

ASU

MAGAZINE

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Learning to do
the right thing

University unveils
carbon-neutrality plan

Super Bowl
Sun Devils speak out

Greening the world
of design



Inspiring icons

MAY 2010 | VOL. 13 NO. 4



Meet **9** exceptional
Sun Devil alumni



Show your pride.™

ASU Alumni Association Banking from Bank of America.

Personal checking with exclusive benefits.

Open a personal checking account from Bank of America today and display your Sun Devil pride every day with checks* and a debit card that feature the ASU Alumni logo. Best of all, get automatic savings when you enroll in Keep the Change®—where each debit card purchase is rounded up to the next dollar and the difference is transferred from your checking to your savings account. Plus, Bank of America will match up to \$250 every year.*

Get a \$50[†] bonus after you open a qualifying new checking account by August 31, 2010. A minimum opening balance of \$250 and a debit purchase within the first 30 days are required. **Visit your neighborhood Bank of America or bankofamerica.com/ASU and use Offer Code CUP50.**

A credit card with rewards.

Show your Sun Devil pride another way. Apply for a ASU credit card and support the Alumni Association. Earn points on everyday purchases and redeem for cash, travel, merchandise, unique adventures and more. Plus, enroll your ASU credit card in optional overdraft protection and enjoy added protection for your ASU checking account.▲ Earn rewards, enjoy special account features and support your school with every purchase. All with no annual fee.♦

To apply for your ASU credit card, call 1.866.438.6262 or visit newcardonline.com and use Priority Code UAA7T4.

Bank of America



* Standard check order fees apply.

† To take advantage of this offer, please use the Offer Code provided to open your new qualifying ASU Alumni personal checking account by 8/31/2010. Bank of America may terminate the offer before this date. To qualify for this offer, an opening deposit of \$250 is required and you must make a minimum of one retail merchant transaction with the newly assigned debit card within 30 days of account opening. Customer will receive \$50 after verification of qualification in the incentive program. We will deposit the incentive directly into your new checking account within 90 days of its opening; if unable to do so, a check will be issued. Offer is available to new customers only and does not apply to current checking customers, Bank of America associates or student checking accounts. Limit one per household. New customer is not eligible for this offer if they were a signer on a Bank of America checking account that was closed within the last three months. All accounts are subject to our normal opening process. To the extent required by law, Bank of America will report the value of the offer to the IRS. Any applicable taxes are the responsibility of the account holder. Reproduction, purchase, sale, transfer or trade of this offer is prohibited. For Tiered Interest personal checking accounts, the Annual Percentage Yield (APY) is as follows: less than \$10,000, 0.05%; \$10,000-\$99,999, 0.10%; \$100,000 and over, 0.25%. APYs are accurate as of 4/7/2010. The APY may change after the account is opened. Fees may reduce earnings. Please consult a Banking Center, visit bankofamerica.com or see the Personal Schedule of Fees for other account fees, rates and information. Bon.1.10

* Keep the Change® requires a checking account, debit card and savings account. Upon enrollment in Keep the Change, we will round your MasterCard® or Visa® debit card purchases to the nearest dollar and transfer the difference from your checking account to your Bank of America savings account. We will match your Keep the Change savings at 100% for the first three months after you enroll and, for Group Name customers, 5% thereafter. The maximum total match is \$250 per year. Matching funds are paid annually after the anniversary of enrollment on accounts that remain open and enrolled. We will only match Keep the Change transfers on up to five checking accounts per depositor (including joint depositors) or up to five checking accounts per household, whichever is less. Eligible savings accounts include, but are not limited to, Regular Savings (or Market Rate Savings in WA and ID) that requires a minimum opening balance of \$25 (\$1 in WA and ID) and pays a variable Annual Percentage Yield (APY) that was 0.10% as of 4/7/2010. The APY may change after the account is opened. Money Market savings accounts are also eligible. Fees may reduce earnings. The promotional matching funds will be reported to the IRS on form 1099. Patent pending. KTC.2.10

▲ Your credit card account must have sufficient funds and be in good standing. Fees may apply. For details, please refer to the Credit Card Agreement.

♦ For information about the rates, fees and other costs and benefits associated with the use of this Rewards card, or to apply, go to the website listed above, visit a Bank of America banking center or write to P.O. Box 15020, Wilmington, DE 19850. This credit card program is issued and administered by FIA Card Services, N.A. Visa is a registered trademark of Visa International Service Association, and is used by the issuer pursuant to license from Visa U.S.A., Inc. MasterCard is a registered trademark of MasterCard International Incorporated, and is used by the issuer pursuant to license. Keep the Change, Bank of America and the Bank of America logo are registered trademarks of Bank of America Corporation.

By opening and/or using these products from Bank of America, you'll be providing valuable financial support to the ASU Alumni Association.

Bank of America, N.A. Member FDIC. ©2010 Bank of America Corporation

AR98886

AD-04-10-0203

ASU MAGAZINE

The official publication of Arizona State University
Volume 13, No. 4

PUBLISHER
Christine K. Wilkinson

EDITOR-IN-CHIEF
Tracy Scott

MANAGING EDITOR
Liz Massey

ART & DESIGN DIRECTOR
Robert Cao-Ba

SENIOR GRAPHIC DESIGNER
Karen Windsor-Worrel

GRAPHIC DESIGNER ASSISTANT
Alyssa Yatabe
Crystal Ellis

ADVERTISING SALES,
DIRECTOR OF BUSINESS RELATIONS
Rhonda McClintock
(480) 965-5051

WEBMASTER
Benita lafrat

PRINCIPAL PHOTOGRAPHY
Tim Trumble
Tom Story

ASU Magazine is printed on paper that is certified
to the Forest Stewardship Council (FSC) Standards.



ASU MAGAZINE
PO Box 873702
Tempe, AZ 85287-3702
(480) 965-2586
alumni@asu.edu

ASU Magazine (USPS 024-438; ISSN 1940-2929) is published quarterly by the Arizona State University Alumni Association, PO Box 873702, Tempe, AZ 85287-3702, (480) 965-2586, FAX (480) 965-0225. Subscriptions are sent to all ASU alumni. You may become a friend of the Alumni Association regardless of university affiliation. Annual dues to become an active member or friend are \$45 for individuals and \$60 for couples. Life member dues are \$500 for individuals and \$650 for couples. Periodicals Postage is paid at Tempe, AZ and additional mailing offices. Postmaster: Please send address changes to ASU Magazine, Attention: Circulation, PO Box 873702, Tempe, AZ 85287-3702. Permissions: Portions of this publication may be reprinted with the written permission and proper attribution. Contact editor.



THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 13, No. 4, May 2010

HIGHLIGHTS

20 Inspiring Icons

This issue, we showcase nine exceptional Sun Devils, representing an eclectic mix of backgrounds, professions and skills. Experienced and accomplished, these graduates impact fields as diverse as law, music, education, the military, and journalism.

32 Doing the right thing

At certain moments, "doing the right thing" in terms of ethics seems as obvious as following the Golden Rule; at others, it can be a very subjective and elusive quality to unearth in an increasingly complicated and fast-paced world. ASU has crafted a distinctive system to prepare students to handle ethical dilemmas more effectively.

DEPARTMENTS

2 University News

ASU unveils its carbon-neutrality plan; researchers explore effects of urban heat islands, nanotechnology; journalism school dean receives prestigious journalism education award.

16 Sports

Updates on top Sun Devil teams and players; two ASU graduates who played in this year's Super Bowl reflect on their experiences.

44 Arts & Culture

Alumna Crissy Knight blends interior design savvy with a refined eco-sensibility; new books by alums, staff, and faculty in Shelf Improvement.

48 Alumni News

Alumni Association spring events engage diverse constituencies; Los Diablos chapter celebrates 25 years of supporting ASU students.

54 Sun Devil Network

Reports from around the Sun Devil nation.

58 Class Notes

Alumni news, notes and milestones.

Media matters
University news briefs
Made in the shade
In a class by itself
Too small to ignore
Zeroing out
Taking wing
Friends for life



Media matters

Cronkite dean named Journalism Administrator of the Year

Christopher Callahan, dean of the Walter Cronkite School of Journalism and Mass Communication at ASU, has been named the Scripps Howard Foundation Journalism Administrator of the Year.

Callahan will receive \$10,000 and the Charles E. Scripps Award for Journalism Administration. The award is given in cooperation with the Association for Education in Journalism and Mass Communication (AEJMC) to recognize leadership in journalism education. Callahan will receive the award in August at the annual AEJMC convention in Denver.

Callahan, 49, was named founding dean of the Cronkite School in 2005, shortly after the school became an independent unit at ASU. He came to ASU from the University of Maryland's Philip Merrill College of Journalism, where he served as associate dean and served as senior editor of American Journalism Review. Before entering journalism education, Callahan was a Washington correspondent for the Associated Press. He is the author of "A Journalist's Guide to the Internet."

"No journalism-mass communication dean at a university in the United States can match – or come close to – Chris's accomplishments at ASU during the past five years," said Doug Anderson, dean of the College of Communications at Pennsylvania State University, a former director of the Cronkite school and a past winner of the award. "The strides that the school has made under his high-voltage leadership are nothing short of astonishing."

Callahan created major new professional programs such as Cronkite News Service, the Knight Center for Digital Media Entrepreneurship, the New Media Innovation Lab and Cronkite NewsWatch, a 30-minute newscast that airs nightly on PBS across Arizona.

He also nearly doubled the size of the full-time faculty and added national figures such as Leonard Downie Jr., the former executive editor of The Washington Post; former CNN anchor Aaron Brown and former Minneapolis Star Tribune editor Tim McGuire.

He also brought to Cronkite the Donald W. Reynolds National Center for Business Journalism, ABC News on Campus and the Carnegie-Knight News21 digital media initiative.

Callahan said he is grateful and humbled by the Scripps Award, but he said much of the credit for the Cronkite School's progress goes to others.

"We have an unparalleled faculty that mixes great professional journalists, digital media thought leaders and top-flight researchers," Callahan said. "We have tremendously talented and dedicated associate deans and staff. We also have the finest journalism students in the world."

He said he will use the Scripps Howard grant to complete a pledge he and his wife, Jeanmarie, made to name a digital editing bay in the Cronkite School in honor of their two sons, Cody, 17, and Casey, 12.

UNIVERSITY NEWS BRIEFS



Cody Raskin, who is headed to Europe to meet with Nobel laureates this summer, is currently working toward his doctoral degree in astrophysics.

STUDENT TO MEET WITH NOBEL LAUREATES IN GERMANY

Cody Raskin, a graduate student in ASU's School of Earth and Space Exploration, will join a delegation of young researchers sponsored by the National Science Foundation (NSF) Directorate for Mathematical and Physical Sciences who will meet with Nobel laureates in chemistry, physics and physiology/medicine this summer in Lindau, Germany.

The selected graduate students and junior researchers will participate in discussions with the Nobel laureates from June 27 to July 2. More than 60 Nobel laureates are scheduled to participate in the meetings, including American particle physicist James Cronin (renowned for his 1964 experiment that implied that reversing the direction of time seems not to reverse precisely the course of certain reactions of subatomic

particles), French physicist Albert Fert (recognized for boosting the efficiency of hard drives and their readers), and Robert Laughlin (awarded for his discovery of a new form of quantum fluid with fractionally charged excitations).

The meeting of Nobel winners has occurred in Lindau annually since 1951. Raskin will be attending as part of the NSF delegation since his current research on supernova progenitors is sponsored by that agency.

"Meeting these scientific pioneers would be an enormous honor and an opportunity to learn about the trials and pitfalls of pursuing new and unique research," Raskin said. "It's not only an opportunity for academic and research advice, but also for practical career advice and avenues for possible collaborations in the future."

ASU INNOVATION EXPANDS GLOBAL REACH TO JAPAN

Technological discoveries from ASU and several Japanese universities will receive exposure in new markets through an innovative cross-marketing partnership between Arizona Technology Enterprises (AzTE) and Japan Technology Group (JTG).

The agreement will enable AzTE and JTG to collaborate on commercializing selected technologies from ASU and eight prominent Japanese universities. AzTE will market Japanese intellectual property in the United States and JTG will return the favor on behalf of ASU in Japan with the goal of accelerating the pace at which university innovations reach the marketplace.

The exposure of intellectual property from ASU researchers to Japanese industry increases the chances that these discoveries will be developed further and potentially commercialized, according to Augustine Cheng, managing director of AzTE.

The relationship also opens the door to potential future economic development in Arizona, given AzTE's close ties with, and location at, SkySong, the ASU Scottsdale Innovation Center.

"International partnerships like this only increase the likelihood that global discoveries will be commercialized utilizing Arizona networks," said Julia Rosen, associate vice president of innovation and entrepreneurship at ASU.

MEDICAL STUDENTS TO STUDY JOURNALISM AT CRONKITE SCHOOL

Two leading institutions in their respective fields – the Mayo Clinic and ASU's Walter Cronkite School of Journalism and Mass Communication –



INFLUENTIAL FOUNDING DEAN FRANK SACKTON PASSES AWAY

Former Army Lt. Gen. Frank Sackton, founding dean of ASU’s College of Public Programs, died Feb. 14 at age 97. Sackton played a vital role in the success of thousands of leaders, ranging from Gen. Douglas MacArthur to many of today’s top public servants.

Sackton started his career at ASU in 1976. He was most recently a professor emeritus in ASU’s School of Public Affairs, where he taught through the fall 2009 semester. During his time at ASU, he also served as special assistant to the university president and as athletic director.

“Frank’s life was emblematic of the spirit of service, from the military to the academy and even to the retirement community in which he spent his final years,” said Debra Friedman, university vice president and dean of the College of Public Programs. “He was a quiet, humble and effective organizer for the good of others, always asking, ‘How can I help?’”

During his 40-year military career, Sackton led a battalion of 550 men in the Pacific during World War II. He was secretary to Gen. Douglas MacArthur during the reconstruction of Japan after the war. In the 1970s, he served as special assistant to Arizona Gov. Jack Williams.

“Frank lived many lives ... but for those of us in the school, he will be remembered as a friend, a mentor and a teacher,” said Robert Denhardt, director of the ASU School of Public Affairs, Regents’ Professor and Lincoln Professor of Leadership and Ethics at ASU. “Frank’s hours in the classroom were among his happiest and he always placed the highest value on his teaching.”

are joining forces to give future physicians intensive cross-platform journalism training.

The Mayo-Cronkite Fellowship will bring students from Mayo Medical School in Rochester, Minn., to Phoenix following their second year of medical studies for a condensed one-year master’s program at ASU’s nationally recognized journalism school. The Mayo-Cronkite Fellows will enroll in the Cronkite School, completing the 15-month master’s program in 12 months.

The fellowship students will take a full complement of graduate courses that focus on the newest digital media techniques and cross-platform storytelling in addition to traditional journalism skills and values. They will return to Rochester for their final two years of medical studies following their immersion in journalism at ASU.

Officials anticipate enrolling the first Mayo-Cronkite Fellows in August. The new dual-degree program is part of Mayo’s interdisciplinary approach to medical education.

“We’re very excited about this new collaboration that brings together national leaders in their respective fields of study,” said Cronkite Dean Christopher Callahan. “The Mayo-Cronkite program will produce leading physicians who have the ability to tell important, complex and nuanced medical stories to wide audiences on any platform – print, broadcast or online. That is a rare and powerful combination of skills.”

The Mayo-Cronkite Fellowship is the latest collaboration between ASU and Mayo. The institutions already have a joint medical-law degree program, a seed grant program for research projects and a physician-shadowing program for undergraduates in Barrett, the Honors College at ASU.

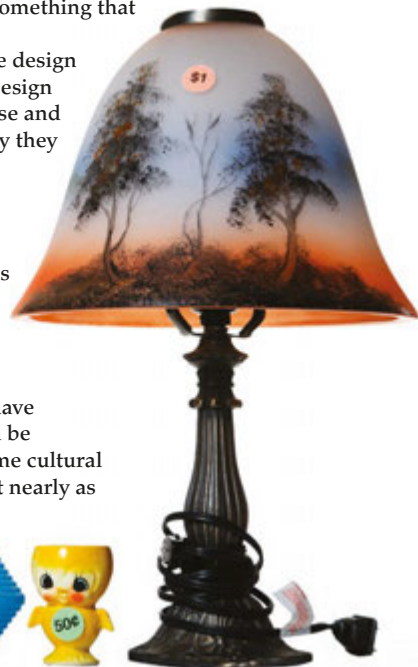
ASU STUDY ADDRESSES \$1 BILLION GARAGE SALE MARKET

Garage sales have become an activity of American culture, so popular that we even hold sales of our personal items online. But why do we come to part with the things we value? What kinds of stories are behind certain things? How do we put a price tag on something that is considered emotionally priceless?

Chris Meierling and Dan Wandrey, graduate design researchers from the Herberger Institute for Design and the Arts, set out to find the answers to these and many other questions in an ethnographic study they have titled “The Things We Sell,” which they presented at the 12th Annual Chicago Ethnography Conference on March 6.

According to Wandrey and Meierling, one reason why the cultural practice of garage sales continues to grow is because it is an unregulated economy that generates somewhere between \$600 million to \$1 billion per year.

At a more emotional level, the researchers have concluded that the practice of garage sales can be interpreted as a process in which stories become cultural transactions. The exchange of the objects is not nearly as important as the bridge that is formed by explaining





ASU students and community volunteers take advantage of a unique hands-on experience to build an energy-efficient Stardust Center home in Guadalupe.

the story behind it.

“While a Google search reveals plenty of ‘how-to’s’ about running garage sales, there are hardly any accounts, even anecdotally, about being a garage sale shopper or about how this unique American tradition emerged over the past 90 years,” Meierling said.

For a look at some of the videos and conversations that are a part of the study, visit thingswesell.org

UNIVERSITY HONORED WITH PRESIDENTIAL RECOGNITION FOR COMMUNITY SERVICE

With more than 10,000 students engaged in community service, Arizona State University has been named to the 2009 President’s Higher Education Community Service Honor Roll. This is the highest federal recognition a university can receive for its commitment to volunteering, service learning and civic engagement.

The award was presented March 8 at the annual meeting of the American Council on Education in Phoenix. The conference schedule also included an hour and a half “conversation” with ASU President Michael Crow on leadership,

transformation of higher education, curriculum and new financing models.

Nearly 10,500 ASU students provided almost 400,000 hours of community service during the last academic year, at sites throughout the state. ASU offers 81 courses that integrate community service with academic content, and it also employs a full-time coordinator of community service to organize monthly days of service and other activities.

“At ASU we are committed to making a positive impact in Arizona, the nation and the world,” says Kimberly de los Santos, associate vice president of university initiatives. “What we are most proud of is not only the service-learning and community service hours that earned us this honor, but the invaluable relationships we have with our community partners that enable us to make a difference.”

College students make a significant contribution to the volunteer sector, according to the Corporation for National and Community Service, which administers the annual Honor Roll award. In 2009, 3.16 million students performed more than 300 million hours of service. The Corporation recognized more than



Nicholas Cummings

700 colleges and universities for their impact on issues from poverty and homelessness to environmental justice.

\$3M GIFT CREATES INNOVATIVE HEALTH PROGRAM

Nicholas and Dorothy Cummings have made a \$3 million legacy gift to establish a state-of-the-art behavioral health program at ASU. The Nicholas A. Cummings Behavioral Health Program is housed in the School of Letters and Sciences on ASU’s Downtown Phoenix campus.

Cummings was the innovator behind the school's new doctor of behavioral health (DBH) degree program. He created it with the intention of integrating all of the mental health professions – psychology, social work, counseling, marriage and family therapy – to train the behavioral health practitioner to practice in primary care and other medical settings and become an integral part of the nation's health care system.

The program launched this fall with 58 doctoral candidates; its unique curriculum combines behavioral interventions in primary care, medical literacy, business entrepreneurship and e-health technology. It is an upgrade for master's level clinicians who are interested in working at a doctoral level in primary care.

Cummings, who currently teaches one of the major courses in the behavioral



health program at ASU, has worked in the psychology field for more than 60 years. He is a former president of the American Psychological Association.

"The readiness for this program, not only on behalf of clinicians and doctors but patients, as well, is so evident in the huge number of applicants we had for the first cohort," Cummings said. "I'm 86 this year, and it's nice to know that this has come to fruition in my lifetime. I had given up hope. Now behavioral health can take its rightful place in the health care system."

according to an annual study from the University of Texas at Dallas. The list is based on faculty research contributions to top business journals from 2005 to 2009. The school ranks No. 20 in North America and No. 23 in the world.

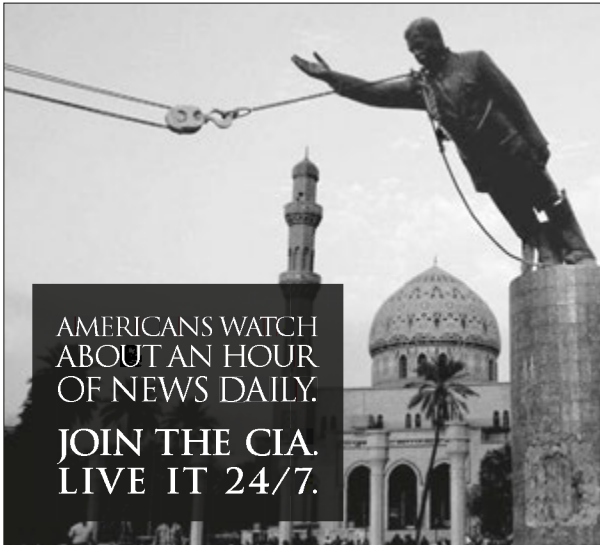
It is the only Arizona school to rank in the top 50 and it continues to move up the list every year. This is the school's second straight year in the top 25 nationwide.

"There is more interest than ever in understanding, in depth, what drives business and the success of an economy," said Robert Mittelstaedt, dean of the W. P. Carey School. "The W. P. Carey School of Business is committed to disseminating helpful new research in finance, economics, marketing, management and other fields that will help businesses and society continue to improve."

Many of the research projects conducted at the W. P. Carey School provide real-world impact. Work produced during 2009 by researchers at the business school includes a software program that enabled public health officials to determine quickly where to send H1N1 vaccine doses; multiple efforts to help businesses become more sustainable; and the formation of a new research group to help ensure businesses know how to protect their customers' personal data.

W. P. CAREY SCHOOL RANKS IN TOP 20 FOR BUSINESS RESEARCH

The W. P. Carey School of Business at ASU ranks among the top 20 schools in the nation and the top 25 schools in the world for business research productivity,



AMERICANS WATCH ABOUT AN HOUR OF NEWS DAILY.

JOIN THE CIA. LIVE IT 24/7.

NATIONAL CLANDESTINE SERVICE

Be a part of history in the making as a National Clandestine Service Officer.

This is no ordinary assignment. It is a mission of importance. It is how you make a difference for our nation.



Applicants must have US citizenship and the ability to successfully complete medical examinations and security procedures including a polygraph interview. EOE

For additional information and to apply, visit: www.cia.gov

THE WORK OF A NATION. THE CENTER OF INTELLIGENCE.

asu magazine demographics

ASU alumni represent a responsive target for your product or service.

worldwide

- 310,294 alumni live worldwide.
- 166,419 of ASU alumni are under the age of 45.
- More than one-third hold post-graduate degrees.
- 86,438 alumni earn between \$40,000 and \$80,000 annually.
- 97,963 ASU alumni earn more than \$140,000 annually.
- 204,570 of ASU alumni are married.

southwest

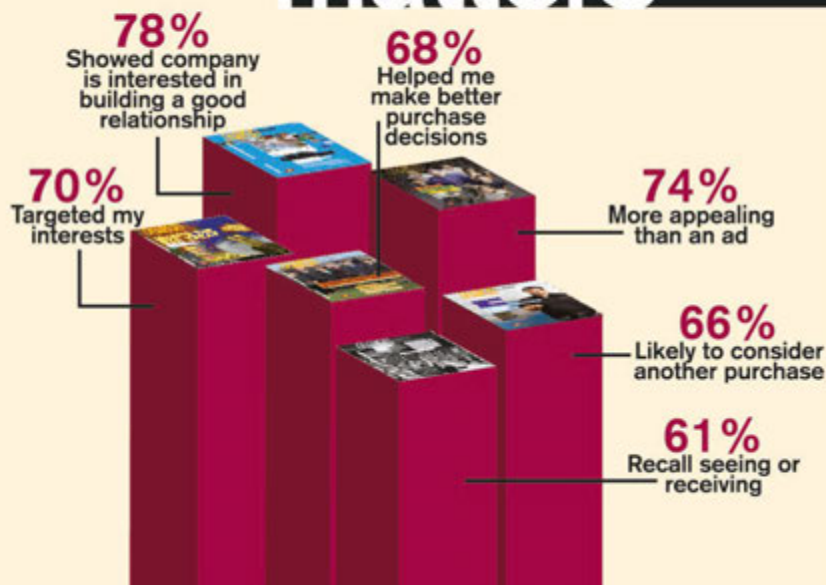
- 168,522 alumni reside in Arizona.
- More than 150,000 alumni live in Maricopa County.
- More than 32,000 alumni reside in California.
- More than 2,800 alumni reside in Nevada.
- More than 2,100 alumni reside in Utah.
- More than 7,000 alumni reside in Colorado.
- More than 2,500 alumni reside in New Mexico.
- More than 8,500 alumni reside in Texas.

inquiries

Rhonda McClintock,
Director of Business Relations, ASU Alumni Association
(480) 965-5051, 1-800-ALUMNUS (258-6687), FAX (480) 965-0225
rhonda.mcclintock@asu.edu

ASU ALUMNI
ARIZONA STATE UNIVERSITY
alumni.asu.edu/news/asu-magazine

magazine matters



As an advertiser, you want to put your advertising and marketing dollars where you will gain the most impact. When deciding where to allocate your resources, consider this – consumers find print magazine content influences their decisions. When looking for ways to connect with an affinity audience, ASU Magazine delivers!

To advertise in ASU Magazine,
contact Director of Business Relations
Rhonda McClintock
480.965.5051

ASU ALUMNI
ARIZONA STATE UNIVERSITY
alumni.asu.edu



Cities, just like individuals, can take steps to protect themselves from the intense heat generated by the urban heat island phenomenon.

Made in the shade

Professor outlines strategies to curb urban heat island effect

“Protect yourself from the summer sun” is good advice to children who want to play outside on a hot summer day; it also turns out to be good advice to cities as a way to mitigate the phenomenon known as urban heat island.

For children, a hat, long sleeves and sun block provide protection. For cities, it might be canopies, additives to construction materials and smarter use of landscaping that helps protect it from the sun, said Harvey Bryan, an ASU professor of architecture. Bryan presented strategies to fight the urban heat island phenomenon in a presentation he made at the annual meeting of the American Association for the Advancement of Science in San Diego in February.

Urban heat island (UHI) is a phenomenon experienced by large cities, especially those located in desert areas, where the constant heat of the day is absorbed by the buildings, pavement and concrete. The result is a rise in nighttime low temperature for a city’s core from the stored heat of the day. The higher nighttime temperatures mean more cooling is required for residents’ comfort, resulting in increased power demand and potentially more greenhouse gases emitted.

Citing work he collaborated on with Daniel Hoffman, an ASU professor of architecture, and Akram Rosheidat, an ASU

doctoral student, Bryan outlined several methods a city can employ that will help alleviate the UHI. Shade, not surprisingly, is one of the prime tools.

“Canopies to shade streets and sidewalks keep the concrete and asphalt cooler,” Bryan said. “Interestingly, sidewalks in downtown Phoenix during the early 1900s were canopied.”

In areas that cannot be canopied, Bryan said material additives use could play an important role. Phoenix, for example, has a large number of parking lots and streets that constantly absorb daytime heat.

“Introducing additives, like crumb rubber to asphalt and concrete, are ways of reducing heat capacity at the surface and making for a better nighttime profile,” he said.

Bryan said digital modeling was crucial to finding effective solutions to reduce UHI.

“The important part is to look at materials’ performance more than just during the daytime. We need a 24-hour profile to see how materials absorb heat during the day and how they emit it during the evening. We then look for materials that are reflective during the day and highly emitting during the evening.”



Kate Fagan teaches second grade at Ignacio Conchos School in south Phoenix. Her lessons bundle together visual, aural and kinetic learning and her students team with enthusiasm.



In a class by itself

ASU building partnerships to improve educational outcomes

ASU students and faculty in the College of Teacher Education and Leadership are taking on some of education's most important challenges, and they're getting help from some very committed partners.

With only 48 percent of Arizona's high school graduates having taken coursework that qualifies them for university admission, the state's need to improve student readiness is clear, as educational success is critical to a sustained and diversified economic recovery. Well-prepared teachers are critical to achieving this goal. According to reports summarized in the New York Times, amid the sea of data generated by the No Child Left Behind mandate, one clear cause of student success stands out: of all the factors within a school's control, only teacher excellence produces a significant impact upon raising student performance scores.

The Challenges Before Us initiative helps alumni, corporations and other interested groups connect the issues that they care about deeply within the complex, exciting work going on throughout ASU. How we educate in a rapidly changing environment and a knowledge-based world economy is critical to our shared future. ASU, the College of Teacher Education and Leadership, and its private and government partners are rising to this important challenge.

The college is working on several fronts to reshape teacher education and give teachers what they need to produce dramatic improvements in student achievement. Two ASU-based initiatives are receiving significant help from external partners.

- Entrepreneur and philanthropist T. Denny Sanford has given ASU \$18.85 million to help transform the way ASU recruits, selects and prepares future K-12 teachers. The five-year grant allows the college to strengthen its collaboration with Teach

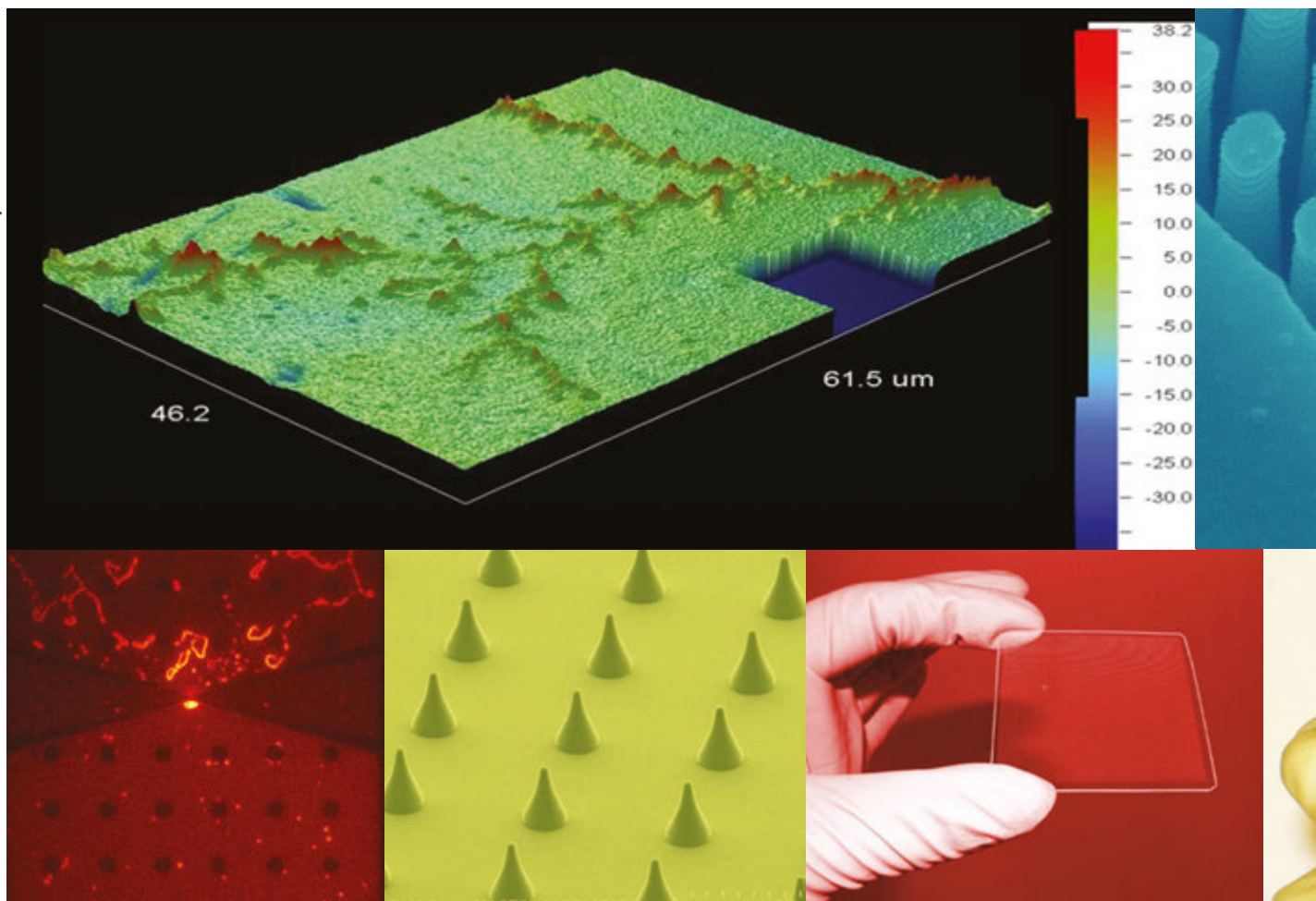
for America (TFA), which has recruited, trained and placed more than 24,000 teachers since 1990. The organization attracts people into teaching who may otherwise have not chosen the profession, and it creates innovative support systems to help those teachers in the classroom. While TFA will have no official role at ASU, the college will work with it to adapt TFA's tools and develop a national model for teacher preparation and success.

- The U.S. Department of Education's Teacher Quality Partnership Grant Program awarded CTCL \$33.8 million to expand its Professional Development School (PDS) program. PDS improves both the preparation of future teachers and student achievement, especially in Arizona's high-need schools and communities. The program gives students three times the hands-on, practical classroom experience as traditional teacher education programs. PDS enables residents of rural communities to earn a university degree and Arizona teacher certification without having to relocate. The five-year federal grant enables the PDS program, which already spans metropolitan Phoenix and the state, to expand to several more districts in Mesa and Tucson and on the Navajo Nation.

Investments through research universities like ASU allow opportunities for individuals, industry and the government, who are all impacted by education outcomes, to investigate and explore new techniques as well as advance those with demonstrated success.

For more information about the College of Teacher Education and Leadership, visit <http://teach.asu.edu/>. For more information about the Challenges Before Us Initiative, visit <http://asuchallenges.com/>.

Courtesy: National Science Foundation



Too small to ignore

ASU faculty members explore implications of nanotechnology

When Arizona State University researchers talk about the nanorevolution, they mean more than something limited to the technological realm.

The manufacture, manipulation and use of materials at the nanoscale – at atomic or molecular levels – have implications far beyond science and engineering labs. The emerging pervasiveness of nanotechnology means “it will increasingly have health, environmental, social, political and economic implications, and raise ethical issues,” says Jonathan Posner, an assistant professor of mechanical and chemical engineering in ASU’s Ira A. Fulton Schools of Engineering.

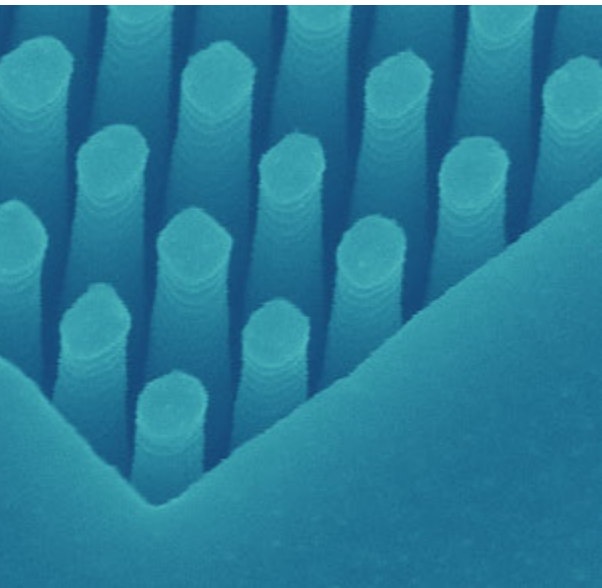
Posner says the rapid pace of nanotechnology advances makes it all the more urgent to consider the possible widespread societal and environmental impacts.

The Center for Nanotechnology in Society at Arizona State University (CNS) and ASU’s Consortium for Science, Policy and

Outcomes (CSPO) are among national leaders in exploring the potential ramifications of nanotechnology’s emergence. They are working with scientists and engineers such as Posner to encourage researchers to consider the big-picture perspective.

One of Posner’s NSF-funded projects is examining health-related questions about the toxicity of engineered nanomaterials. Such nanoparticles remain largely unregulated because of a lack of data about toxicity risks.

Under the umbrella of CNS and CSPO, Posner is working with ASU colleagues to develop a course entitled “Societal and Ethical Implications of Scientific Research,” which examines nanotechnology issues. His collaborators, Jameson Wetmore, an assistant professor in the School of Human Evolution and Social Change, and Ira Bennett, an associate research professor with CSPO, also have developed “Science Outside the Lab,” a workshop on science policy and culture to be held



in the nation's capitol.

"There are some 'Star Trek' concepts that are quickly becoming reality through the use of nanotechnology," Posner says, but there are also "potential negative implications of the nanotechnology future" that now confront us in the form of unanswered questions about the impacts of introducing more engineered nanomaterials into the ecosystems that sustain us.

"Our goal is to ensure our faculty and students integrate an examination of these questions and potential impacts into their studies and research," Posner says.



Zeroing out

ASU unveils plan to reach carbon neutrality

Arizona State University announced in early 2010 to achieve carbon neutrality in a number of significant categories by 2025. The university's Carbon Neutrality Action Plan reflects ASU's participation in a movement by colleges and universities across the country to enact plans to help reduce greenhouse gas emissions produced by their institutions.

The action plan outlines goals and strategic actions that ASU plans to take to reduce greenhouse gas emissions in four key areas – energy, transportation, solid waste and fertilizers/refrigerants. The university aims to be carbon neutral in energy, solid waste and fertilizers/refrigerants by 2025, and carbon neutral in transportation by 2035. The plan incorporates ASU's current efforts, with additional information about future projects and areas in which students, faculty and staff can help the university in making the goals.

ASU President Michael Crow, who is a co-chair of the American College and University Presidents' Climate Commitment steering committee and one of the original signatories of the commitment, said successful implementation of the plan would have profound effects beyond ASU's four campuses.

"While college and university campuses across the country, in aggregate, are responsible for only about 3 percent of the total greenhouse gas emissions emitted by the U.S., we educate 100 percent of the students who can significantly impact our environment," he said.

"ASU has approximately 80,000 students, faculty and staff capable of making great strides in improving the environmental quality in Arizona and beyond the borders of our state. Our efforts will have a significant impact in the near term, as well as long into the future through the students we educate today."

ASU's Carbon Neutrality Action Plan is online at carbonzero.asu.edu.



Taking flight

University research may change course of flight instructor training

A new aviation-training device in use at ASU may help researchers develop rigorous new methods of training for both civilian and military instructor pilots.

The Air Force Research Laboratory, adjacent to ASU's Polytechnic campus, combined two single-control Personal Computer Aviation Training Devices (PCATD) and installed the resulting dual-control PCATD in a lab at the Polytechnic campus to study and improve flight training and instruction.

The dual-control device consists of two desktop aircraft controls linked together to emulate the layout of a real cockpit. Students enrolled in instrumentation training as well as instructor training courses work side-by-side on the same simulator. Their training sessions are recorded and critiqued by expert instructors.

In flight, instructors must be able to multitask – simultaneously instructing, observing, and remaining ready to take the controls at a moment's notice. The dual-control simulator allows instructor candidates to practice those skills and expert instructors to offer more relevant critiques.

Using the dual-control device, the instructor candidate can

interact with the student as he or she would in flight, rather than simply observing a student operating the single control model. For instance, instructor candidates can demonstrate how a maneuver is performed or reduce the student's workload to allow the student to focus on a specific task.

Commercially available dual-control flight training devices and simulators are very costly. Fitzgerald says that the modified PCATD is more affordable than commercial versions and students are already familiar with the single-control model.

According to Dee Andrews, senior scientist and expert in training instruction with the Air Force Research Laboratory, the researchers hope to extend their study of student instructor techniques into behavior during flight instruction, as well as possibly conducting studies on the long-term outcomes of training programs.

"We're hoping to identify strategies that can be used in commercial pilot training and, eventually, to apply those strategies to training instructor pilots for the Air Force," Andrews said.



old main

a special setting for any occasion

Make Old Main on Arizona State University's Tempe campus your choice for a unique event and experience the timeless elegance of this charming venue that has hosted guests for well over a century. Old Main features a variety of rooms that may be combined in many ways for your event, whether it be a wedding, banquet, meeting, conference or special event.

Contact Mike Tomah at 480.965.5063 (toll free at 1-800-ALUMNUS) for information on reserving Old Main for your event.

Old Main at Arizona State University
400 East Tyler Mall
Tempe, Arizona 85281
480.965.5063
alumni.asu.edu/old-main



If you've been reading these pages, you know all about the exciting things happening at ASU right now. ASU is the New American University, breaking the mold of higher education and making advancements in cutting-edge research, academic excellence and community involvement.

We invite you to get in on the action. Become a member of the ASU Alumni Association today and be plugged-in to the dynamic ASU community making an impact across the world. Additionally, your dues help support the vision by enabling many programs and activities within the ASU Alumni Association to serve both students and alumni.

You can find out more about membership benefits and join online at alumni.asu.edu or by calling 1-800-ALUMNUS.

Annual Membership costs \$45 a year (\$60 for couples)

Life Membership is \$500 a year (\$650 for couples).

Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between December 4, 2009 and March 11, 2010.

Karen M. Abraham '79 B.S.

Bartholomew Alazio '07 B.I.S.

Eric N. Assouline '93 B.S.

Kyle J. Bates '10 B.I.S.

Stacy J. Beadle '04 M.S.

Michael D. Beadle '07 B.A.

Cherie H. Benedict '09 B.S.

◆ Albert A. Berger III '95 B.S.

◆ Terrence S. Birchette '87 B.S., '93 B.S.E.

Brittany R. Bourgeois '08 B.A.E.

Annabell L. Bowen '02 B.A., '02 B.S., '05 M.Ed.

Meredith D. Boza

Bradley S. Boza '95 B.A.

Jennifer E. Broatch '00 B.A., '00 B.S., '09 Ph.D.

Fredrick N. Burk Jr. '92 B.S., '01 M.P.A.

Timothy G. Burns '77 B.S., '80 J.D.

Carole L. Collier '76 B.S.

John C. Collier '76 B.S.

Virginia C. Connolly '88 B.S.E., '98 M.S.E.

Daniel H. Curzon '09 B.A.

Carl D. Dick '98 B.S.E.

Dustin R. Diehl '09 B.A.

Krystal A. DiStefano '08 B.I.S.

Guy E. Dobbins '86 M.B.A.

Maura L. Dobbins '86 B.S.N.

William G. Dorey '67 B.S.

◆ Mary M. Doyle '80 B.S., '86 M.B.A.

L. Diane Drummond '77 B.A.E.

Mark W. Dunsmore '99 B.A.E.S.E.

◆ Theodore R. Eckstrom Jr. '90 B.S.E.

Kay A. Faris '93 Ph.D.

Karen L. Farrell '86 B.A.E.S.E.

Beverly J. Fikse '01 B.S.

◆ Richard L. Foreman '76 B.A., '79 M.P.A.

Ryan A. Freed '09 B.S.

Alison E. Gabel '05 B.S., '05 B.A.

Leila M. Ghoulam Fizzy '98 B.S., '02 J.D.

Thomas S. Grohs '88 B.S.

Michael A. Grosso '97 B.S., '97 B.S.

Cynthia L. Grosso '97 B.S., '05 M.B.A.

Nichole C. Halle '88 B.A.

Douglas J. Harter '73 B.S.

Andrew J. Headley '07 B.S.

Jayne M. Hernandez '08 B.S.E.

Mark L. Hiland '89 B.A.

Eugene F. Hilton '48 B.A.E.

Elizabeth Hiscox '05 M.F.A.

Christine D. Holmes '09 B.S.W.

Rebecca S. John '85 B.S., '00 M.A.

Douglas S. Jones '06 M.F.A.

Stephen P. Leroux '99 B.S.

Leslie M. LeRoux '01 B.A.

Jane M. Lillejord '82 B.S.

Ignacio M. Lujan '07 M.S.T.C.

David P. Lyons '88 B.S.

Jody M. Lyons

John K. Malik '96 B.A.

Delmar J. Martinez '71 B.S.

Laura Martinez

Kirk A. McClure

Matthew E. McCoy '08 B.S.

James E. McDonald '75 B.S.E.

Michael McDonnell '95 B.S.

Robert J. McLendon '61 B.A.E., '69 M.A.E.

Charles C. Morton '09 B.S.E.

William F. Mullen '65 B.S.

Shuhachi Naito '87 B.S.

Richard K. Nakazawa '85 B.S.

Matt M. Nemshick '07 B.I.S.

◆ Melinda E. Nie '06 B.I.S.

◆ Christopher J. Nie '06 B.I.S.

Nkiru B. Okolo '09 M.S.

Kim M. Osborn '09 B.L.S.

Reagan L. Pariseau '08 B.S.

Matthew L. Paulsen '08 B.I.S.

Christopher W. Person-Rennell '08 B.S., '09 M.A.

Anthony R. Petersell '05 B.S.

Jason S. Post '96 B.S.

Gara D. Post '98 B.S.

Tanya E. Prioste '91 B.A., '91 B.A.

◆ Noel M. Ramirez '92 B.S.N.

Kameron M. Rianda '09 B.S.

Millie L. Roberts '70 B.A.E.

Cody L. Roberts '08 B.S.

◆ George S. Rodriguez Jr. '98 B.S.

Melissa S. Roland '09 B.S.

Myriam G. Salem '00 B.S.

Gerald F. Saxton '72 Ph.D.

Rebecca M. Seitz '02 B.S.

Drew P. Seybold '08 B.S.E.

Thomas I. Shaw '08 B.S.

Dylan E. Sias '09 B.S.

Jennifer K. Simmons '96 B.A.

Michael E. Simmons Jr. '99 B.A.

Ronald P. Smith Jr.

Callie M. Snelling '09 B.A., '09 B.S.

Lisa J. Spini '80 B.A.E.S.E.

John A. Spini '77 B.A.E.

◆ Scott G. Strober '78 B.S.

Marsh Cochran Sutherland '94 M.B.A., '94 J.D.

Brian J. Tidmarsh '04 B.A.

Bryan J. Upton '08 B.S.

Menkes H. van den Briel '08 Ph.D.

◆ Nancy A. Washmera '00 B.A. '02 M.Ed.

Joseph M. Whitener '09 B.S. '09 B.S.

Nicholas T. Whorton '09 B.S.

Pegi L. Yancy '83 B.S.N., '92 M.S., '08 D.N.P.

Chad M. Yates '08 B.S.

◆ Bryan D. Young '97 B.S.

Jeremiah J. Zazueta '08 B.I.S.

Anthony J. Zeh '97 B.F.A.

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

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

Get the **official cap**
at the **official store.**

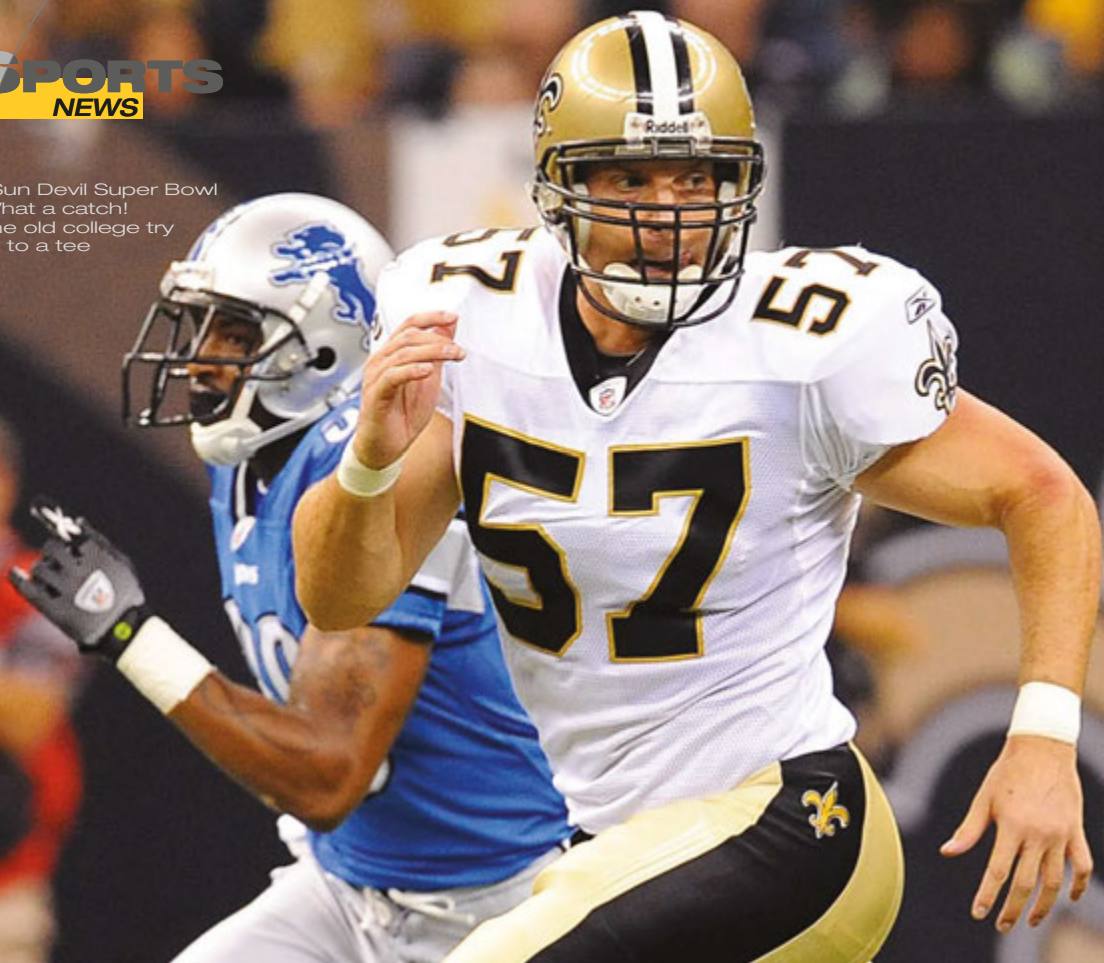


The official on-field cap
of Arizona State baseball.
Available now at the ASU Bookstore.

(800) 567-5306 | <http://bookstore.asu.edu>



Sun Devil Super Bowl
What a catch!
The old college try
Fit to a tee



ASU alumnus and New Orleans Saints football player Jason Kyle.

Sun Devil Super Bowl

Two ASU graduates faced off in football's greatest game in 2010

The chase for a Super Bowl ring and an NFL championship took two ASU graduates, Jason Kyle '94 B.A. and Mike Pollak '07 B.A, cross-country to South Beach, Fla., and the glitz of the Miami area.

The chase for a Super Bowl ring and an NFL championship took two ASU graduates, Jason Kyle '94 B.A. and Mike Pollak '07 B.A, cross-country to South Beach, Fla., and the glitz of the Miami area.

For Kyle, his 15 seasons in pro football have required him to bounce back from several surgeries, switching teams and surviving roster cuts to carve out a career as a long-snapper. A Super Bowl XLIV victory over the Indianapolis Colts delivered a long-awaited championship for both Kyle and the New Orleans Saints.

"You appreciate winning later in your career," Kyle said.

"I have played on five or six teams and a lot of those teams have dedicated fans. I have never seen more involved or dedicated fans than in New Orleans. That can be good or bad. They love or hate you depending on the season."

Kyle nearly reached football's summit six years ago as a member of the Carolina Panthers, who lost Super Bowl XXXVIII in 2004 to the New England Patriots. He said there were many similarities between the two games.

"It (Super Bowl XLIV) was very similar to what I experienced in '04," Kyle said. "It was nice to know what you were getting into. They keep you pretty busy. The schedule is pretty tight, overall. It's a long first couple of days on Monday and Tuesday."

In addition to his on-field success, Kyle is the CEO of Pro Player Connect, a company that enables active or retired professional athletes to connect with businesses to discuss potential endorsement deals, appearances, product offers and event invitations. Kyle learned time management skills during his time at ASU, juggling his commitment to the

football team with membership in Sigma Chi fraternity and other activities. He says learning marketing and time management at ASU have helped him balance the requirements of a football career, his role at Pro Player Connect and the ownership of a restaurant in Charlotte, N.C.

On the other side of the field this year, Pollak at the time of the 2010 Super Bowl had completed two seasons as an offensive lineman for the Indianapolis Colts. He was a member of the NFL All-Rookie Team in 2008 and has played in 27 games in two years. He says he's glad he had some playing time before going to the big game.

"I was bright-eyed to the whole thing – playing in the NFL," Pollak said. "Now I have a grasp of how things run and what's expected of me."

Pollak's learning process was accelerated by playing on a team that includes established stars such as quarterback Peyton Manning, receiver Reggie Wayne and center Jeff Saturday.

"When you come in as a rookie, they try and show you the ropes," Pollak said. "The older guys understand they need to help out the younger guys."

His first trip to Indianapolis came during the annual scouting combine, where players eligible for the NFL Draft are evaluated during speed, strength and agility tests.

"The first time I was here was when I went to the scouting combine, Indy already had a great center (Saturday)," Pollak said. "I thought that would be my first and last time here."

As Pollak continues to pursue the career pinnacle that Kyle has reached, he credits his time at ASU for giving him the tools he will need to succeed.

"My years at ASU paid off tremendously, going from Coach (Dirk) Koetter to learning a more NFL style with Coach (Dennis) Erickson."

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

WHAT A CATCH!

Softball player learns the lessons of leadership

It would be an understatement to say Lesley Rogers expected to be busy playing for Arizona State's softball team this spring. For starters, the junior outfielder was the most likely candidate to replace legendary center fielder Kaitlin Cochran. And if that wasn't enough, Sun Devils Head Coach Clint Myers was strongly considering placing Rogers in the leadoff spot in the batting order vacated by another graduate, Jessica Mapes.

Rogers had been a center fielder in high school and played left or right at ASU. Now she is back where she started. She also learned to become a "slap" hitter, which has helped her fit into the leadoff spot.

Rogers recalled her freshman season, seeing how Cochran, then a junior, went about her business.

"She was a role model and I tried to model myself after her," Rogers said. "I'm not there yet, but I think I can at some point be a leader."

The fact that ASU won the 2008 Women's College World Series championship helped.

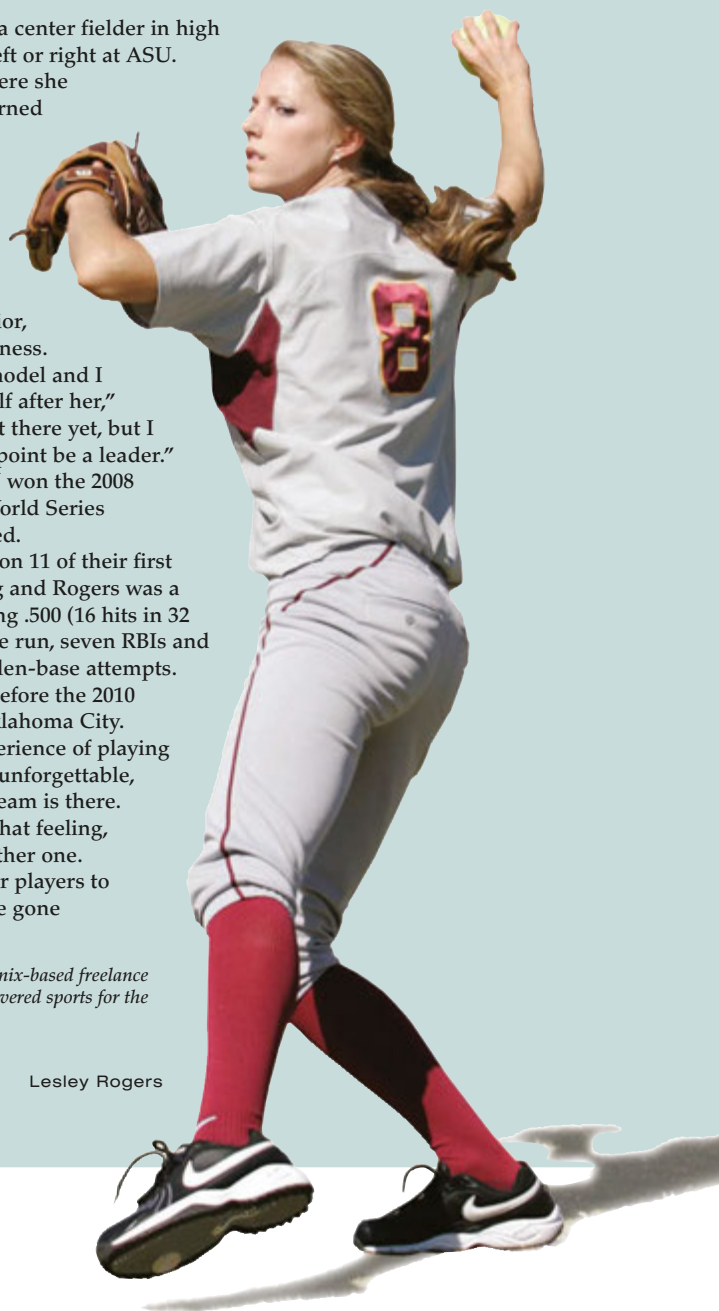
The Sun Devils won 11 of their first 13 games this spring and Rogers was a primary factor, hitting .500 (16 hits in 32 at-bats), with a home run, seven RBIs and eight-of-eight in stolen-base attempts.

It won't be long before the 2010 WCWS opens in Oklahoma City. Rogers says the experience of playing in a World Series is unforgettable, and she hopes her team is there.

"Once you have that feeling, you want to get another one. I want these younger players to go through what I've gone through," she said.

By Don Ketchum, a Phoenix-based freelance writer, who previously covered sports for the Arizona Republic.

Lesley Rogers





THE OLD COLLEGE TRY

Men's track and field athlete finds persistence pays off

When he puts his mind to it, Jason Lewis is capable of achieving anything. His will to succeed worked at Mountain Pointe High School in Ahwatukee, when he won two state championships in the shot put. And it worked again when he came to Arizona State as a walk-on athlete in track and field, eventually earning a full athletic scholarship.

It worked when he won the NCAA Championship last year in the weight throw. And it worked yet again when he graduated in December with a bachelor's degree in history.

And if all goes according to plan, it will work again for the redshirt senior this spring in the weight event, shot put and discus.

Through the first week of March, Lewis had the fourth-best weight throw (21.92 meters), automatically qualifying him for the NCAA Championships. He also was among the top 10 in the shot put.

The men's and women's teams placed fourth overall in the MPSF Indoor Track and Field Championships in Seattle and the men were ranked fifth nationally.

The Pac-10 Championships and the NCAA West Region Championships were among the events scheduled for May.

Lewis is hoping he'll continue to reap the benefits of his stick-to-itiveness. He's applying to law school within a year or so, and hopes to be accepted at ASU or elsewhere. He's also aiming to earn a spot on the 2012 U.S. Olympic team as a discus thrower.

He wants to encourage others who are thinking about trying to follow his same path as a walk-on.

"I think it's always worth the attempt," he said. "It was a hard decision to put myself 'out there.' I got a lot of good advice. I guess you could say it's a good human-interest story, a testament to what the spirit can do. It's all about leaving your comfort zone and taking that first step."

By Don Ketchum

Track and field athlete Jason Lewis (top); women's golf player Jennifer Johnson.

FIT TO A TEE

New women's golfing standout says "it's all about the team"

Arizona State has produced many outstanding female golfers over the years, and now the Sun Devils have another one – Jennifer Johnson.

The freshman from La Quinta, Calif., already had a sparkling resume entering the spring season, carrying a stroke average of 71.25 in fall competition and finishing in the top 10 in three events.

She finished second in the women's U.S. Amateur in 2009, and has an amateur's exemption in the women's U.S. Open in June. Johnson has played in a pro event before, on an amateur's exemption in the 2009 Kraft Nabisco Championship.

Johnson, 18, enjoys wearing ASU's maroon and gold. "I like the team aspect of it and they treat their athletes pretty well here," she said.

Asked about the differences in the pro and college levels, she said, "In the pro events, pretty much everybody hits the ball the same as far as driving the ball. What sets it apart is the short game, the putting. You have to be aware of the course management.

"In college, it's all about the team. That's the great thing about it. We are really close. We have a lot of fun. It's a great group."

Johnson followed her outstanding fall with two more top 10 finishes in the early part of the spring. She tied for fourth at the Wildcat Invitational in Tucson and tied for seventh at the Bruin Wave Invitational hosted by UCLA in Santa Lucia, Calif.

She is expected to play a key role for ASU when it attempts to defend its NCAA Championship in Wilmington, N.C. Final round is May 21. ASU tied for fourth in the

Northrup Grumman Invitational in February at Palos Verdes, Calif. The Sun Devils won the Wildcat Invitational and were second in the Bruin Wave.

The Sun Devils practice on their home course in Tempe (Karsten), but Johnson says she appreciates the fact the team also plays other courses in the Valley, such as Desert Mountain, Desert Highlands and the Arizona Country Club.

"Coach (Melissa Luellen) does a good job of trying to pick courses that would be similar to the ones we play in tournaments," Johnson said.

By Don Ketchum



IMAGINE WHAT YOU COULD DO WITH YOUR SPECIAL SAVINGS ON AUTO INSURANCE.

Upgrade to an ocean view room, buy your monthly commuting pass, donate to your favorite charity...whatever moves you most.

As an ASU alum, you could **save up to \$327.96*** on your auto insurance with Liberty Mutual. You could save even more by insuring your home as well. Liberty Mutual—helping people live safer, more secure lives for more than 95 years.

Responsibility. What's your policy?



CONTACT US TODAY TO START SAVING

CALL 1-888-674-5644 Client #9697

CLICK LibertyMutual.com/asualumni

COME IN to your local office



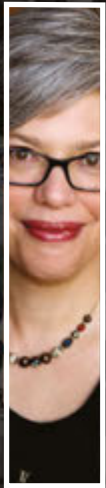
Liberty Mutual.

AUTO

HOME

This organization receives financial support for allowing Liberty Mutual to offer this auto and home insurance program.

*Discounts are available where state laws and regulations allow, and may vary by state. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Savings figure based on a February 2010 sample of auto policyholder savings when comparing their former premium with those of Liberty Mutual's group auto and home program. Individual premiums and savings will vary. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. © 2010 Liberty Mutual Insurance Company. All rights reserved.



Inspiring icons

Distinguished alums
highlight Sun Devil
excellence



They're smart.
They're passionate.
They're intriguing.
And they all got their start at ASU.

This issue, we feature nine exceptional Sun Devils, representing an eclectic mix of backgrounds, professions and skills. Experienced and accomplished, these graduates impact fields as diverse as law, music, education, the military, and journalism.

Their journey to greatness began at ASU, but there's no telling where it might end, or how far their influence will ultimately spread.



Kee Allen Begay, Jr. '98 B.S.



Window of opportunity

Growing up on the Navajo Nation in a dwelling without running water, Kee Allen Begay Jr., now 41, could hardly wait to get away. The fourth youngest of 10 children, he was inspired by visiting the ASU campus when he was in high school ROTC. He saw how modern families lived off the reservation.

But when Begay finished an Army stint and earned his marketing degree at ASU years later, he saw an opportunity to make some changes at home. So he headed back to the red rock mesas of the reservation, where he taught school for a while. In 2003, he was elected Council Delegate for the Navajo Nation. He has been an activist and political representative for the Navajo people ever since, and currently serves as chair of the council's judiciary committee.

The problems Navajos face are enormous, Begay says: an unemployment rate of 50 to 60 percent, many homes without plumbing or electricity, a lack of paved roads, plus limited funding for schools and health services. Many children in his community travel 13 miles over dirt roads to get to school, missing class for a week at a time in bad weather.

Begay expected to "move ahead quickly and accomplish things" once he returned home, he says. "But when I got to Window Rock (where council meetings are held), I found a whole new world of politics. We've made some progress, but it's slow."

His committee helped build a new court facility, secured funding for preconstruction of 23 miles of paved road and urged through a sales tax increase to build a public safety complex.

But his people still struggle, Begay says. He helped care for his parents until they passed away, and now he and his nine siblings and their families live within walking distance of each other in Many Farms. Only three graduated from high school; he alone holds a college degree.

"I'm a role model for all 30 of my nieces and nephews. I'm challenging them to accomplish more than I did, to get their master's or Ph.D. I tell them to reach out and do their part to make this a better community."

By Sarah Auffret



Richard Boals '79 B.S.



Mixing business with community

Rich Boals is a proponent of multitasking. “To be a good CEO, you must have the energy and passion to do a lot of different things,” says Boals, the 62-year-old president and CEO of Blue Cross Blue Shield of Arizona (BCBSAZ). Calling Boals a multi-tasker is an understatement. In addition to running a company with 1,500 employees and more than a million customers, Boals sits on the board of a dozen local civic and business organizations. He typically begins and ends his 12-to-15-hour workdays by sharing a meal with a local leader.

“I want people in our community to have access to all kinds of opportunities. I also believe that supporting education, civic organizations, the arts, and a healthy environment creates a vibrant place to conduct business,” Boals says.

His passion for bettering the community stems from his own atypical route to the executive suite. Boals spent four years in the Air Force before entering college, and worked full-time while earning his bachelor’s degree from ASU. He was hired by BCBSAZ as a cost accountant 38 years ago, and slowly climbed the ladder, earning the CEO position in 2003.

Boals credits his success to his belief in collaboration and innovation. “Understanding business and finance is crucial, but ultimately, business is all about people and relationships. Success is not a zero-sum game,” he says.

This attitude has proved prudent in today’s climate, where rising health care costs and the reforms debate has made it a tough time to be CEO. But Boals sees opportunities beneath these difficulties. “Out of challenging situations comes innovation,” he says, citing a new product Blue Cross is developing that bases the cost of a premium on the customer’s income.

Of all the awards Boals has received, his feelings about one — the Torch of Liberty Award from the Anti-Defamation League (ADL) — nicely sums up his attitude toward being at the helm of a tricky ship.

“I admire that organization (ADL) because they are great defenders of other people’s rights,” he says. “Sometimes you have to stick your neck out and take unpopular positions, but if you’re doing it for the right reasons, it is all worthwhile.”

By Amy Roach Partridge

Malissia Clinton '90 B.S.

Living the Dream

Childhood career aspirations often run toward the dramatic — rock star, professional athlete, astronaut — and they rarely pan out. But Malissia Clinton's high-school yearbook prediction came true.

"At age 17, I knew my heart's desire was to be a corporate attorney," says Clinton a 41-year-old attorney who is now senior vice president, general counsel and secretary for The Aerospace Corporation, an L.A.-based entity that provides technical analysis and assessments for U.S. military and aerospace programs.

Though she jokes that her career path was shaped by the TV drama "L.A. Law", the Tucson native found early inspiration in her grandparents, civil rights activists who established the NAACP's first Arizona chapter. Not accepting racial or gender barriers has since been a constant in Clinton's life.

"My approach has always been to portray a positive outlook instead of assuming that someone is trying to alienate me because of my race or gender," explains Clinton.

That self-empowering approach helped Clinton snag a spot with ASU's competitive Devils' Advocates campus tour guide program; garner summer internships with the Central Intelligence Agency; and eventually landed her at Stanford Law School. After graduating from Stanford in 1993, Clinton spent five years at a prestigious L.A. law firm, and then joined the aerospace industry at a firm that was eventually acquired by Northrop Grumman. Twelve years later, her goal of becoming a top corporate attorney became reality when she was offered her current position at The Aerospace Corporation.

"The job I have now is literally my dream job," says Clinton, who manages a staff of 12 and oversees corporate litigation, ethics, and intellectual property management for Aerospace. She also handles employee relations issues and serves as the company's corporate secretary. Currently, one of Clinton's top priorities is helping the company and its customers — the Air Force, the National Reconnaissance Office, and NASA — develop long-term strategies in the face of a constrained national defense budget.

Though meeting the challenges of her busy job, three young children and a husband who runs his own business leaves her little free time, Clinton wouldn't have it any other way.

"I get to work in a very challenging, cerebral environment, where each day is different. I plan to be here for a long time," she says.

By Amy Roach Partridge



Christine Devine '87 B.A.



Spreading the (good) news

A graduate of the Walter Cronkite School of Journalism and Mass Communication, Christine Devine began her career at Fox 11 LA as weekend anchor in 1990. Within two years she had moved up to weekday anchor. Since then, she has accumulated a staggering 14 Emmys, the broadcast industry's most coveted award, scoring four in 2008 alone.

Regarding those seeking to emulate her success in today's media world, Devine passes along some helpful advice.

"As equipment continually becomes more portable and user-friendly, you can shoot as well as write and edit. So learn to do it all," the Fox TV anchor stresses. Internships are also important. "My ASU professor Ben Silver left a lasting impression on me with this line: 'I'd rather you work an internship and get experience than take a paying job not in broadcasting.'"

Devine's career, as achievement-packed as it is, does not overshadow her humanitarian accomplishments. Devine won the U.S. Congressional Coalition Institute Award in 2009 for her work on Fox's "Wednesday's Child" program, which highlights foster care children who are waiting to be adopted. It was a project with personal roots for her.

"Since my parents had adopted one child and fostered five others, it was an inspiring issue close to my heart," Devine said. She also has been instrumental in co-founding the Good News Foundation in 2006. Comprised of members of L.A.'s female broadcasting community, the group raises funds for scholarships and holds an annual clothing drive for the city's homeless children. The Volunteers of America were so impressed with the foundation that they chose Devine as its 2008 "Media Volunteer of the Year."

Devine says if people are inspired by her example, she's simply following in the footsteps of those who have inspired her.

"Inspiring people have always been part of my life: my parents who worked in the Peace Corps, as well as the Fox management who stood by me as I grew," she said. "Of course, being inducted into the (Cronkite school's) Alumni Hall of Fame and receiving the Founders' Day Young Alumni Achievement Award (do tend to) hold one accountable."

By Oriana Parker

Kathleen Kelly

'87 B.M., '88 M.M.



Hitting a high note

When Kathleen Kelly arrived at ASU, she was a hotshot pianist, used to being told how well she played. She had no idea she wanted a life in music. But by the time ASU Professor Steven DeGroot threw her out of his piano studio during her junior year, citing her lack of discipline, she knew she did.

Fast forward to today. This summer, Kelly, 46, will become Head of Music Staff at the Vienna

State Opera (VSO) – the first woman and the first American to hold that title. The VSO produces 45 operas every year; Kelly will oversee the day-to-day operations of the company's singers and pianists and offer insight on casting. It's a huge job.

Sitting in the soaring lobby of the Wortham Theater Center, home of the Houston Grand Opera (HGO) where she has served as head of music staff and director of the Houston Grand Opera Studio, HGO's young artist apprentice program, she still seems somewhat in awe.

"Is this my life?" she asks.

Over the years, Kelly made a name for herself in opera, as a pianist, coach and administrator. After graduating from ASU, she went on a Fullbright scholarship to Germany, studying contemporary German piano music. She apprenticed with San Francisco Opera's renowned Merola Young Artist Program, then worked for the opera coaching singers, before going on to a position with New York's famed Metropolitan Opera, specializing in the company's German repertoire.

She came to Houston in 2005 at the urging of HGO Music Director Patrick Summers, who'd been her mentor in San Francisco. Kelly's work and reputation led Franz Welser-Möst, who this year took over as music director at the Vienna State Opera, to come calling.

"I had never met him," says Kelly. "One day I got this e-mail from him, wanting to know if I'd consider being head of music staff when he took over."

She says she is excited to be taking the next step in her career. She's been counting down her days in Houston, expressing her love for the city in daily Facebook posts, yet wholeheartedly embracing her future in Europe.

"I've been so lucky and so blessed to work with such great artists," she says.

By Holly Beretto

Becky Huff Lankenau

'68 B.A.



Nourishing global habits

In her quest to raise awareness of physical activity's association with substantial health, economic, and societal benefits, Becky Huff Lankenau, 63, has traveled to 53 countries, published articles, and spoken at numerous conferences. It's a far cry from the Madison, Wisc., native's original educational aspiration at ASU—fashion design. After realizing that that career wouldn't be people-oriented enough for her, she switched to nutrition and business, and graduated in 1968 with a bachelor's degree in home economics.

Lankenau attributes her success as a public-health professional to her perseverance, credentials, years of diverse experiences, and two wonderful parents. Knowing she needed additional education to pursue a career in international nutrition, Lankenau earned a master's in community nutrition from the University of Tennessee, a master's in public health from Johns Hopkins University and a doctoral degree in public health from the University of North Carolina at Chapel Hill.

In 1992, she joined the Centers for Disease Control and Prevention (CDC) in Atlanta as a nutrition consultant.

The division she worked with formed a branch on physical activity and health, which released the first Surgeon General's report on physical activity in 1996. Two years later, Lankenau co-founded the World Health Organization CDC Collaborating Center for Physical Activity and Health Promotion, which works with ministries of health and academic and other organizations across the globe, developing high-level policies, guidelines, and programs promoting physical activity. She now serves as senior health scientist and director of the center.

For all the educating she's done as part of her career, it has offered her the opportunity to learn and grow, as well. She's made 12 trips to Russia, helping its government establish a chronic-disease prevention initiative. Initially, going to Russia was daunting, because of her childhood memories of the Cold War. But over time she realized that, globally, people are pretty much the same.

"People have families, they have culture, they have humor. There are a lot of similarities," she said. "If you remember that, then you'll get along just fine."

By Kristy Lantz Astry

David Lopez '84 M.Ed.



Getting his message across

When David Lopez graduated from high school, his goal was to get out of Yuma and see the world. He didn't realize that goal would give him a front seat to history.

A graduate of the U.S. Military Academy at West Point, Lopez was stationed in West Germany in 1989, when the Berlin Wall came down. He and his family spray-painted a section of the wall with "Hi Yuma! Casa Lopez in Berlin," for their Christmas photo. For years, his children lugged chunks of the wall to school for show-and-tell.

He grew up the fourth of five children of a "green carder," a man who legally immigrated across the U.S.-Mexico border during World War II to work, later becoming a citizen. He remembers his father learning English by reading newspapers. In a generational progress of light years, he and his wife have lived in Belgium, Germany and Japan, as well as Hawaii, Maryland, Arizona and Virginia. They moved 23 times in 30 years.

He says the time he spent at ASU getting his master's degree was "one of the best years of our lives." In an internship in the ASU admissions office, he learned to work with parents and professors to determine what

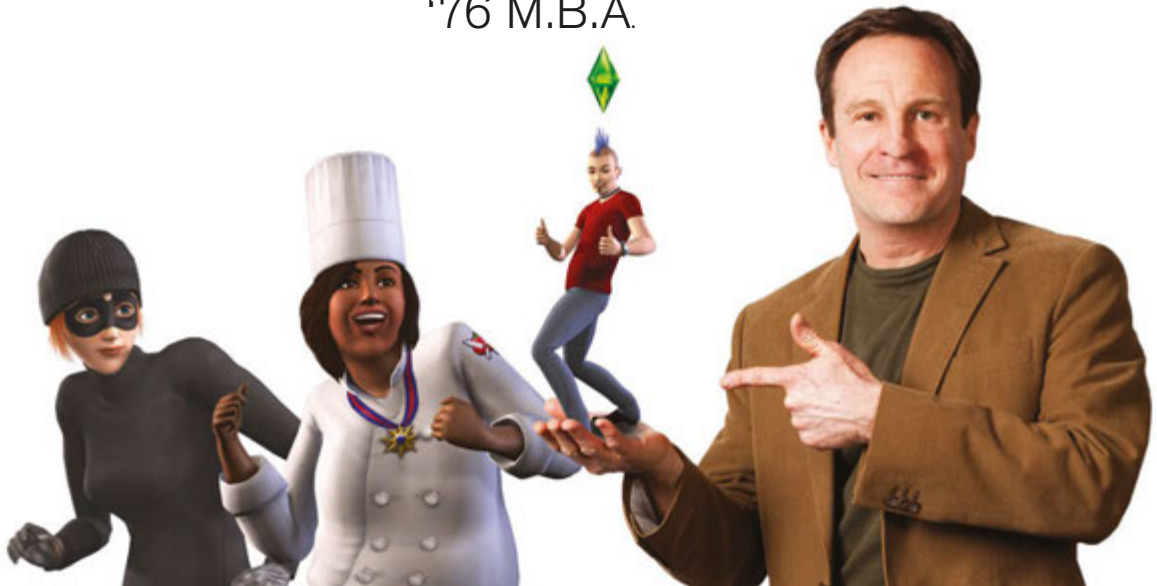
makes a good student. Mentors structured his curriculum with knowledge and skills that were put to use in a position he took at the West Point admissions office.

Lopez, 57, moved into strategic communications for the military when he went to Berlin, where he led a "special purpose" communications unit. Later, he led units that kept satellite communications going between the Pentagon and the soldiers on the ground. As commander of a signal brigade, Lopez sent part of the Army's only active duty combat camera unit into Iraq with Gen. David Petraeus, and saw his soldiers receive medals from the general for bravery.

After retiring from the U.S. Army three years ago as a colonel, he became branch chief of the information technology operations branch for the Federal Emergency Management Agency (FEMA). His staff maintains daily communications for the agency and sets up emergency offices at disaster sites, including ones created to deal with the recent flooding in Iowa and the snowstorms in New York.

By Sarah Auffret

Steve Seabolt '76 M.B.A.



More than fun and games

As vice president of global brand development for the Play Label at Electronic Arts (EA), a leading gaming software company, Steve Seabolt is responsible for content partnerships, licensing, alternative distribution, and intellectual property media extensions.

Seabolt's corporate responsibilities also involve creating partnerships with promising educational benefits. "EA is unabashedly in the entertainment business," he says. "However, education can be a by-product of play."

One education-oriented partnership involves the GRAMMY Foundation, the philanthropic arm of the famous music industry awards, and offers high school students the opportunity to create music and sound design for a video game.

"Since EA needs next generation game makers, this combines being a good corporate citizen with enlightened self-interest," says Seabolt. "Our consistent message is if you want to create videogames as a career, study math, science and the arts."

EA's Play Label touts itself as "games for everyone," and the company means it, he asserts. "For decades the industry has been building games for a restricted market; for instance, sports games for sports guys," Seabolt said. "However, teaming up with Carnegie Mellon University, EA also hopes to encourage young girls to develop a greater interest in computer science." The company donated the art and animation from its popular game series, The Sims,

to CMU's Alice project, a freely available teaching tool designed to be a student's first exposure to object-oriented programming. It allows students to learn fundamental programming concepts in the context of creating animated movies and simple video games.

"The current trend of girls dropping out of these subjects must be reversed," Seabolt says. "We donated The Sims game so that students can have fun animating and telling stories, while learning it is computer science that powers all the fun."

He relies on his homegrown "research department" for ultimate user critiques.

"All three of my kids have been gamers," he says. "My daughter was very enthusiastic about The Sims and my boys loved first person shooters and strategy games."

Seabolt's marketing acumen also was executive posts at Spinway, a start-up ISP that eventually garnered more than seven million subscribers, and Sunset Publishing Corp., where profits of several struggling national magazines more than doubled under his management. He is clear that his training at ASU was part of what made these successes possible.

"The team-based emphasis of ASU's MBA Program was indispensable training for real-world work," he stresses.

By Oriana Parker



Joe Watters '62 B.S.



Sailing in smooth waters

When Joe Watters was a student at Arizona State University, he says he didn't envision founding a cruise line. But that's exactly what he did. And whatever he might have been envisioning at the time, Watters studied business at ASU, and concentrated on advertising.

"I was interested in business, and it seemed the marketing side of business had the most pizzazz, and I felt (it) was more compatible with my own personal skill set and interests," he said.

After graduation, Watters got a job with an advertising agency and began working in various places around the world. Eventually he landed in Los Angeles, and worked on the Princess Cruises account. The cruise line, impressed with his work, hired him as its vice president of marketing and sales. Watters moved up the ranks until, in 2003, he set out on his own, co-founding Oceania Cruises.

"We started this new line, which has been very successful," he said. "Two years ago a big equity company bought a majority interest."

After the acquisition, Watters gave up being chairman; he retains the title of founding chairman. He's remained active, serving on several boards – something that brings

him back to Arizona on occasion. At age 69, he says, it's important to keep busy.

"Whatever age you're at, you want to grow," he said. "You're not interested in vegetating. I love to play golf and do other things, but I also want to be stimulated. Continuing to be on boards and other things, these aren't things I need to do. These are things I want to do."

One of Watters' three children graduated from ASU. His advice to all of them was the same: "Get a good foundation, which opens the door to a lot of things."

"The courses I took at Arizona State in advertising really furthered my interest in what I learned over there," Watters said. "You have to have a desire, an aptitude, for something. And then you need to have an educational foundation. I think (ASU) provided that foundation. ...

"I must say, it's been really gratifying to see how the prestige of the (university) is growing. The business school has certainly garnered a good reputation. It makes you feel proud."

By Bill Goodykoontz

asΨa
arizona state young alumni

meet sun devils go places

For more
information visit
asuyoungalumni.com

facebook [twitter](#)

Join **Arizona State Young Alumni** and connect to the world of **Sun Devils under 35!** Check out cool places while attending events to **network** with young alumni, **travel the world** and participate in **community service** while having fun with other **Sun Devils** who want to be involved just like you.



a year of sun devil fun a perfect gift!

Membership in Sun Devil Generations gives a child an entire year filled with fun and educational activities with an ASU connection. Members can look forward to activities such as a movie-watching party, arts and crafts day, Storytime with Sparky, the annual Sun Devil Generations Carnival and more. Children in the program receive a

Sun Devil Generations T-shirt, a card on their birthday and a special membership certificate.

To give this gift of Sun Devil fun, visit alumni.asu.edu/programs/sun-devil-generations or call 1-800-ALUMNUS.

ASU ALUMNI
ARIZONA STATE UNIVERSITY
alumni.asu.edu/programs/sun-devil-generations

Sun Devil
Generations

FREE GIFT

ASU ALUMNI
ARIZONA STATE UNIVERSITY
cute lil'
sun devil
Sun Devil
Generations



he plan that we had was to not isolate ethics at ASU, but to embed it in very effective ways around the university.



Doing the right thing

Decisions in the
everyday are the
focus of ASU's
ethics education

By Lee Gimpel

Ethics in our society is both as omnipresent and as difficult to sense as the air around us. People face decisions of what is right or wrong in every profession and walk of life—business, sports, the media, healthcare, politics and accounting to name a few—and at every level of existence, from the student deciding to do his or her homework honestly to global leaders making a commitment to governing in a transparent manner—and then keeping that promise.

What's the magic and the unique thing about the Lincoln Center: It's not this one place with a lot of people just talking to each other, that concentrates (on) ethics.

At certain moments “doing the right thing” seems as obvious as following the Golden Rule; at others, it can be a very subjective and elusive quality that’s difficult to unearth in an increasingly complicated and fast-paced world.

Many of us, however, would agree that it’s better to equip people to make sound decisions before they’re put in difficult positions. As an educational institution, ASU has crafted a system to prepare students to handle ethical dilemmas more effectively. Like many things at the university, ASU’s approach to ethics is not one that is a carbon copy of its peer institutions.

For example, there is no mandatory ethics class that all freshmen must take, as can be the case at other schools. And that’s precisely what makes the university’s approach so effective, argues Peter French, ASU professor of philosophy, the Lincoln Chair in Ethics and the director of the Lincoln Center for Applied Ethics. Leaving aside the logistical hurdles of creating a standardized ethics class for more than 9,500 students, French says such crash-course classes miss the point of ethics education.

“The plan that we had was to not isolate ethics at ASU, but to embed it in very effective ways around the university,” says French.

French’s stance on this matter is no small thing. His book on the My Lai Massacre during the Vietnam War, “Individual and Collective Responsibility,” is often cited as launching the field of applied ethics – which attempts to take ethics out of its often cerebral and pedantic philosophical context and make it relevant to everyday life. He has written more than a dozen books on ethical issues, addressing contexts as diverse as corporate governance, college athletics and government decision-making. In his position as head of the Lincoln Center, French has set the university on a mission to apply ethics and to make it a natural, almost seamless part of daily life and learning.

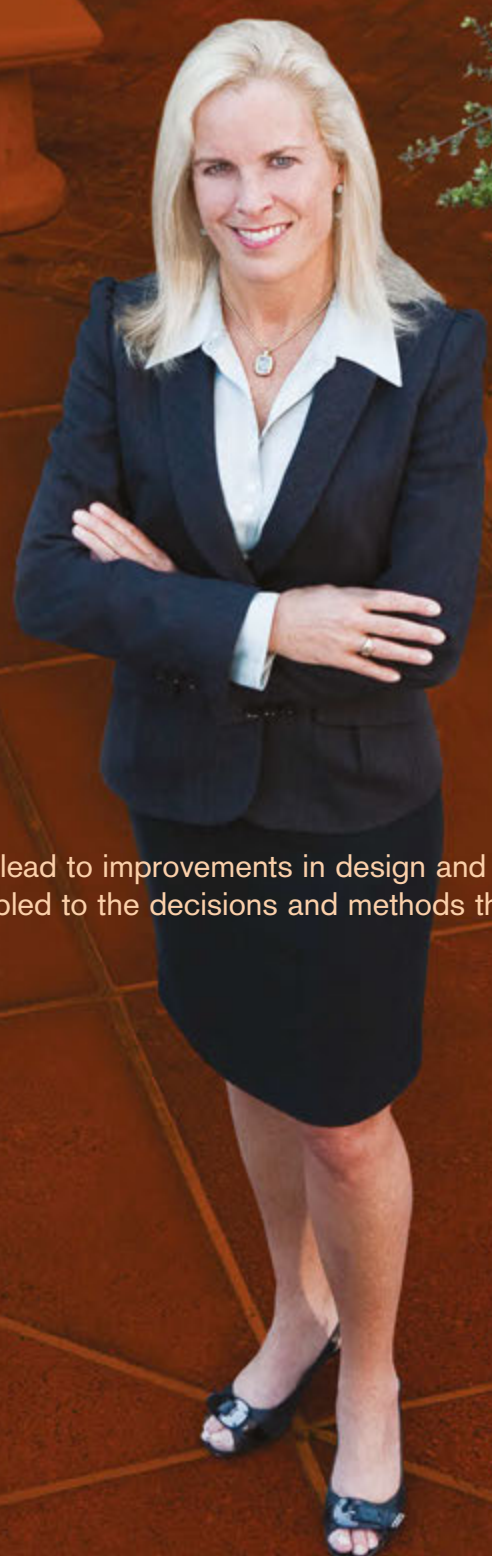
ONE CENTER, MANY DISCUSSIONS

Making ethics real and practical at ASU by improving ethical awareness, understanding, decision-making and behavior was at the heart of Joan and David Lincoln’s intentions when they founded the Lincoln Center for Applied Ethics in 1998. With the goal of not simply influencing ethics on campus, but also extending a greater appreciation of ethics to society at large, the center fulfills its mission in two major ways. First, it sponsors and organizes research projects, lectures and conferences that focus on ethics, many of which involve cross-disciplinary participation from many university-sponsored entities. Second, it funds the Lincoln Professorships, faculty appointments that come with prestige, attractive stipends, and intriguing research and collaboration opportunities.

In keeping with the distributed model of ethical education practiced at ASU, the center takes up very little dedicated physical space at all. Instead, its professors go about their work within the university’s various schools and colleges, including the Ira A. Fulton Schools of Engineering, the School of Public Affairs, the Sandra Day O’Connor College of Law, the Mary Lou Fulton Institute and Graduate School of Education, Barrett, the Honors College at ASU, the New College of Interdisciplinary Arts and Sciences, the School of Life Sciences, the School of Letters and Sciences and the Herberger Institute for Design and the Arts. None of them have offices at the center, nor do they teach classes there.

Even more surprising, perhaps, is the fact that very few of the Lincoln professors are ethicists by trade. Instead, they are recognized experts in their fields who have

Deirdre R. Meldrum



If ethics are to be meaningful, and lead to improvements in design and engineering, they need to be coupled to the decisions and methods that engineers actually use.



developed their own expertise on the ethics of that discipline and incorporate it into their classes and research. Most of their courses bear no obvious ethical imprimatur. For example, when one looks at courses taught by Brad R. Allenby, Lincoln Professor of Engineering and Ethics, it's not immediately obvious that classes in Earth Systems Engineering and Management or Industrial Ecology and Design for Sustainability will involve morality.


But that's all part of the plan.

"That's the magic and the unique thing about the Lincoln Center: It's not this one place with a lot of people just talking to each other, that concentrates (on) ethics. It is distributed through each of the academic units, and we're supposed to be agents for spreading activities and interest and ideas of applied ethics within our academic units, by trying to engage and bring in other faculty in our units and in our work for the Lincoln Center," says Gary E. Marchant, who as Lincoln Professor of Emerging Technologies, Law and Ethics, works in the law school. "We're supposed to be embedded in our own profession, in our own schools. It really is a sort of unique model of distributing it out into the university community at large."

"WELL, THIS IS THE WAY WE DO IT, BUT SHOULD WE?"

ASU embraces the idea of a permeating culture of ethical awareness versus solely offering a stand-alone course or two. The implication of branding a course as an "ethics" class, say French and others, is this: If this is the ethics course, then all of your other courses are not related to ethics.

Robert E. Mittelstaedt, Jr., dean of the W. P. Carey School of Business, says the secret is to expose students to situations where they need to make an ethical choice, but not

A photograph of Tim McGuire, an older man with glasses, wearing a grey suit jacket, a light-colored sweater, and dark trousers. He is sitting in a bright red armchair, smiling at the camera. The setting is a lounge with several other armchairs in red and teal colors on a dark green carpet. The lighting is soft and focused on the man.

What I knew as the industry is not the industry anymore, says McGuire, noting that even what qualifies as a “news organization” has been redefined by blogs and niche news sites.

highlight this at the outset. After all, at work there is never a big, blinking light that appears to let you know you need to make a sound ethical choice.

Mittelstaedt points out that if a student is sitting in an ethics class and is asked if he or she should help a client disguise losses so as to appear solvent when the company is actually about to implode, students know what the “right” answer is. If, however, an accounting professor phrases the question as, “What solutions might you offer a client in this situation to make revenue look rosier?” the students need to be able to see the ethical dilemma and have the courage of their convictions to raise the question of whether they should offer the advice the client desires.

And, Deirdre R. Meldrum, dean of the Ira A. Fulton Schools of Engineering, says that the way in which ethics is typically taught, complete with obscure terms and remote examples, does not resonate with students or inform the choices they make in a specific career or industry.

“It is not at all clear that knowing the difference between utilitarian and deontological ethical systems helps create a more ethical product or infrastructure design. If ethics are to be meaningful, and lead to improvements in design and engineering, they need to be coupled to the decisions and methods that engineers actually use,” she says.

Even though these courses and discussions in applied ethics may not be necessarily labeled as ethics, French says students still understand that they’re addressing questions of what ought to be done, what can be morally justified, who should be held morally responsible and who deserves blame or credit. Someone does not need to know he or she is cribbing from Kant or Mill to know that there’s a question of right and wrong to be considered.

Indeed, it’s important to have some practice and exposure beforehand because one never knows when or how one might be asked to cross ethical lines. This is even more relevant in a shrinking world where different belief systems are more apt to collide. An example of this is that while American law and ethics take an absolutist view on bribery, much of the rest of the world views pay-offs as simply another cost of doing business.

And just as the world is shrinking, the pace of decision-making is also speeding up. Tim J. McGuire, the Frank Russell Chair at the Walter Cronkite School of Journalism and Mass Communication, says that while media outlets used to have the relative luxury of a few hours and a number of sound minds to make an ethical call about running a story, a nonstop news cycle and decimated newsrooms mean that ethical decisions often have to be made on-the-spot and without much oversight.


“What I knew as the industry is not the industry anymore,” says McGuire, noting that even what qualifies as a “news organization” has been redefined by blogs and niche news sites.

As a result, Margaret Urban Walker, Lincoln Professor of Ethics, who applies her background in philosophy to issues of reparative justice, says students must learn more than a set of rules for behaving properly; they must learn to question established rules of behavior themselves.

“A lot of ethical misbehavior or ethically bad behavior can come about, for example, because of peer pressure, social conformity, demands in an institutional structure ... a variety of factors like this tend to sort of paper over or tell people, ‘Just do what you’re told,’ or ‘Do it the way we do it,’” Urban Walker says. “So part

Part of ethics education is not just providing a set of answers; it's providing an awareness of the kinds of issues where you should pause and say, 'Well this is the way we do it, but should we?'





of ethics education is not just providing a set of answers; it's providing an awareness of the kinds of issues where you should pause and say, 'Well this is the way we do it, but should we?'"

SPREADING THE ETHICAL WEALTH

A notable exception to the trend toward embedded ethics education at ASU is the coursework for the university's new Masters of Arts in Applied Ethics degree program. This ethics-specific program offers five tracks, each aimed at professionals in the relevant fields: Leadership, Management, and Ethics; BioMedical and Health Ethics; Science, Technology and Ethics; Ethics and Emerging Technologies; and Pastoral Care Ethics and Spirituality. Beginning in 2011, an online-only master's degree in Responsibly Managing Technology also will be available.

And what about university faculty who may want to weave ethical lessons into their curriculum but want additional guidance on the best ways in which to do it? At the Polytechnic campus, Lincoln Associate Professor of Ethics and Technology Joseph R. Herkert leads the Lincoln Teaching Fellows Program, a mentorship program that helps professors design or redesign courses to build in effective ethics components. French says that the program has resulted in ethical awareness seeping far deeper into the university's educational atmosphere than it would have without it.

"There are now so many courses that have been influenced by Lincoln Professors – either teaching them directly or having mentored faculty fellows that have created and developed courses along those lines in ethics – that would not have occurred had we not been doing this," says French.

Even in courses and schools not touched by a Lincoln Professor, the idea remains much the same. Within the College of Nursing & Health Innovation, for example, associate dean David P. Hrabec notes that in addition to having several courses in the school's undergraduate and graduate nursing programs that directly address ethics, opportunities for ethical education are threaded throughout theory and clinical courses. In the school's simulation center, students are presented with a variety of dilemmas such as providing protected health information to a patient's friend or the use of placebos to alleviate pain.

"We believe that addressing this content in multiple contexts makes for a deeper understanding of how ethical principles and decision making play out in nurses' clinical practice," he says.

Similarly, Charles Redman, Director of the School of Sustainability within the Global Institute of Sustainability, says that the school will continue to offer ethics-specific electives for graduate and undergraduate students, but strongly integrates the broader issue of values into the other core courses. Ethics issues here take a broad perspective, be they issues related to other species, humans' relationship to the Earth and our obligation to future generations.

Operating beyond the university's traditional academic setting, Caroline Turner, Lincoln Professor of Ethics and Education, coordinates the Arizona Program for Policy, Ethics & Education Leadership (APPEEL), a ten-month professional development program for emerging leaders in education and related fields. APPEEL's mission is to develop strategic, executive leaders in public and private organizations who have the capacity to create and implement sound public policy to improve outcomes for children, youth and adults. There are 39 fellows who are currently in the program or have finished

WD David Hrabec

We believe that addressing this content in multiple contexts makes for a deeper understanding of how ethical principles and decision making play out in nurses' clinical practice.

HT Caroline Turner

The biggest benefit of the APPEEL program is that a network is created ... (that) allows (fellows) to better influence policy from where they sit.



it, a number that is expected to double over the next three years.

Turner noted one of the biggest strengths of the program was that it gives participants a network of peers with whom they can discuss the ethical challenges their organizations face.

“Many of these people wouldn’t typically interact with each other, although all of them support the education of children, youth and adults in the state,” she said. “The biggest benefit of the APPEEL program is that a network is created that allows the fellows to discuss issues in Pre-K through 20 education in Arizona ... this allows a wonderful synergy and allows all of them to better influence policy from where they sit.”

The center also has been deeply involved in The Pacing Project, which grew out of an interdisciplinary interest shown by Allenby, Marchant and Herket related to the ethics and legality of rapidly evolving technology. Looking at genetics, biotechnology, nanotechnology, information technology, cognitive sciences and enhancement technology, the group – which has been funded by a grant from the National Science Foundation – hopes to inform the public and policymakers through seminars, a book and a PBS special that are in the works.

The project has grown to be a substantial national consortium that includes the US Naval Academy, Case Western Reserve, Georgia Tech and Cal Poly, among others. Issues explored by the project include to what degree we should allow surveillance for national defense and the use of military technology in a civilian society; work such as this underscores the practical value of considering ethical dimensions in a complicated environment with many variables and far-reaching consequences.

French asserts that it’s important discussions such as those tackled by The Pacing Project that reinforce the efficacy of ASU’s embedded approach to looking at ethics.

“The right thing is often very difficult to determine, even if you have some kind of a deeply rooted conception of ethics, of what one ought to do. It’s not that easy when the world in which you’re operating is very, very complex,” says French. “If people just read from the traditional literature in philosophy and ethics, that seems dry and not very applicable to the current situations that we run into.”

Lee Gimpel is a freelance writer based in Richmond, Virginia.



**Transforming
Green Into Gold**
Recent grad brings
ecological touches to
interior design work
By Oriana Parker

Graduating just a few years ago with a joint degree from ASU in design studies and urban planning, Chrissy Knight '07 B.A. finds herself in the enviable position of running an interior design company at 25. Even more impressive is the fact that she has pulled it off without compromising a fierce passion for environmental concerns that began in third grade in Albuquerque, N.M. She's firm about beauty and sustainability not being mutually exclusive qualities. "Home owners of today need not be faced with a choice between eco-functionality and aesthetics," stresses Knight.

Her first big design job, decorating a million dollar condominium for Mark and Debbie Halvorsen in the Biltmore Estates, involved some constraints in terms of materials to be utilized. The Halvorsens wanted a vacation home with design panache that also would reflect their ownership of a galvanized sheet-metal business in Canada. Far from being intimidated, Knight hit the deck running with a can-do attitude and the determination to maintain her environmental stance.

FINDING PAINT WITHOUT "BAD BREATH"

One of her primary concerns involved using paints free of volatile organic compounds (VOC). The federal Environmental Protection Agency estimates that indoor air is three times more polluted than outdoor air and rates it as one of the top five hazards to human health. Paints and finishes are a leading cause of indoor air quality problems, releasing low-level toxic emissions for years after application. The VOC, a major source of the emissions, were, until recently, essential to the composition of most paints.

For the Halvorsen's project, Knight was able to take advantage of the fact that most manufacturers now produce some low-VOC or no-VOC paints; the latter is what Knight insisted on using on the condo's walls, as well as on the galvanized metal panels that she had a local artist transform into an eye-catching mural.

Knight drew on numerous Phoenix-area companies to incorporate environmentally friendly materials into her designs, including glass tiles made with 30 percent recycled materials. To satisfy her clients' specific desires that metal be included in the design, Knight

found recycled aluminum to create the above-mentioned mural.

TREASURE HUNTER

Knight's business is boosted by her unusually sharp eye for "jewels" that can be salvaged and successfully reworked into her clients' decorating schemes. Antique and second-hand stores are frequently on her list of suppliers. Knight enthusiastically supports these sources as an additional way to re-use materials and points to them as yet another argument against sustainable choices being costly.

"I love it when I find items such as vintage aluminum ceiling tiles that can be refinished or a beautifully shaped chair that simply needs some custom fabric," she says.

In the case of the Halvorsens, the recycled metal and the non-VOC paint contributed to a home that satisfied the happy couple, who praised Knight's "hard work and great insights" in creating their home away from home.



GROWING UP GREEN

In addition to her grade-school environmental epiphany, Knight says her father's vocation influenced her choice of profession.

"Growing up with a dad who was an architect, I learned early on to pay attention to the aesthetic appeal of the environment," says Knight.

The classes she took during her undergraduate years at ASU established that sustainability could be a lifestyle and further refined her career path.

"Professor David Pijawka taught environmental urban planning courses I took in my senior year," she says. "They made me realize that I could really influence the way people view sustainability through their surroundings."

To finalize her blended environmental/design education, after graduating from ASU, she earned a master's degree from the Accademia Italiana in Florence, Italy, focusing on Interior and Product Design emphasizing sustainable finishes and materials.

Knight predicts that her field will become more and more dominated by environmentally healthy design choices, such as stained concrete floors and an increasing number of items that can be created from recycled materials, such as glass tiles and cork flooring.

"Green will start to catch on more and more in the interior design realm. It is just a matter of education," stresses Knight.

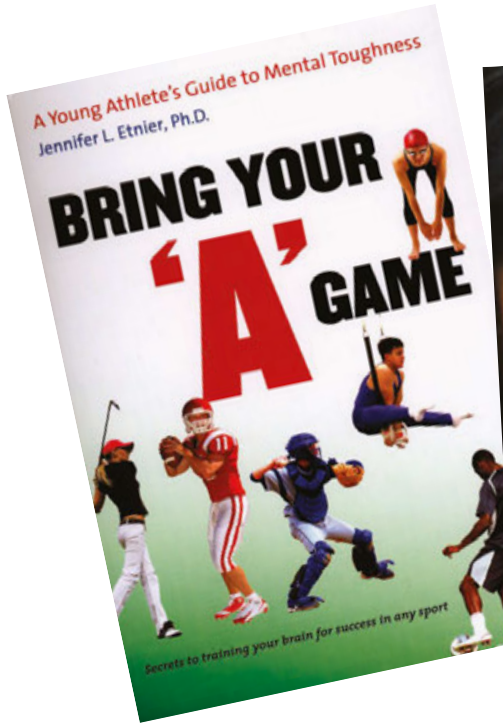
Oriana Parker is a Scottsdale-based freelance arts writer.



A sampling of interior design work done by Crissy Knight for her clients showcases her ability to blend sustainability with aesthetic excellence.

SHELF IMPROVEMENT

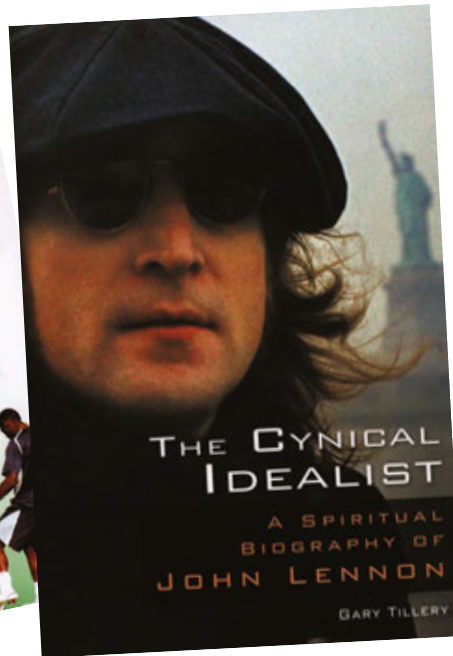
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



Bring Your “A” Game: A Young Athlete’s Guide to Mental Toughness

By Jennifer Etnier '95 Ph.D., University of North Carolina Press

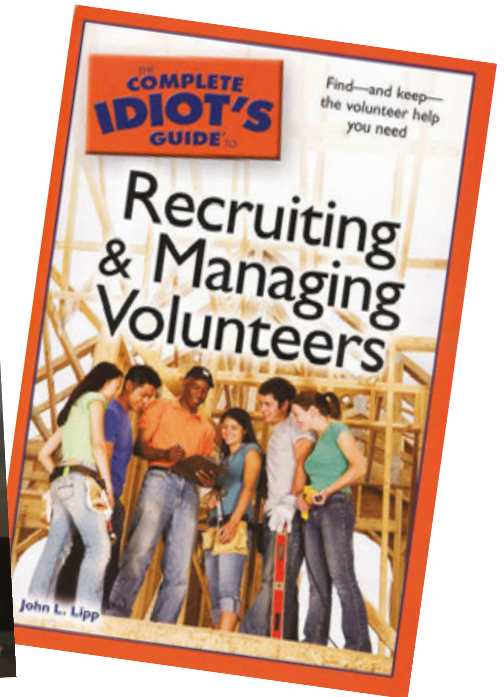
Adult athletes, particularly professionals, have known for decades about the importance of mental preparation and utilized a variety of regimens to use their brain to increase the performance of their body. Etnier, an associate professor of kinesiology at the University of North Carolina, Greensboro, has translated top-tier strategies for boosting mental toughness into language that middle school and high school students can understand. Topics such as goal setting, imagery and confidence building are covered, and special attention is paid to developmental issues such as body image and dealing with parental expectations.



The Cynical Idealist: A Spiritual Biography of John Lennon

By Gary Tillery '72 B.A., Quest Books

Many books recounting pop music superstar John Lennon’s life have focused on his dark side—his overindulgence in drugs and alcohol, his temper, his self-indulgence—or his overwhelming creative talents. Fewer have shone a light on the philosophy of life that Lennon evolved in his 40 years on the planet. Tillery, himself a former advertising professional who now writes and sculpts professionally, has written an interesting, accessible book probing Lennon’s spiritual beliefs in detail, which takes readers from Lennon’s emotional “crash” in 1965 that sparked a decade-long search for meaning to his advocacy as a pacifist and social activist. For a generation less familiar with the music Lennon made, the book may illuminate the meaning behind many of the Beatles’ most popular tracks.



The Complete Idiot’s Guide to Recruiting & Managing Volunteers

By John L. Lipp '88 B.F.A., Alpha Books/Penguin

Orchestrating volunteer support for nonprofit and community groups isn’t for dummies! John Lipp’s practical guide gives fledgling organizers everything they need to get the most from their volunteers, including detailed advice on how to interview, screen and manage them. Especially helpful are chapters on the diversity of volunteer work available and the motivations that lead people into volunteering. Another interesting section discusses how to avoid intergenerational clashes when you have a multitude of age groups working on a project together. Overall, a great primer (or refresher) that relates a host of best practices for managing those who serve your organization out of love and not for money.

JOIN OUR CAST OF CHARACTERS & SUBSCRIBE TODAY!

10/11 ASU GAMMAGE BROADWAY SEASON

SEASON TICKETS START AT \$124!



September 27 - October 3, 2010



Photo by Mark Schuman



December 7-12, 2010

©2010 Hair Broadway Company. Photo: © Dave Minton



January 4 - 9, 2011

Disney/Miramax



February 22 - 27 2011

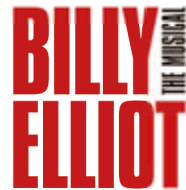


Photo: Broadway Cast Photo © Tom Moran

March 29 - April 3, 2011



Photo: ©2011 Tom Moran



April 27 - May 8, 2011

©2011 Broadway LLC



May 17-22, 2011

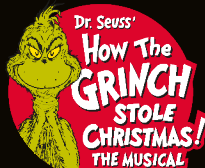


© Lumina

SPECIAL ENGAGEMENTS Season Ticket Holders will have first priority to purchase tickets to these popular titles.



October 19 - 24, 2010



November 17 - 21, 2010



June 7 - 12, 2011

SEASON TICKETS:

ASU Gammage: 480.965.3434 & asugammage.com



SINGLE TICKETS ON SALE AUGUST 9. ASU GAMMAGE HAS GONE MOBILE! TEXT GAMMAGE TO 99222* *Standard rates apply

The Main Events
President's Letter
Woman of the Year
All Fired Up



The Main Events Alumni Association rolls through a productive spring semester

The ASU Alumni Association is more than an organization, a Web site, or a magazine: it is a living, active network of alumni. Here are the highlights of events hosted by the Alumni Association between December 2009 and May 2010.

STUDENT ALUMNI ASSOCIATION

SAA's signature Oozeball tournament was booked to capacity in late March, featuring 32 teams and more than 200 students. This year's event was the messiest and most competitive mud volleyball tournament yet, as teams from across the university vied for the coveted Oozeball trophy!

Earlier in the semester, the group hosted a successful red T-shirt exchange on Feb. 16, as part of the run up to the ASU-University of Arizona women's basketball game. More than 750 students traded a red shirt for a gold "No Pity for the Kitty" T-shirt.

HOLIDAY STORY TIME WITH SPARKY

Sparky and his helpers captivated an audience of more than 60 Sun Devil Generations members at the annual Holiday Story Time with Sparky on Dec. 19. Children of all ages enjoyed stories, hot cocoa, cookies and a special photo opportunity with Sparky.

SENIOR YEAR EXPERIENCE: COFFEE & DONUTS

More than 100 seniors were welcomed back to their first day of their final semester on Jan. 19 with a morning snack break. Students on all four campuses enjoyed the opportunity to start the day off right, as well as the chance to mingle and learn more about SYE.

MEDALLION SCHOLARS PICNIC

On Jan. 30, more than 60 of the Alumni Association's Medallion Scholars enjoyed a Saturday afternoon picnic kicking off the 2010 spring semester. The Medallion Scholarship is a comprehensive scholarship program for Arizona residents, which incorporates components of leadership, scholarship and service. The scholarships are funded from proceeds of ASU's collegiate license plate program.

MAROON & GOLD PROFESSIONALS

The Maroon and Gold Professionals, the Alumni Association's career-oriented mixer group, continued to meet monthly, at gatherings in local restaurants that drew upwards of 60 people.

ASU ALUMNI ASSOCIATION BOARD AND NATIONAL COUNCIL 2009–2010

OFFICERS

CHAIR

Bill Kavan '92 B.A.

CHAIR-ELECT

Chris Spinella '83 B.S.

TREASURER

Gilbert Jimenez '67 B.S.

PAST CHAIR

Maria Hesse '77 B.S., '84 M.B.A.

PRESIDENT

Christine Wilkinson '66, '76 Ph.D.

BOARD OF DIRECTORS*

Robert Boschee '83, '85 M.B.A.

Barbara Clark '84 M.Ed.

George Diaz Jr. '96, '99 M.P.A.

Andy Hanshaw '87

Tara McCollum Plese '78 B.A., '84 M.P.A.

Dan Mullen '66 B.S.

Kathleene Paul '72

Martin Quintana '87 B.S., '04 M.B.A.

Todd Siffren '91 B.S.

NATIONAL ALUMNI COUNCIL*

Steven Balthazor '91 B.S.E.

Dave Benner '02 B.S.

Charlie Broucek '93 B.S.

Dave Covert '78 B.S.

Eddie DeVall '93 B.S.

Christine Devine '87 B.A.

Kathy Duffy Ybarra '81 B.A.

Mark Duplissis '92 B.A., '97 M.Ed., '06 Ed.D.

Theresa Esparza '94 M.Tax.

Dick Foreman '76 B.A., '79 M.P.A.

Curtis Frasier '77 B.A.E.

Matt Gervin '01 B.S.

Bret Giles '87 B.S.

Jonell Lucca '95 B.A.

Vada O'Hara Manager '83 B.S.

Phillip Moore '67 B.S.E., '68 M.S.E.

Jeff Olen '97 B.S.

Anne Sawkiw '99 B.A.

James Shaughnessy '72 B.A.E.

Darren Skarecky '94 B.S.

Joseph Udall '92 J.D.



President's Letter

In early May, ASU graduated more than 12,000 students at Spring Commencement. These Sun Devils face an uncertain economic climate, but we are certain the university's approach to education has served them well. Working collaboratively on trans-disciplinary teams to resolve issues of global significance isn't just something ASU students have read about; they've lived it.

The Alumni Association has been preparing this current cadre of graduates for life after Commencement through its SAA and the Senior Year Experience programs for undergraduates. Our burgeoning Arizona State Young Alumni group, led by the Young Alumni Council, is developing new ways for recent graduates to remain connected to their alma mater.

This spring, we've also supported those just beginning their ASU experience. We welcomed our 2010-11 class of freshman Medallion Scholars with a dinner in April. We also unveiled our Legacy Scholarship program, which will provide one-year scholarships to ASU students who have a relative who is a current dues-paying member of the ASU Alumni Association and who successfully completes our application and selection process.

In this issue of the magazine, we salute ASU's graduates of years past by presenting an alumni showcase. We highlight the lives of nine alumni — amazing people who are leaders in their fields, and who enrich the community with the expertise they developed at Arizona State.

Our other feature story covers the university's approach to teaching applied ethics. Rather than isolating ethical education in a designated course or a handful of elective classes, ASU has created an infrastructure through which faculty are able to embed ethical training into the curriculum of their courses. This approach reinforces the notion that decisions concerning right and wrong face every student, every day — and they must learn to do the right thing, as a matter of course, even when there is no "teacher" nearby to reward correct behavior.

One of the ways you can do "right" by the Sun Devils of today is to share your wisdom with them. We hope that you'll join us this summer at one of our Send-Offs, which introduce incoming ASU freshmen to other families and ASU alumni in their home area. You can find a list of this year's Send-Off locations at:
<http://alumni.asu.edu/programs/sun-devil-sendoffs>.

A handwritten signature in black ink that reads "Christine K. Wilkinson". The signature is written in a cursive, flowing style.

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

*Members of the Board of Directors are also members of the National Alumni Council.

On March 16, more than 50 alumni heard expert analysis on the 2010 economic outlook from Beckie Holmes, directory of market intelligence for Cox Communications and Doug Devoe, a senior career specialist at ASU, at a lunchtime presentation held at the ASU Karsten Golf Course.

WOMEN IN BUSINESS: MARGARITAS AND MANICURES

After a hard day’s work on Jan. 28, nearly 50 Sun Devils were pampered at the Salty Seniorita in Scottsdale as part of “Margaritas and Manicures,” presented by the Alumni Association’s Women in Business career networking program. In addition to some pampering, attendees were able to connect with other successful female ASU graduates.

ARIZONA STATE YOUNG ALUMNI

“Avenue Q”, a Tony Award-winning Broadway musical, came to ASU’s Gammage Auditorium this spring, and members of the association’s Arizona State Young Alumni (ASYA) program were some of the first to partake in the fun on March 11! After the show, a VIP meet-and-greet allowed the alums to see what’s behind the puppet characters. The group, aimed at ASU graduates under age 35, also took in a spring training game between the California Angels of Anaheim and the San Francisco Giants on March 27, volunteered at a water station for the April 17 Pat’s Run and hosted a “Dinner for a Dozen Devils” at Brio Tuscany Grille on April 22.

ASU CARES

More than 100 alumni participated in volunteer projects in their local communities during the month of March as part of the ASU Cares project. From Orange County, Calif., to Washington, D.C., Sun Devils participated in beach clean-ups, food drives, mission renovations and community outreach assistance programs.



GOLDEN REUNION

The Class of 1960 gathered to reconnect and reminisce on May 12 and 13. The group toured some of the newest facilities on the Tempe campus, participated in the university’s Spring Commencement exercises and concluded their reunion with the Golden Circle Induction ceremony.



Spring Alumni Association events included the Founders’ Day dinner and awards ceremony (opposite page, bottom), Golden Reunion (this page, center), Sun Devil Generations Arts & Crafts Day (this page, bottom), ASU CARES service projects (this page, top left) and a T-shirt exchange for students before the ASU-U of A women’s basketball game in February (this page, top right).

WILKINSON HONORED AS VALLEY LEADERSHIP'S "WOMAN OF THE YEAR"

Dr. Christine K. Wilkinson, senior vice president and secretary of Arizona State University, and president of the ASU Alumni Association, was named by Valley Leadership as its 2009 Woman of the Year. Her outstanding accomplishments and visionary leadership were celebrated at the 61st Annual Man and Woman of the Year Awards luncheon, held March 25, 2010, at the Sheraton Phoenix Downtown Hotel. Wilkinson shared the honor with 2009 Man of the Year Frank Fairbanks, the recently retired Phoenix city manager.

Wilkinson significantly expanded her roles as at Arizona State University to include those of personal mentor and friend to countless students, faculty, administrators, community members and alumni throughout her three-decade-long association with the university. She was recognized as being a strong advocate of student leadership, guiding and fostering the potential of many of the Valley's future leaders. She founded the university's Leadership Scholarship Program, a four-year program that offers students the opportunity to learn and grow as leaders while giving back to the greater community.

Wilkinson's influence has reached the community far beyond her official position with ASU. She has been actively engaged with and served on a long list of Valley nonprofit boards, including the Arizona Hospital & Healthcare Association, Southwest Autism Research & Resource Center, St. Joseph's Hospital Foundation and the American Red Cross.

Past Man and Woman of the Year recipients include former ASU President Lattie Coor, the late Sen. Barry Goldwater, Pinnacle West lobbyist Martin Shultz, Southwest Autism Research & Resource Center Co-founder Denise D. Resnik, former Secretary of State Betsey Bayless, Valle del Sol President and CEO Luz Sarmina and former U.S. Supreme Court Justice Sandra Day O'Connor. Honorees are chosen by a committee comprised of past award recipients, members of Valley Leadership and a select group of its past presidents.

Valley Leadership is in its 31st year of bringing leadership development programs to the men, women and youth in the Valley. The organization provides opportunities to learn, network and engage in shaping the Phoenix metropolitan area's community through the difficult challenges that it is faced with today.



Dr. Christine K. Wilkinson

SENIOR YEAR EXPERIENCE: FIRST YEAR, FIRST JOB

A panel of five recent ASU grads shared their experiences of hitting the job market on March 29 with students in the Senior Year Experience program. They discussed the lessons they'd learned related to finding, landing and maintaining their dream careers after graduation.

SUN DEVIL GENERATIONS: ARTS & CRAFTS DAY

ASU's youngest supporters enjoyed themselves April 18 at the 3rd Annual Arts & Crafts Day hosted by Sun Devil Generations. The future Sun Devils cut, painted, colored, constructed and ultimately created art inspired by their ASU spirit!



FOUNDERS' DAY

A crowd of nearly 600 gathered at the Arizona Biltmore Resort & Spa on Feb. 24 for Founders' Day, which honors distinguished faculty, staff, alumni and supporters who exemplify the pioneer spirit of the institution's founders and who are helping ASU solve the major challenges of our time. Honorees were lauded for their work on issues related to sustainability, education, economic security, technology and much more. Event attendees had the opportunity to hear remarks from President Michael Crow and celebrate the advancements the University has made in the recent past.

Videos and photos from the event are online at asu.edu/foundersday.



Los Diablos alumni chapter president George Diaz, Jr. (center foreground) celebrates the chapter's accomplishments with treasurer Eric Hernandez (second from left) and current Los Diablos Scholars Delicia Tietje and Stephanie Martinez (far left and far right in background, respectively).

ALL FIRED UP

Los Diablos program celebrates 25 years of empowering scholars

The Los Diablos Alumni Association chapter is celebrating its 25th anniversary as an organization by doing what it has always done—supporting ASU students whose mission is to give back to the Latino community through a comprehensive scholarship and service program.

Each year, the Los Diablos chapter sponsors a cohort of scholars with scholarships. The organization's leaders estimate that approximately 2,000 scholarships have been awarded over the past quarter century, with a total value of nearly \$3 million dollars.

According to chapter president, George Diaz Jr., the key to the chapter's scholarship program is that it weaves involvement with the ASU community and the Valley of the Sun as part of the students' educational experience.

"The Los Diablos Scholarship goes beyond tuition assistance," Diaz said. "It is a comprehensive program, which includes mentoring and networking components as well as service projects."

The chapter, founded in 1984, is led by alumni volunteers, who partner with the

Los Diablos scholars via the Puentes (Bridges) Program. Scholars are assigned to a Los Diablos board member who serves as their mentor, advocate, and university liaison for the academic year. The mentors expose their scholars to potential careers of interest, while actively promoting academic success, civic responsibility, personal accountability and cultural awareness.

Diaz said another key to the success of the Los Diablos program is that it demands academic accountability of its charges. He noted that the Los Diablos scholars had a higher graduation success rate than the ASU student population at large. Scholars also are held accountable in another area: participation in the alumni chapter's activities is mandatory for them.

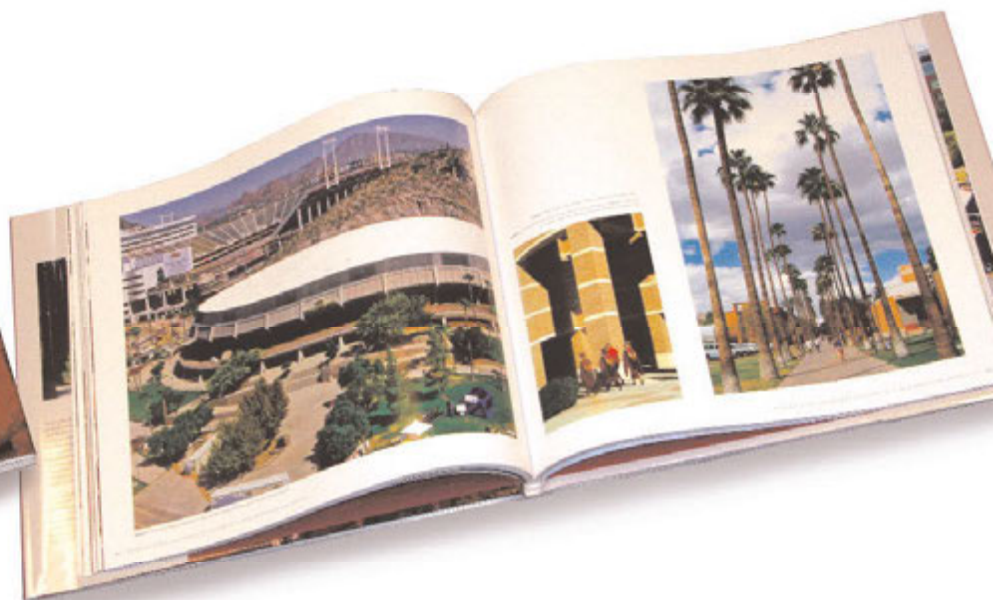
"The events don't just drive our fundraising, which ensures that the students can continue as scholars," he said. "They also are excellent opportunities for our students to thank our generous donors, learn how to network professionally, demonstrate leadership skills and have fun."

ASU's Latino alumni and their allies engage with the chapter in many ways. The organization has active groups on LinkedIn and Facebook and hosts a variety of events throughout the year, including, an annual Fall Kickoff where scholars and their families are prepared for the upcoming school year, a tailgate party before the annual ASU-University of Arizona football game; the Los Diablos Legacy Golf Tournament; Homecoming week activities; and an end-of-the-year function before the Hispanic Convocation in May, when the organization presents its Horquilla Award to the chapter's greatest supporters.

Beyond the clear benefits the Los Diablos program provides to its scholars, Diaz said, alumni who are members of the chapter receive at least one major benefit—watching the next generation of community leaders develop.

"I've gotten to know many of the Los Diablos scholars well over the last six-plus years," he said. "I'm proud to play a role in helping them graduate and become professionals who give back to the university and the community."

visions of a new american university



A photo-filled book featuring the photography of Tim Trumble with a foreword by ASU President Michael M. Crow. The perfect gift for every Sun Devil, this keepsake book includes more than 180 photos that capture the spirit and character of ASU. Take a walk down memory lane and rediscover Sun Devil pride.

Here's how to get a copy of this beautiful keepsake: Visit this Web site

<http://bookstore.asu.edu/asu/MerchList.aspx?ID=2443> or purchase a copy at the ASU Bookstore on any of ASU's four campuses for just **\$39.95**

Show your ASU pride with maroon and gold clothing and alumni gear from the official store of ASU, the ASU Bookstores. <http://bookstore.asu.edu>



The ASU Bookstore is an official partner of the ASU Alumni Association.

Reports from around the Sun Devil nation



Austin Send-off

AUSTIN

Our chapter had another successful spring with annual events including ASU CARES, the Sun Devil Wine Tour, our spring golf tournament, and our “shadow run” held in conjunction with Pat’s Run. This summer, we’re looking forward to a new signature event, the Sun Devil Dinner Cruise. We’ll also host our annual student Send-Off to provide new Sun Devils from central Texas the opportunity to connect with alums and hear first-hand about life at ASU. For information about the chapter or upcoming events, please e-mail austin.sundevils@gmail.com or check out our chapter Web site: alumni.asu.edu/node/574/og-panel/21

CHICAGO

Chicago Sun Devils will celebrate summertime with our annual Chicago Cubs games.

We also will be heading to a White Sox game, hosting various golf outings, a beach party, and a Sun Devil Send-Off. We also will be selling tickets for the bus trip to the Wisconsin football game this fall! To keep up to date, visit our Web site at asuchicago.org.

ENGINEERING

Our chapter participated in the Ira A. Fulton Schools of Engineering convocation on May 13, with several alumni volunteers presenting a memento to each graduate. Our thanks to all who participated.

We will be hosting an engineering alumni networking mixer at 5 p.m., Thursday, June 17, at the University Club on ASU’s Tempe campus. Our speaker will be William Ditto, director of the School of Biological and Health Systems Engineering and a

bioengineering professor. Join us for an opportunity to interact and connect with our schools’ leaders, alumni, friends and industry leaders.

Find out more about what our chapter is doing at our Web page, engineering.asu.edu/alumni/chapter.

GREATER NEW YORK

Our chapter held two of its signature events this winter and spring with our annual Pulmonary Fibrosis wine tasting fundraiser happening in February and its Ocho de Mayo dinner in May. This summer we’ll be hosting our annual Sun Devil Send-Off. If you don’t receive our chapter’s weekly e-newsletter, send an e-mail to ny_sundevils@thesundevils.com to be added to the distribution list.



Greater Philadelphia



Greater New York

GREATER PHILADELPHIA

About 40 members of our chapter met Jeff Pendergraph, former ASU Sun Devil and forward for the Portland Trailblazers, when his team came to town to play the Philadelphia 76ers. While the Sixers did not win, many alums commented on how great it was to sit so close to the action and step onto the court before the game to meet Jeff Pendergraph. We hope to do more events like this in the future!

Contact fernando.j.torres@gmail.com for more information about upcoming chapter events.

HOUSTON

Our alumni connection hosts a happy hour event on the second Wednesday of every month at 6 p.m. Join us at St. Dane's in Midtown, 502 S. Elgin St. to meet and connect with fellow Sun Devils! Contact michael2barney@gmail.com for information on other upcoming events.

LOS ANGELES

Thanks to everyone who supported our Pennies for Points program raising funds for Los Angeles area students attending ASU. We recently awarded three \$500 scholarships to local freshmen. Through your generosity, we've increased our available scholarship funds for Spring 2011 for L.A. freshmen and sophomores.

Our chapter had a busy spring welcoming various sports teams, including the men's and women's basketball teams for



Get ready for the big game at Sparky's Touchdown Tailgates!

Join us for this pre-game experience and share in the excitement of Sun Devil football with alumni and fans at the official ASU tailgate. Sparky's Touchdown Tailgates are open to ALL Sun Devils, and members of the ASU Alumni Association receive special discounts. Sparky's Touchdown Tailgates include special guest speakers, the Spirit Squad, Sparky, great food, cheer, lots of maroon and gold, and fun for the entire family!

Get ready for football Sun Devil style at Sparky's Touchdown Tailgates!

University of Wisconsin
September 18

CAL
October 23

University of Washington
October 9

USC
November 6

Reserve your tickets today at asu.edu/alumni/stt



W.P. Carey



Chicago Send-off



San Diego Send-off



Western Pennsylvania Send-off

regular-season games versus USC and UCLA and Pac-10 tournament action. We attended baseball games at UCLA and provided a pre-game picnic and a meet-and-greet with interim head coach Tim Esmay. We also hosted our second annual Pat's Run "shadow run" at the Rose Bowl in Pasadena.

Be on the lookout for our early summer young alumni happy hour at Hard Rock Café (City Walk or Hollywood Boulevard location), chapter volunteer events and a bingo night! To stay in touch with our activities, join our Facebook group, "LA Sun Devils - ASU Alumni," or send an email to devall@aol.com.

MBA

Our chapter has been busy hosting Link & Learn events, which combine networking with a continuing-education component. In March, we hosted Stephen Brown, professor of marketing and executive director of ASU's Center for Services Leadership; Angela Leavitt, director of marketing, Telesphere Networks, Inc.; and Dave Sherman, a professional speaker and creator of the Successful Networker Program at a program titled "Putting Your Best Foot Forward: Marketing Your Company and Yourself in a Distressed Economy." Many graduate alumni attended and made connections with former friends and colleagues from their program, as well as with current MBA students.

The rest of 2010 looks to be just as promising, as we are planning additional Link & Learn events and other programs to accommodate all business alumni. This chapter is growing and board positions will be available for the upcoming year. To learn more, contact Andrew Stefl at Andrew.Stefl@asu.edu.

MRED

The Master of Real Estate Development (MRED) alumni chapter has been hard at work planning an exciting year! In February, we hosted a networking happy hour at the ever-popular Four

Peaks Brewery and alumni from as far away as San Francisco flew in to attend. Our chapter members also enjoyed the W. P. Carey Alumni Day at the Zoo; we had wonderful weather and celebrated a day of camaraderie with fellow real estate colleagues, friends, and some other wild animals.

We hosted a speaker series in February and March that featured prominent real estate leaders, including the director of redevelopment for the city of Detroit. We also enjoyed a day under the sun at the Giants spring training game in Scottsdale.

Our chapter is growing and two new board positions will be available for the upcoming year. For more information about our chapter, e-mail Matt Ellingson at mmelling77@gmail.com.

NURSING AND HEALTH INNOVATION

Our chapter is in the process of transforming itself into the Nursing and Health Innovation alumni chapter, which will represent graduates in nursing, nutrition, exercise and wellness and health sciences. We had our last spring event as the nursing chapter on Saturday, May 1, at the Tempe Mission Palms. It was a grand celebration of over 40 years spent serving the nursing graduates of Arizona State. We presented our final round of nursing student book scholarships. Congratulations to these talented recipients!

As we transition into becoming a new comprehensive and interdisciplinary academic affiliate, we have a tremendous legacy to celebrate and a bright, exciting future ahead, which we will share with our new health innovation colleagues.

W.P. CAREY

W.P. Carey alumni battled the elements to gather at a networking mixer during an intense rain storm in January. Despite the weather, more than 30 chapter members gathered at the Sand Bar in Chandler.

got a business card?

In February, we enjoyed a day at the Phoenix Zoo, appreciating the discounted tickets we received for the Safari Train, as well as the special area we had for attendees to mingle with each other.

Our chapter is gearing up to welcome our school's 2010 graduates with a reception in May. Our summer event schedule will start with a chapter outing to an Arizona Diamondbacks baseball game. Join us on June 5 as the Diamondbacks take on the Colorado Rockies at Chase Field. For information, contact Tara Trzinski at ttrzinski@dbacks.com.

WHITE MOUNTAIN

Our chapter's third annual White Mountain Steak Fry and Golf Tournament will be held June 26-27 at the Pinetop Country Club. The event, sponsored by the Johnson Family, includes a golf tournament where participants can play in a foursome with legendary ASU coaches and former players. The tradition of the steak fry continues that evening, with special guest speakers and a silent and live auction, featuring a trip to Madison to watch the Sun Devil football team take on Wisconsin in the fall. Proceeds from this event support the White Mountain alumni chapter and the Sun Devil Club.

For information or to register, visit asu.edu/alumni/steakfry10 or call Ted Cesarano at 480-229-6743.

SUN DEVIL SEND-OFFS

Each summer, the ASU Alumni Association coordinates with alumni and university families around the country to welcome our new freshmen students to the ASU family at our Sun Devil Send-Offs.

The Send-Offs provide a personal welcome and an opportunity for incoming Sun Devils to connect with ASU alumni and new and continuing students from their home area.

Send-Offs are held across the country from California to New England, and all alumni are invited to attend the Send-Off in their area.

2010 Sun Devil Send-Offs: (partial list)

June 26 – Tucson, AZ
July 18 – Pittsburgh, PA.
July 18 – Madison, WI
July 31 – Chicago, IL
July 31 – New York, NY
Aug. 1 – Cambridge, MA

For information about additional Sun Devil Send-Off dates and locations go to alumni.asu.edu/programs/sun-devil-send-offs.

Starting in the August/September issue you can promote your business in the ASU Magazine/Business Card Marketplace.

As an ASU Alumni Association Member you have the opportunity to advertise your business card on the new Business Card Marketplace page of the ASU Magazine.

ASU Magazine is mailed to 270,000 + alumni homes four times a year. The Business Card Marketplace is also available on our new online virtual magazine with hotlinks that can deliver potential customers directly to your website.

Sign up now!

ASU Business Card Marketplace Introductory Rates:

Print

Per issue – ~~\$625~~ \$500

Print & Virtual

Per issue – ~~\$1,000~~ \$750

Virtual Only

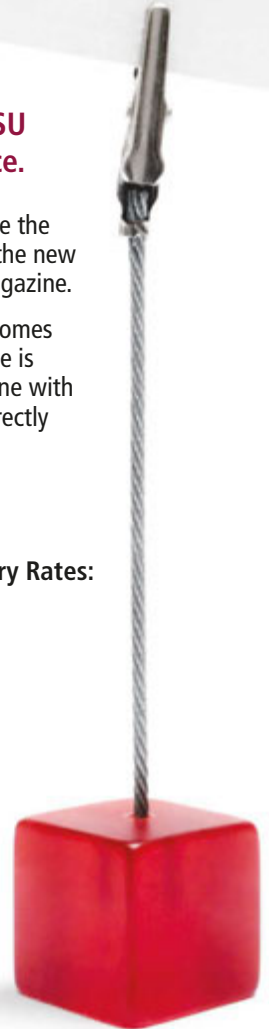
Per issue – ~~\$500~~ \$375

Prices reflect one year contract (four issues), one business card per contract.

ISSUE	AD RESERVATION DUE	AD ARTWORK DUE
Aug/Sept.	June 14th	July 2nd
Nov/Dec.	Sept. 3rd	Oct. 1st
Feb/Mar.	Dec. 13th	Jan. 7th
May/June	Mar. 15th	Apr. 5th

Contact: Robin Hawkins at 480-965-4631 or robin.hawkins@asu.edu

ASU ALUMNI
ARIZONA STATE UNIVERSITY
alumni.asu.edu



Ed Carson
'51 B.S.
1929-2010



ASU alumnus Ed Carson, an active and generous Sun Devil, passed away at his Beverly Hills, Calif., home on March 12. He was 80 years old.

Born in Tucson at the start of the Great Depression, Carson's family moved to Peoria, where he attended Peoria High School. He graduated from Arizona State in 1951 with a degree in business, after serving as student body president; he and his wife Nadine Carson '53 B.S. believed that they had met for the first time at Old Main on the Tempe campus.

Soon after graduation, Carson became a teller at First National Bank, working his way through the ranks to become president and CEO of the bank in 1977. He later became president, chairman and CEO of First Interstate Bancorp (now Wells Fargo) in Los Angeles.

Ed and Nadine were known for their philanthropic contributions and community service in both the Valley of the Sun and in Los Angeles; Ed served on many local and national boards, including those of the Los Angeles Chamber of Commerce, the Phoenix Art Museum, the Phoenix Symphony, and the Claremont School of Theology.

At ASU, the Carson name is encountered frequently on the Tempe campus. The Carsons were lead donors on the Old Main restoration project (the building's third-floor ballroom bears their name as a result) and provided leadership and funding for the Nadine and Ed Carson Student-Athlete Center, where athletes meet with academic counselors, receive treatment, and prepare for practice. They also endowed the Carson Presidential Chair in Physics, currently held by Professor Stuart

Lindsay in the College of Liberal Arts and Sciences. Ed was a founding member of both the ASU Law Society and the Dean's Council of 100 at the W.P. Carey School of Business, and he was instrumental in the creation of the First Interstate Center for Services Marketing and Management at the business school, which is now known as the Center for Services Leadership.

Carson's good works were recognized by many. He received the NAACP's Image Award, a Distinguished Citizen award from The Rotary Club of LA, a distinguished achievement award from the business school and an Outstanding Service to Higher Education Award from the Arizona Board of Regents.

ASU President Michael Crow said of Carson's passing,

"Ed Carson exemplified the heart and soul of our Sun Devil family and his more than 50 years of friendship and engagement is evident throughout our university. His legacy will endure through the achievements of our ASU community and the amazing learning environment he helped to create. We will miss him very much."

Carson was preceded in death by Nadine, who passed away in 2007. He is survived by his daughter Dawn (Erston) Senger, son Tod, and two grandchildren, Katie and Eddie Masters. The family requests that donations be made in lieu of flowers to: ASU Foundation, Edward Carson Leadership Scholarship, P.O. Box 2260, Tempe AZ 85280-2260.

2000s

Michael Dvoren '09 J.D. recently has joined the commercial litigation and bankruptcy, restructuring and creditors' rights client service groups at Bryan Cave LLP.

Manuela J. Vital '09 M.S.N. was selected as the fall 2009 Ed Pastor Outstanding Graduate Award recipient and was recognized for her community involvement by the College of Nursing and Health Innovation at its December 2009 convocation.

Benjamin V. Klenklen '09 B.A. recently completed U.S. Navy basic training at Recruit Training Command in Great Lakes, Ill.

Krystal Hon '08 B.S., '09 M.Tax. is a new tax associate with Grant Thornton LLP.

Debra S. Dockins '07 B.S. recently completed U.S. Navy basic training at Recruit Training Command, Great Lakes, Ill.

Joshua Simon '07 B.I.S. is the co-founder of KnowledgeSafari.com, a Web site dedicated to supporting parents and caregivers of children and adults with special needs.

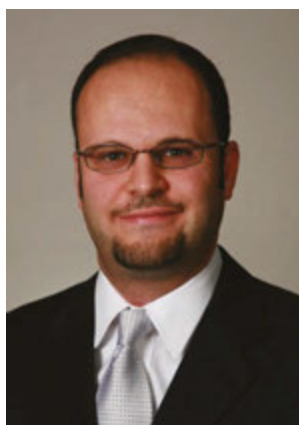
Courtney Klein '05 B.I.S. is chief executive officer of New Global Citizens, a nonprofit mobilizing young people to become the next generation of globally minded leaders, change agents and philanthropists. NGC recently received a \$1 million endowment to expand its training programs teaching the principles of servant leadership to young adults.

Jennifer White '04 B.S. recently joined the real estate law firm of Pircher, Nichols & Meeks as an associate. White, based in the firm's Los Angeles office, will focus on acquisitions, sales and financing.

Keith Centner '04 M.S.E. is currently a civil engineer at Barge Waggoner Sumner & Cannon, Inc. in Nashville, Tenn., and has successfully completed the Project Management Professional examination process.

Paul Mirshak '03 M.B.A. was an Olympic torch-bearer for the 2010 Winter Olympic Games through Saint-Lambert, a suburb of the Canadian city of Montreal, Quebec.

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



Michael Dvoren



Manuela J. Vital



Krystal Hon



Jennifer White



Keith Centner



Paul Mirshak

◆ **Anne A. Watson '01 M.M., '08 D.M.A.**, an assistant professor of music at Northeastern State University in Tahlequah, Okla., was invited to perform as a guest artist at the 2010 Texas Music Educators Association Convention in San Antonio.

◆ **Jason Borges '00 B.I.S.** was recently named assistant director of residential life for Champlain College in Vermont.



Joseph R. Falasco

1990s

Thor Johansen '99 B.A. recently celebrated the publication of his book, "Religion and Spirituality in Psychotherapy: An Individual Psychology Perspective," which is being published by the Springer Publishing Company.

Joseph R. Falasco '98 B.S. recently was promoted to membership in the law firm of Quattlebaum, Grooms, Tull & Burrow PLLC.

Alana Chavez-Langdon '98 B.S., '01 M.P.A. recently accepted the position of vice president of government relations and public affairs with ECotality, Inc., a leader in clean electric and storage technologies. Prior to her current position, Chavez-Langdon was a management analyst with the Maricopa Association of Governments.

Luis Heredia '98 B.S. was honored as part of Valle Del Sol's 2009 Profiles of Success Hispanic Leadership Awards. He received the organization's Exemplary Leadership Award.



Keeley Smith



Peter D. Cronk

◆ **Stella Torres '98 B.S.** was honored as part of Valle Del Sol's 2009 Profiles of Success Hispanic Leadership Awards. Torres, who is director of Maricopa ACE Programs for the Maricopa Community College District, received the organization's Exemplary Leadership Award.

Keeley Smith '96 B.S., '07 J.D., an attorney at Quarles & Brady, recently was appointed to the License Appeals Board by Phoenix Mayor Phil Gordon.



George Chen



Jim Hodge

George Chen '96 M.S.E., '99 J.D., a partner in the Phoenix office of Bryan Cave LLP, recently was named southwest regional governor for the National Asian Pacific American Bar Association.

Peter D. Cronk Jr. '95 B.S., an attorney with Plunkett Cooney in Lansing, Mich., recently was named a shareholder with the firm.

Jim Hodge '93 B.S. recently was named as associate branch manager of Baird's Milwaukee (Wisc.) wealth management office.

Dyana Hesson '91 B.A. recently had a gallery showing of her paintings entitled "My Arizona." Hesson raised \$4,500 for the Show Hope Foundation, which helps families needing financial assistance during their adoption period.



Abbie S. Fink

Jonathan Sands '86 B.S. recently accepted a position as executive vice president at Patient Advocate Foundation located in Newport News, Va. / Mooresville, N.C.

Phil Pangrazio '85 B.S., 90 M.H.S.A. was recently honored at the annual Martin Luther King

◆ **Gema Luna '84 B.S.**, along with her husband Paul Luna, was honored as part of Valle Del Sol's 2009 Profiles of Success Hispanic Leadership Awards. The couple was honored with the Raul Yzaguirre Community Leadership Award. Gema, formerly director of outreach and engagement with the ASU Foundation, recently launched her own



Phil Pangrazio



Michael E. Keyes



Cathy McGonigle



Linda Madrid

Mario E. Diaz '91 B.S., '97 M.P.A. was honored as part of Valle Del Sol's 2009 Profiles of Success Hispanic Leadership Awards. He received the organization's Lorraine Lee Latino Advocacy Champion Award.

Gary Wang '90 B.S. recently was named president of Spansion Greater China; Spansion is a memory solution provider company for wireless, automotive, networking and consumer electronics applications.

1980s

◆ **Abbie S. Fink '86 B.A.** of HMA Public Relations recently was elected president of the executive committee of the Phoenix Chapter of the Public Relations Society of America.

Jr. Awards Breakfast with the Living the Dream Award, which recognizes those who have made the city of Phoenix a better place to live through a lifelong commitment to creating a compassionate and socially just society. He is executive director of the organization Arizona Bridge to Independent Living (ABIL).

Rosemary Ybarra-Hernandez '84 B.S., '92 M.P.A., was honored as part of Valle Del Sol's 2009 Profiles of Success Hispanic Leadership Awards. CEO and founder of the AGUILA Youth Leadership Institute, Ybarra-Hernandez received the organization's Lorraine Lee Latino Advocacy Champion Award.

consulting firm, which specializes in strategic relationship management.

◆ **Cathy McGonigle '82 B.S.** recently was named executive vice president for the Flinn Foundation, a private, nonprofit philanthropy-based organization in Phoenix.

◆ **Linda Madrid '81 B.S.** is a senior client partner at Korn/Ferry International Legal Center, which is based in the firm's Washington, D.C., office.

Michael E. Keyes '80 B.MUS. was recently named a shareholder at Lommen, Abdo, Cole, King & Stageberg.



Gregory Mayer



Jo Ann Wood



Mirian Taddei



Alice O'Barr Sliger

1970s

Trennis E. Killian '78 B.A.E. recently published a book entitled "Victory Over Gambling: Leading Compulsive Gamblers to Freedom in Christ."

Aimee Berner '78 M.A. has been appointed principal of the Chicago Healthcare Strategy Firm, a Giles & Associates consultancy.

Scott Stovall '77 B.S. recently volunteered for a three-week project in Kiambu, Kenya, providing expertise in agricultural conservation farming products and materials. He was sent by CNFA, a nonprofit organization focused on empowering people and enterprises in the developing world.

◆ **Jo Ann Wood '77 B.S.** has joined Bickmore Risk Services & Consulting as a claims consultant.

Gregory Mayer '76 B.S., executive medical director of Hospice of the Valley, was elected to the Mayo Clinic Alumni Association board of directors, which is responsible for the direction and international activities of the Mayo Clinic.

Ken Dodd '72 M.S. recently published "Amphibian Ecology and Conservation: A Handbook of Techniques."

1960s

Mirian Taddei '60 M.A., '88 Ph.D., owner and chairman of the board at Hunter Contracting, has been elected to serve on the Children's Organ Transplant Association board of directors.

1950s

John Williams '51 B.S. announced his retirement as president of the Salt River Project's board of directors in February. Williams has been involved with the project for more than 44 years, having been first elected to the SRP council in 1964. He served 28 years on the council and board of directors, 12 years as vice president and four years as president.

1920s

◆ **Alice O'Barr Sliger '27 2 yr.** celebrated her 103rd birthday on Dec. 24, 2009.

Dress Code for Your Car

Does your Sun Devil wardrobe include your car? Outfit it with a cool ASU Sparky plate from the Motor Vehicle Division. For every plate sold, \$17 goes to the ASU Alumni Association's Medallion Scholarships to help deserving students. So when you get a Sparky plate, your car looks good and you feel good, too.

Don't forget to purchase your plate for \$25 at www.servicearizona.com



If you already have a Sparky plate, go to alumni.asu.edu and click on "Sparky plates" to let us know.

st@t@press.com
ASU's award winning independent news site.
statepress.com

STUDENT MEDIA CREATIVE SERVICES
Design, Multimedia and Video Production.
asucreative.com

STUDENT MEDIA ADVERTISING
No one reaches the ASU community like we do!
asuadvertising.com

The State Press
Our independent daily newspaper serving ASU since 1890.

SPM Magazine
Covering the most important people & issues at ASU.
statepressmagazine.com

mobile
The source for real-time ASU news, events and deals. iPhone app, Android app and mobile-optimized Web sites.
asuadvertising.com/iphoneapp.html

ASU Student Media
No one keeps you connected to ASU like we do!

<http://students.asu.edu/studentmedia> • www.facebook.com/TheStatePress • <http://twitter.com/statepress>

SUN DEVIL BIRTHS



Charles Barron Drost



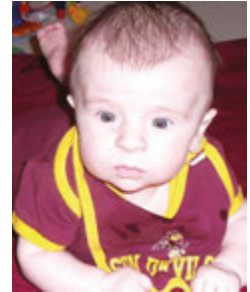
Jacob Joaquin Garcia



Mia Emmy Kanuho



Jillian Patricia Genant



Casey Joseph Deal

Charles Barron Drost was born to **◆ Tracy (Heisler) Drost '02 B.A.** and Charles Dorst on March 24, 2009, in Arlington Heights, Ill.

Jacob Joaquin Garcia was born to **Adrienne (Lopez) Garcia '04 B.S.N.** and Joaquin Garcia on April 8, 2009, in San Antonio, Texas.

Paige Rylee Thiele was born to **◆ Steven Thiele '03 B.S.** and Erika Epley Thiele on May 28, 2009, in Las Vegas, Nev.

Mia Emmy Kanuho was born to **◆ Kim Kanuho '05 M.S.** and **Jermiah Kanuho '05 B.S.** on August 23, 2009.

Jillian Patricia Genant was born to **Jeff Genant '93 B.S.** and Lisa Genant on August 30, 2009, in Charlotte, N.C.

Lucas Taylor Root was born to **Leigh (Richards) Root '08 B.S.** and **Robert Root '10 B.S.** on September 30, 2009. He joins big brother Robert Joel Root, who was born on October 8, 2008.

Violet Ann Holland was born to **Jennifer (Smith) Holland '99 B.S.E., '02 M.S.E.** and **Shannon Holland '99 B.S.E.** on October 27, 2009, in San Diego, Calif.

Casey Joseph Deal was born to **◆ Robert Deal '02 B.A., '02 B.S.** and **◆ Nina Deal '95 B.A.** on November 5, 2009.

Mitchell Thomas Ditore was born to **Melody Thomas Ditore '00** on December 8, 2009.

Sophia Lillie Mateus was born to **Giancarlo Mateus '03 B.S.** and **Kristi (Beckstrom) Mateus '09 M.A.** on December 8, 2009, in Phoenix.



Violet Ann Holland



Sophia Lillie Mateus

SUN DEVIL MARRIAGES



Anne (Cook) Fields and Byron Fields

◆ Anne (Cook) Fields '98 B.S. and Byron Fields were married on October 3, 2009, in Turks & Caicos in the British West Indies.

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

Escape to Bliss
and Enrich a Life
at the 5th Annual, Award-Winning Summer Spaah Series!

Tickets at SummerSpaAZ.com

Arizona
SpaGirls
Summer Spaah Series



this is our world
together we can shape it

partner

ASU is where innovation and reinvention are happening — in classrooms, in workshops and in laboratories. From finding ways to promote economic opportunity to building strong, vibrant communities, we're tackling today's toughest challenges. Whether you are interested in sustainability, healthier living or education, we have the expertise and imagination to find local solutions that have global impact. Your partnership and investment help us prepare students and advance university discoveries capable of transforming our world.

Be a force for change. Join us.

Invest in ASU today.

Learn more at asuchallenges.com or asufoundation.org.

ASU Foundation

ARIZONA STATE UNIVERSITY

Sun Devil Pride. Sun Devil Benefits.

Now Alumni who join America's Largest and Most Reliable 3G network qualify for:

- **10% off** Nationwide Calling Plan monthly access fees of \$34.99 or higher.
Available online only.
- **Waived activation fee** with new 2-year agreement.
- **25% off** select accessories



Official Wireless Provider of the ASU Alumni Association



DROID by Motorola®

Visit www.asu.edu/alumni/verizon for more information.

©2010 Verizon

Activation fee/line: Up to \$35 IMPORTANT CONSUMER INFORMATION: Subject to Cust. Agmt, Calling Plan & credit approval. Up to \$175 early termination fee (\$350 for advanced devices) & other charges. Discounts not available on unlimited calling plans. Offers & coverage, varying by service, not available everywhere. Network details and coverage maps at vzw.com. Proof of alumni status required for discount. DROID is a trademark of Lucasfilm Ltd. and its related companies. Used under license.