting — governments are doing it, companies are doing it — but the biggest group is regular folks. I believe I can make a difference, and that others can make a difference."

**Colleen Brown '02 BA Italian, '02 BS biology** has recently completed advanced training in the mixed animal veterinary acupuncture program offered by the Chi Institute of Traditional Chinese Veterinary Medicine. Founder and owner of Greater Phoenix-based Brown Veterinary Housecalls, Colleen now offers integrative veterinary services, including conventional Western veterinary medicine, TCVM for dogs and cats, and TCVM-only services for horses.



**Nick Cartell '02 BFA theater** is a star! Nick, who grew up in Phoenix, recently

returned to the Valley to play the role of Jean Valjean in the Broadway touring production of "Les Miserables" at ASU Gammage. Nick is the recipient of the ASU Gammage "Rising Star" award in 2014 when he first came to perform at the theater in the Broadway touring cast of "Phantom of the Opera." He also has performed on Broadway as Jonah in "Jesus Christ Superstar" and can be heard on the original Broadway cast recording of "Scandalous."



**Tonya Drake '00 MEd higher and postsecondary education, '06 PhD education leadership and policy studies** has been appointed chancellor of Western Governors University Washington, joining the online nonprofit university from Edmonds (Washington) Community College where she served as vice president for college relations and advancement.

**Robin Warnberg '00 MSW social work** has published a series of children's books, "A Boy Named Jack," under the pen name Quay Roads. With eight books currently in print, reviewers have praised the collection's early-elementary school-level prose, one calling it "a feel-good children's book based on growing up on a ranch in New Mexico."

## 1990s



**Melissa Swader '99 MFA photography,** director of marketing and administration at

SVN Desert Commercial Advisors in Phoenix and owner of Ruby Red Media, has been recognized by the Phoenix Business Journal with an "Outstanding Women in Business" honor in 2018. Additionally, thebrokerlist.com has included Melissa on its annual list of top-10 national commercial real estate bloggers in 2016 and 2017.

**Mark Kokanovich '98 BA history** has joined the Phoenix and Los Angeles offices of national law firm Ballard Spahr. Mark is a former federal prosecutor. As an assistant U.S. attorney in Arizona for more than seven years he investigated and prosecuted financial crimes, including securities fraud, government contracts, aggravated identity theft, bank fraud, bankruptcy fraud, mail fraud, wire fraud, and international money laundering.



**Michael T. Liburdi '98 BS justice studies, '02 JD** has joined the global law firm Greenberg

Trauberg's government law and policy practice as well as its

litigation practice, where he will serve as chair of the Phoenix litigation group. Michael joins Greenberg Traurig after serving as general counsel to Arizona **Governor Doug Ducey '86 BS finance/business.** He served as litigation staff attorney for the Federal Election Commission in 2008 and is currently an adjunct professor at ASU's Sandra Day O'Connor College of Law.



**Steven Hyman II '97 BS accounting, '04 MBA** has been selected a "Top Lawyer" in 2018 by

Sacramento (California) Magazine. The two-degree Devil, who also serves as a judge advocate with the California Army National Guard (cyber defense counsel), is a partner at the law firm of Downey Brand, where he specializes in business and technology transactions.

# Sun Devil is 1st US woman to win Boston race in 33 years



FAY FOTO — BOSTON ATHLETIC ASSOCIATION

**Desiree (Davila) Linden '06 BA religious studies, '06 BS psychology,** a cross country and track two-time All-American at ASU (2001–05), is the first American woman to win the Boston Marathon in 33 years. Desiree clocked the 26.2-mile race in a time of 2:39:54. She represented the U.S. in the 2012 (London) and 2016 (Rio de Janeiro) Olympics, was the fastest American finisher in the 2015 Boston race and finished second in the 2011 event.

**Richard Armstrong '96 JD** has completed 30 years of honorable military service as a major in the United States Marine Corps. A veteran of multiple tours of duty as judge advocate with the Marines, Richard was most recently regional judge advocate assigned to the 23rd Marine Regiment in San Bruno, California. His primary areas of practice have been gaming related, and his extensive experience includes working with the National Indian Gaming Commission.

**Ember Conley '94 BS agribusiness** is proving you can go home again. Ember has been selected by the Mesa Public Schools board of directors to lead the state's largest school district as superintendent. Ember will return to the Valley of the Sun after serving at the helm of the Park City School District in Utah, which has 5,000 students from preschool to 12th grade and is recognized by Business Insider and U.S. News & World Report as a top Utah school district.

**Brig. Gen. Todd Canterbury '92 BS aeronautical engineering technology** has been named commander of the 56th Fighter Wing at Luke Air Force Base in Litchfield Park, Arizona. An ROTC student while at ASU, Todd has served with the Air Force since 1993. His military career has included assignments in Operation Northern Watch in Iraq and Operation Enduring Freedom, also known as the Global War on Terrorism.

**Stephen Epstein '91 BSD design, '93 MARCH architecture, '95 MBA** has been appointed chief financial officer at CO Architects in Los Angeles. Since earning three degrees at ASU, Stephen has enjoyed a career in leadership, strategic planning and organizational and behavioral management. Prior to joining CO Architects, he was a principal at Strogoff Consulting, leading finance, operations and human resources.

## 1980s



**M Richard Wanninger '84 BS journalism** has been honored by the College Sports Information

Directors of America with the CoSIDA 25-Year Award. Richard, who worked in the Sun Devil Athletics sports information office from 1985 through 1991 and as a student from 1981 through 1984, is now senior associate commissioner for the Patriot League, responsible for the conference's men's basketball championship, television and digital packages, marketing and sponsorship initiatives, and more.



**M Debra Levin '88 BSD interior architecture,** president and CEO of the Center for

Health Design in Concord, California, has been elected to the American Society of Interior Designers College of Fellows. Fellowship is the highest distinction an ASID member can receive, bestowed on less than 1 percent of the membership.

## 1970s



**M Roxanne Song Ong '75 BAE elementary education,** the first Asian female lawyer

and judge in Arizona, has been inducted into the 2018 Arizona Asian American Bar Association's Hall of Fame. She has been recognized for lifetime achievement and her nearly 40 years of service to the criminal justice system.

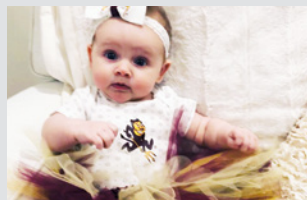
## Sun Devil births



**Rubena Dutta** was born in San Jose, California, on Jan. 30 to **Ranojoy Dutta '13 MS built environment (energy performance and climate-responsive architecture)** and Pritha Mallik. Rubena's dad is a modeling and simulation manager at View Inc. in the San Francisco Bay area. He works with designers and engineers to advance simulation tools to aid in the design of high-performance buildings that also promote sustainability and occupant well-being.



**William James Johnson** was born on Sept. 17, 2017, to parents **Shelly (Spencer) Johnson '04 BSD graphic design** and Tyler Johnson in Charlotte, North Carolina. William James' mom graduated as a summa cum laude Sun Devil, is the marketing manager at MPV Properties in Charlotte and has served the North Carolina ASU Alumni chapter as vice president. She is currently the chapter's marketing and communications officer!



**Charlotte Marie Lindsay** was born to **Christine (Emmons) Lindsay '00 BS marketing** and John Lindsay Jr. on Oct. 23, 2017, in Scottsdale, Arizona. Charlotte will be a fourth-generation Sun Devil in the Emmons family!

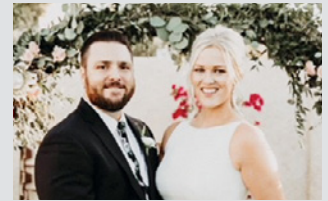


**Aubrey Marie Lewis** was born to **Jon Lewis '15 BS technical entrepreneurship and management** and Julie Lewis on July 11, 2017, in Phoenix. Aubrey's dad is a systems administrator at OneAZ Credit Union.



**M Nathan Jude Velasquez** was born into a "house divided" on Oct. 2, 2017, to **Nicholas Velasquez '08 BIS urban planning/public administration** and Mary Ann Velasquez. While Nathan's dad is a Sun Devil alum, mom Mary Ann's alma mater is located about 120 miles south of ASU!

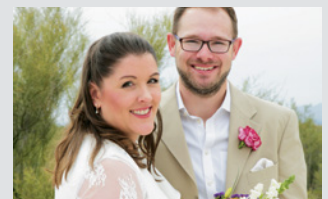
## Sun Devil weddings



**Hayley (Ingram) Good '09 BS geography** and **Curtis Good '08 BS business administration, '12 MBA** were married on Nov. 18, 2017, in Tempe, Arizona. The Sun Devil couple met while attending ASU for their undergraduate degrees. Hayley is a supply chain management buyer in procurement at ASU, while Curtis is a realtor and vice president of Top Priority Messenger Service in the Greater Phoenix area.



**Samantha Sears '08 BSD architectural studies, '12 MUD urban design, '12 March architecture** and Jason Rogers were married on March 22 at the Tempe Center for the Arts. Sparky served as the guest of honor!



**Darin Shebesta '06 BS finance** and Tiffany House were married on March 10 in Scottsdale. Darin is a Barrett, The Honors College Sun Devil graduate and a recipient of Investment News' "40 Under 40" recognition.

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Feb. 12–March 1: Vietnam, Cambodia

### May

**European coastal civilizations: from Lisbon to London**  
May 5–14: Portugal, Spain, France, England

### October

**Timeless Cuba**  
Oct. 4–12: Cuba

### November

**Patagonian frontiers: Argentina and Chile by land and sea**  
Nov. 8–24: Argentina, Chile



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## Jimi Hendrix in the gym

Tucked between the Memorial Union and Computing Commons is a hidden piece of the Tempe campus' history. Fifty years ago, Physical Education Building West was known as the Sun Devil Gym and was the main basketball and gymnastics facility. But for one evening in February, it hosted the Jimi Hendrix Experience in front of a sold-out crowd of 3,000 fans.



Jimi Hendrix warmed up his white and rose Fender Stratocaster in the ASU locker room with actor Pat McMahon on Feb. 5, 1968. "To see Hendrix in this small gym, in such close quarters, must have been incredible!" ASU Archivist Rob Spindler says.

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*Fiamma*

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