

# Wellness wishes

Sun Devil experts offer health improvement tips

Meet alumni health leaders  
Becoming older and artful  
Palm Walk trees turn 100







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## President's Letter

If you've read ASU Magazine for any length of time, you've undoubtedly seen the photos in our activities roundup of children participating in Sun Devil Generations events, Student Alumni Association members whitewashing the A and young alums relaxing at spring training games. What you may not

realize is that there is a common thread uniting these activities: they are all part of our alumni pipeline.

With Sun Devil Generations, our mission is to introduce a love of all things ASU in children from birth to age 13. Many of our Generations children are sponsored by their alumni parents or grandparents. When a student leaves high school and chooses to attend ASU, he or she may be welcomed into the university family at one of the more than three dozen Sun Devil Send-Offs we host each summer. Incoming and current students with relatives who are members of the Alumni Association can apply for a Legacy Scholarship. Students can learn about ASU's rich heritage and traditions as part of the Student Alumni Association. We ready undergraduates to make their way into the world after college and we welcome them into the alumni fold with yet another program built just for them – our Arizona State Young Alumni group.

We have created this pipeline for Sun Devils through which to travel because experience tells us that the earlier we can engage and build an affinity with future members, the clearer our value proposition will be to them when they graduate. Our goal is to unite and serve all friends of ASU, both before and after they attend the university.

We hope you enjoy this issue, which has a special focus on wellness research at ASU. We offer a sampling of healthy living tips from university experts and showcase alumni who have become executives in industries related to health care. We think you'll find the stories both informative and inspiring.

Finally, if you'd like to see the alumni pipeline in action this summer, please consider attending a Sun Devil Send-Off at a location near you. Not only will you have the chance to support the next generation of Sun Devils, you can meet (and network with) people in your hometown who share an ASU connection.

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





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

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### Wellness wishes

ASU Health Solutions and the new College of Health Solutions have ambitious goals: to train those who will transform health care in the coming decades, spread the message of healthy living, and integrate scientific investigation with clinical practice. But ASU health experts also focus on an underrepresented truth: good health is largely made up from what we do every day. Read practical tips on how to achieve health goals such as losing weight, eating more healthfully, communicating better with your children, and more.



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## Century plants

University to  
replace 100-year-  
old trees lining  
Palm Walk



Photo: University Archives.

The first palms on Palm Walk at the Tempe campus were planted in 1916 by Arthur John Matthews, who arrived in 1900 to become president of Tempe Normal School. Within the next two years, all of them will be replaced with new Mexican fan palm trees.

**When you think of ASU's Tempe campus, the image that comes to mind is most often Palm Walk. The long walkway, stretching from the Sun Devil Fitness Center north almost to University Drive, is lined on both sides with Mexican fan palms (*Washingtonia robusta*).**

Though they appear nearly identical, appearances can be deceiving. Yes, they are all Mexican fan palms, but some are nearing their 100th birthday – and the end of their lifespan.

Grounds Services plans to replace them with more Mexican fan palms, according to Ellen Newell, director, because “they are an iconic symbol of ASU.”

The first palms were planted in 1916 by Arthur John Matthews, who arrived at Tempe Normal School in 1900 to become its president. When Matthews arrived at Tempe Normal School, he found, according to author Dean Smith, a “weedy 20-acre campus,” with cattle grazing in the shade of the Old Normal Building.

Matthews, namesake of Matthews Library – later Matthews Center – took on the role of “gardener-in-chief” in addition to his presidential duties and began transforming the weedy plot with trees, bushes and hedges. Matthews planted 1,478 trees, 5,738 feet of hedge, and 1,512 shrubs, in addition to the Mexican fan palms along what was then Normal Avenue.

As the campus was developed, and Palm Walk lengthened, ASU added palms of matching height – and therefore age – to create continuity. Since the palms are all close to each other in age, all of the palms will have to be replaced, Newell said.

“We have not done a complete estimate yet, as the replacement size will have quite a bit to do with the final price,” she added. “The replacements will probably be done in increments, a section at a time – from University to Tyler or Orange and then Orange to the SRC (Sun Devil Fitness Complex), for example. The removal of the old palms will also be expensive, as it will need to be done with cranes, and the irrigation system will need to be updated.”

For more information about the trees or to donate to the palm tree replacement fund, email Ellen Newell at [ellen.newell@asu.edu](mailto:ellen.newell@asu.edu).



Changemaker Central received an Ashoka U-Cordes Innovation Award for its high-impact approach to positive change and innovation in social entrepreneurship.



Photo by: PBS  
Gwen Ifill, one of the nation's most recognized and respected television journalists, gave a free public lecture April 1 on diversity in the news at the Cronkite School at ASU's Downtown Phoenix campus.

### Changemaker Central lauded for innovation in social entrepreneurship

Changemaker Central, a student-led initiative on all four of ASU's campuses that provides places where students can share ideas about service, social entrepreneurship and change in the community, recently received a national award for its innovative approach.

Changemaker Central received an Ashoka U-Cordes Innovation Award for its high-impact approach to positive change and innovation in social entrepreneurship at the Ashoka U Exchange on Feb. 21-23 at the University of San Diego. More than 150 colleges and universities from more than 40 countries gathered there to share social entrepreneur best practices and advance collaborative projects across campuses.

"We are excited and honored to be recognized for our work through Changemaker Central at ASU," said Kaitlyn Fitzgerald, director of the Changemaker Central Student Leadership Team. "With this award, we hope to inspire other institutions to provide a pipeline for their students to channel their passions into social impact."

The Ashoka U-Cordes Innovation Award winners were selected through their demonstration of how students, faculty and community members can impact society through colleges and universities – from admissions, curriculum, and career services to community and alumni engagement.

"Being the recipients of this year's Cordes Award is a testament to all the hard work that the students of Arizona State University have dedicated to their community," said Luis Aguilera, who chairs Changemaker Central's Student Leadership Team High Impact Careers group. "It is inspiring to be recognized for the culture of service and innovation we have created over the past year and a half while we remain committed to our goal of expanding our impact."

### PBS's Ifill speaks on news diversity at Cronkite School

Gwen Ifill, one of the nation's most recognized and respected television journalists, spoke on diversity in the news at a free public lecture April 1.

Ifill has been called the most successful female African-American news correspondent of all time. She began her career as an intern at the Boston Herald-American and went on to report for the Baltimore Evening Sun, The Washington Post, The New York Times and NBC News. Her work has been honored by the Radio and Television News Directors Association, Harvard University's Joan Shorenstein Center on the Press, Politics and Public Policy, and Ebony Magazine.

Currently, Ifill is managing editor and moderator of the PBS news show "Washington Week," the longest-running prime time news and public affairs program on television, and is senior correspondent for another long-running news program, the "PBS NewsHour." She is also the best-selling author of "The Breakthrough: Politics and Race in the Age of Obama."

Her appearance was sponsored by the Walter Cronkite School of Journalism and Mass Communication as part of an ASU award given to the school last year in recognition of its efforts to advance diversity and inclusion. The inaugural Institutional Inclusion Award included a grant to fund the visit under the university's Diversity Scholar Series, a biannual event designed to stimulate conversations about diversity, social justice and policymaking.

# ASU Vision & Goals: 2013 and Beyond

## ASU Vision

**To establish ASU as the model for a New American University, measured not by who we exclude, but rather by who we include and how they succeed; pursuing research and discovery that benefits the public good; assuming major responsibility for the economic, social, and cultural vitality and health and well-being of the community.**



I am pleased to share with you the ASU Vision and Goals: 2013 and Beyond, an updated summary of our overall institutional aspiration, the focus areas of our mission, and the targeted metrics that define our university trajectory. It is important to convey this information because it gives vital context to every aspect of our work at ASU and describes the standards that work aims to achieve. Some goals remain from the 2002-2012 edition of this document, while others are new.

Our vision statement has been revised to reflect ASU's desire to gauge its efficiency by the success and challenges encountered by its students beyond graduation and its commitment to adding long-term value to the degrees earned by its alumni. ASU has elevated its goals related to improving access to academic excellence and achieving national standings for its colleges and schools. It has also set a new goal to become a global center for interdisciplinary research, discovery and development by 2020, in part by achieving an unprecedented \$700 million in annual research expenditures.

These are all crucial and complex objectives, but the agility, creativity and accomplishments demonstrated by our collective ASU community during the last decade indicate that these ambitions are within reach. I invite you to read through them and consider how your role in our Sun Devil family contributes to the realization of our vision and goals.

— Arizona State University President Michael M. Crow



# ASU Mission & Goals

## Demonstrate American leadership in academic excellence and accessibility

Maintain the fundamental principle of accessibility to all students qualified to study at a research university

Maintain university accessibility to match Arizona's socioeconomic diversity

Improve freshmen persistence to **90 percent**

Enhance university graduation rate to **75-80 percent** and **25,000 graduates**

Enhance quality while reducing the cost of a degree

Enroll **100,000** online and distance education degree seeking students

Enhance linkages with community colleges so as to expand baccalaureate degree production to national leadership levels

Enhance measured student development and individual student learning to national leadership levels

## Establish national standing in academic quality and impact of colleges and schools in every field

Attain national standing in academic quality for each college and school (top 5-10 percent for each college)

Attain national standing in the learning value added to our graduates in each college and school

Become the leading university academically (faculty, discovery, research, creativity) in at least one department or school within each college/school

## Establish ASU as a global center for interdisciplinary research, discovery and development by 2020

Become a leading global center for interdisciplinary scholarship discovery and development

Become a leading American center for discovery and scholarship in the social sciences, arts and humanities

Enhance research competitiveness to more than **\$700 million** in annual research expenditures

Augment regional economic competitiveness through research and discovery and value-added programs

## Enhance our local impact and social embeddedness

Enhance linkage to local and regional social and community development groups

Establish/develop/enhance linkages and partnerships with local, regional and national NGO's, governments and public agencies, and private sector firms with a focus on community development

Undertake applied sustainability research that impacts the social, environmental and economic evolution of the American Southwest

Provide an objective and ongoing facilitation role for the region's progress



ASU's Ann Kinzig leads a team of researchers exploring the connection between governmental policy, behavior, and climate change alleviation.

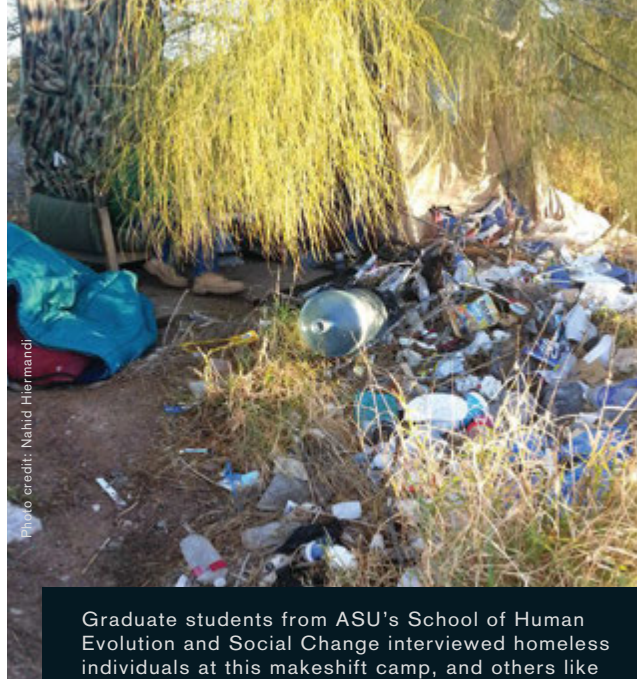


Photo credit: Nahid Hiermandi

Graduate students from ASU's School of Human Evolution and Social Change interviewed homeless individuals at this makeshift camp, and others like it, along Phoenix's eastern boundary.

university briefs continued

**Social norms, behavior influence environmental policy**

A research team led by ASU senior sustainability scientist Ann Kinzig argues for a novel approach to climate change alleviation: target public values and behavior.

Kinzig, chief research strategist for ASU's Global Institute of Sustainability and a professor at ASU's School of Life Sciences, urges policymakers to alter laws and regulations, such as recycling mandates and energy restrictions, based on social values and the associated behaviors.

In a recent article in the journal *Bioscience*, her team shares findings that pro-environmental behaviors (e.g., recycling and water conservation) can influence pro-environmental values, and that the interaction also works in reverse.

"Often we believe that we behave in a certain way because we hold particular values and that is certainly true," Kinzig says. "But our values may also shift based on our behaviors. We may initially engage in recycling, for instance, because of an economic incentive, but the repeated act of recycling may create a value for recycling."

The report states that if policy dictates a pro-environment behavior, the repeated act of that behavior will become second nature – and even part of a value system – for individuals required to do it. The researchers argue that behavioral change may be the tipping point for real climate change mitigation and one step closer to a sustainable future.

Trained in physics, Kinzig's expertise lies in ecology, biodiversity, ecosystem economics, and conservation. She leads the Sustainability Scientist workgroups at the Global Institute of Sustainability and is the co-director of the ecoSERVICES group in the College of Liberal Arts and Sciences. Kinzig's research balances the fine line between social sciences and life sciences, connecting human dynamics with those of the natural world.

Co-authors of the journal article include Nobel Prize winners Kenneth Arrow and the late Elinor Ostrom, named one of TIME Magazine's 100 most influential people of 2012 and the founding director of ASU's Center for the Study of Institutional Diversity.

The full article is available at [aibs.org/bioscience-press-releases/](http://aibs.org/bioscience-press-releases/).

**Grad students use anthropological training to benefit homeless**

In the early morning hours of Jan. 30, a small group of ASU graduate students put their anthropology background and surveying skills to work on behalf of the Valley's homeless.

Bioarchaeologist William Schaffer recruited four of his School of Human Evolution and Social Change peers to participate in the 2013 Point-in-Time Homeless Street Count. His team included environmental social scientist Anita Hagy Ferguson; global health majors Nahid Hiermandi and Amanda VanSteelandt; and bioarchaeologist Michael Moramarco, as well as Moramarco's wife, Mandy Watkins, who works for Central Arizona Shelter Services in downtown Phoenix.

The annual nationwide count sends volunteers into their communities to tally the number of homeless encountered and, when possible, interview them about their personal histories.

The findings help provide a clearer picture of who today's homeless are, how they became homeless and how they can best be served. The information is fed to the U.S. Department of Housing and Urban Development, which apportions funding for homeless individuals. The data is also shared with local agencies that work with the homeless, as well as the Department of Veterans Affairs.

Schaffer, a U.S. Coast Guard veteran, learned about the street count via an email from the Arizona StandDown listserve. The StandDown is a three-day event designed to



## Page turner

### ASU Foundation publishes limited-edition book

What do Castle Hot Springs, a small herd of milk goats and an alligator farm have in common? The answer – and the colorful 128-year history of the ASU Foundation for A New American University – lies within the 203 pages of a just-released hardback book: “From Normal School to New American University: A History of the ASU Foundation, 1885-2012.”

Authored by the late Arizona historian Dean Smith, who served as the university’s spokesman for two decades before retiring in 1984, the book begins with a recounting of the state’s “Thieving Thirteenth” legislature and that body’s decision in 1885 to appropriate public funding for the establishment of two institutions of higher learning – one in Tempe and one in Tucson. The final two chapters, penned by ASU Phoenix Downtown campus information specialist Marshall Terrill following Smith’s passing last year, trace the foundation’s support of ASU’s advancement as a New American University that is focused on academic excellence, broad access for qualified students and meaningful societal impact.

Readers of the book will discover historical nuggets such as these:

- Castle Hot Springs – the “grand dowager of Arizona Resorts” – as well as goats and an alligator farm are among the unusual gifts offered to the ASU Foundation by enthusiastic advocates.
- The parent organization of today’s ASU Foundation was created by then-Arizona State College President Grady Gammage in 1947, who created the Agriculture Advisory Council to assist in the development of agriculture facilities at the college.
- Fortune smiled on ASU and the foundation in the mid-1960s when a Midwest retail chain owner and his wife retired to the Valley. Robert and Kax Herberger urged the foundation to start thinking in bigger terms; their first gift to ASU was their solar house in 1965, which was eagerly accepted and quickly sold for \$21,000.

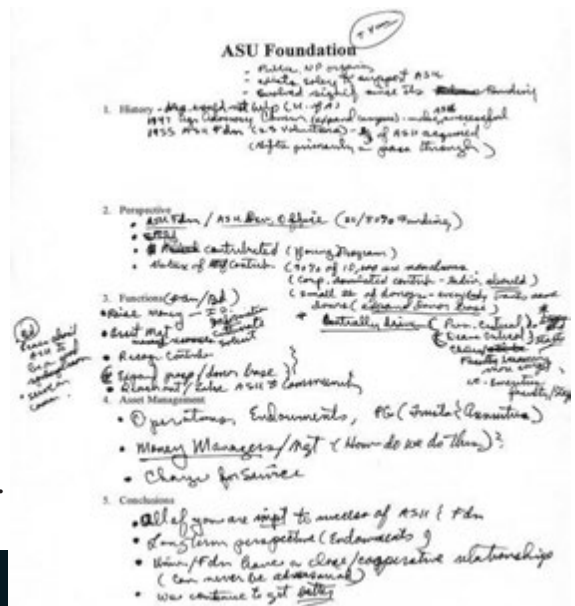
The book contains more than 200 photographs, many contributed by the Department of Archives and Special Collections for Arizona State University Libraries.

A limited-edition print version of the book is available for a donation. The book also is available for free online viewing at <https://secure.asufoundation.org/history>.

A handwritten note (ca. 2000) by then ASU Foundation President Lonnie Ostrom outlines early strategies for financial support of ASU.



The ASU Foundation’s early home on Mill Avenue and Broadway. Today, the foundation offices are located in the signature Fulton Center on East University Drive and College Avenue.



offer respite and resources such as food, showers and clothing, to homeless veterans, along with information on ongoing services to help them transition out of homelessness.

Schaffer feels a particular need to reach out to homeless veterans. One of the five individuals Schaffer interviewed during the count was a former U.S. Marine.

“There is a large population of veterans on the streets, and many suffer from post-traumatic stress disorder or other mental health issues or traumatic brain injury, all of which can lead to a lot of other problems and cause a downward spiral,” he adds.

All of the interviewees believed that their anthropological foundation of approaching and engaging people on their own terms helped, as did the cultural sensitivity and social awareness provided by their academic training.

“I think that as anthropologists we strive to be accepting and tolerant of individuals from all walks of life,” said Moramarco, who had his eyes opened to the reality of the homeless during the event.

## Obesity Solutions offers funding for ideas that fight obesity

The Obesity Solutions Funding Challenge officially kicked off Jan. 31 with an event that invited all those who are interested in combating obesity to come together and discuss potential solutions.

The challenge, which closed on March 3, was an opportunity for anyone with an idea for an innovative way to combat obesity to get their project off the ground. Winners of the Funding Challenge will receive up to \$10,000 in seed funding to start their project, along with mentoring from ASU’s Venture Catalyst group as well as access to real-world investors.

At the Jan. 31 kickoff event, the contest announced the winner of a two-week mini-challenge that had encouraged participants to get a jump-start on their obesity ideas. The winner of the mini-challenge, Gregory Yanke, received an hour-long consulting session with James A. Levine, the co-director of Obesity Solutions and a leading Mayo Clinic endocrinologist.

Yanke’s idea addressed the struggle that residents of lower-



Photo credit: Tom Story

A distinguished group met to celebrate ISTB 4's LEED Certification. From left to right: Ryan Abbot; Matthew Chaney; Curtis Slife; Doug Wignall; Robert Page, dean of the College of Liberal Arts and Sciences; Paul Johnson, dean of the Fulton Schools of Engineering; and Kip Hodges, founding director of the School of Earth and Space Exploration.

income neighborhoods face when trying to access high-quality fresh fruits and vegetables. Many of these people don't have reliable transportation to get to grocery stores, and often must buy their meals from fast food restaurants or gas stations. He suggested a program where food trucks would bring mobile farmers markets to underserved areas, allowing those residents access to fresh, locally grown produce at an affordable price.

Levine, speaking at a presentation during the kickoff, said that Obesity Solutions could help research insights get translated into real-world products and solutions.

"By supporting new business development in this arena, we can help build effective, legitimate and sustainable obesity solutions by providing expert guidance through the development process, as well as essential funding to get ideas from the planning stage to the prototype or execution stage," Levine says.

To see the winning ideas from the Obesity Solutions Funding Challenge, visit <http://www.obesitysolutions.asu.edu/challenge>.

## ISTB4 building achieves LEED Gold certification

The U.S. Green Building Council recently awarded ASU's newest research center, the Interdisciplinary Science and Technology Building IV (ISTB 4), with LEED certification at the Gold level – making it the university's largest LEED certified research building.

The 298,000-square-foot structure houses ASU's School of Earth and Space Exploration, Security and Defense System Initiative, and the Ira A. Fulton Schools of Engineering.

HDR, as executive architect, collaborated with architectural design firm Ehrlich Architects, on this uniquely sustainable research and laboratory building.

Formally opened in September 2012, ISTB 4 joins several other ASU buildings that currently participate in the council's LEED rating systems. To become LEED Gold certified, the buildings had to meet exacting standards for energy use, lighting, water and material use, as well as incorporate a variety of sustainable strategies.

The \$110 million, seven-story ISTB 4 building achieved 46 total points under the LEED for New Construction version 2.2 rating system. In order to earn LEED Gold, a project must achieve

between 39 and 50 points.

Some of the green design and construction features implemented in the building include:

- Optimal building orientation based on local climate conditions and a high performance façade with vertical sunshades to reduce heat gain and incorporate passive cooling strategies.
- On-site renewable energy. ASU allocated energy produced by the photovoltaic array on the parking structure adjacent to ISTB 4, supplying an additional 11.6 percent of its energy use beyond the savings achieved by the building design. The renewable energy reduced the building's energy costs by more than 16 percent, because the peak energy load is also reduced.
- Minimized resource use. Local building materials, extracted and manufactured within 500 miles of the site, exceeded 44 percent of the material cost.
- Daylighting. The building envelope and the interior space are designed to admit natural light into as many spaces as possible, and a central atrium brings daylight deep into the building interior.

ASU has the largest number of LEED-certified buildings throughout Arizona and claims the top spot for achieving the state's first-ever LEED platinum certification in July 2007 with the Tempe campus' Biodesign Building B.

## Dirks to lead Global Institute of Sustainability



Gary Dirks has been named the new director for ASU's Global Institute of Sustainability (GIOS). Dirks, who is also director of ASU's LightWorks program, hopes to expand the Institute with global initiatives and partnerships for ASU.

GIOS is ASU's hub for its sustainability initiatives. It advances research, education, and business practices for an urbanizing world and operates the School of Sustainability, which offers transdisciplinary degree programs focused on finding practical solutions to environmental, economic, and social challenges.



## Plugging into excellence

Online MBA program ranks No. 2 in nation

For the first time ever, U.S. News & World Report has issued complete numeric rankings of the country's best online graduate business programs, and the W. P. Carey School of Business at ASU comes in at No. 2 on the list.

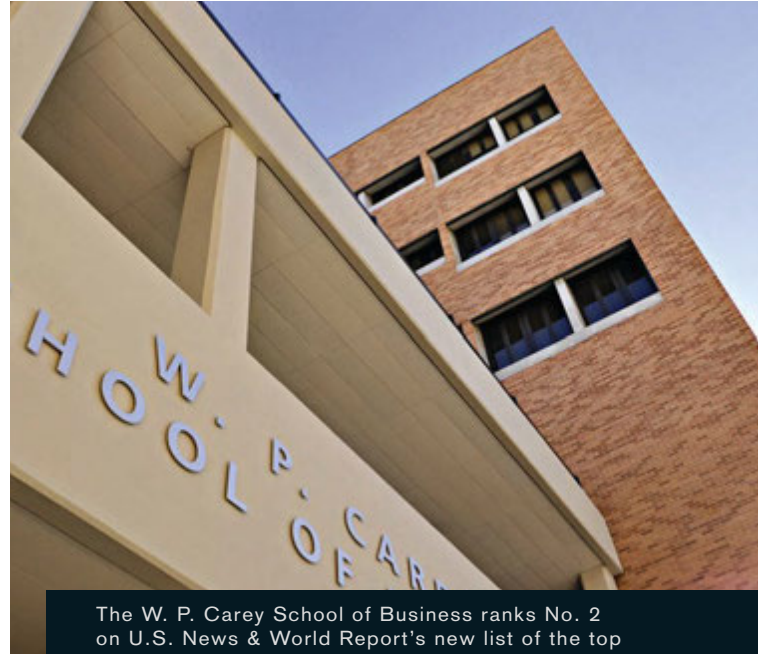
The business school has offered online MBA courses for more than a decade. In addition to the new online-MBA ranking, U.S. News & World Report already currently ranks the W. P. Carey School's undergraduate business, full-time MBA and evening MBA programs among the nation's Top 30 in their respective categories.

The new rankings are based on important criteria: student engagement, admissions selectivity, peer reputation, and faculty credentials and training.

"This means U.S. News & World Report looked at our accomplished students, renowned faculty, small class sizes, diverse online-learning technologies, prestigious accreditation, and reputation among peer schools, and they placed us among the two best online MBA programs in the entire United States," explains Stacey Whitecotton, associate dean for W. P. Carey MBA programs.

The W. P. Carey School's popular two-year online MBA program allows students to meet at a face-to-face orientation just once at the ASU campus, then complete the rest of the courses completely online. Students work in small, personalized teams with peers from other industries, focusing on one course at a time. It is also one of the few online MBA programs in which students can earn their degrees with an area of emphasis, such as finance, international business, marketing or supply chain management.

For more information on the online MBA program, visit: <http://wpcarey.asu.edu/mba/online/index.cfm>.



The W. P. Carey School of Business ranks No. 2 on U.S. News & World Report's new list of the top online graduate business programs.

"GIOS is an extraordinary place with people who understand sustainability at a very deep level and who know how to apply sustainability concepts to solve real-world problems," said Dirks. "The challenge for me will be building on a very strong foundation to extend the reach and impact of the Institute."

Dirks was previously the president of BP China and BP Pacific-Asia. While in China, BP's employment went from 30 individuals to more than 1,300, and revenues skyrocketed from zero to \$4 billion between 1995 and 2008.

"Gary has demonstrated his ability to set a grand vision, align projects and people around that vision to create solutions to grand challenges that impact our society," said Sethuraman "Panch" Panchanathan, senior vice president for ASU's Office of Knowledge Enterprise Development. "He does all of this in a rapid time frame that is consistent with the spirit of the New American University."

## Justice named dean of humanities for CLAS

George Justice, former dean of the University of Missouri Graduate School, has been named dean for humanities in the College of Liberal Arts and Sciences at ASU. He will begin in his new position June 1.

Justice joined MU as an assistant professor of English in September 2002 and has served as the vice provost for advanced studies and dean of the graduate school since 2010. Justice

received his doctorate and master's degrees in English from the University of Pennsylvania and his bachelor's degree in English from Wesleyan University. He is the author or editor of several books, including the Norton Critical Edition of Jane Austen's *Emma* (2011).

At ASU, he will be responsible for students, staff and faculty in the School of Historical, Philosophical, and Religious Studies, the School of International Letters and Cultures, the Program in Jewish Studies, and the Department of English, plus numerous interdisciplinary centers and institutes.

Justice said of his new position, "I am looking forward to the challenge of a new role. The position of Dean for Humanities offers me the chance to help shape the future of these disciplines at a forward-looking university that is creating an agenda for change in the world of higher education."



George Justice is the new dean for humanities for the College of Liberal Arts and Sciences at ASU.



Douglas Sylvester, dean of the Sandra Day O'Connor College of Law.

## College of Law to launch teaching law firm

Arizona State University has approved the summer 2013 launch of the ASU Alumni Law Group, a teaching law firm that will hire and mentor recent graduates of the Sandra Day O'Connor College of Law.

The Law Group, a stand-alone, nonprofit firm, is modeled after the teaching hospital concept, functioning as a full-service, fee-based institution that will prepare new and recent graduates to move from the classroom to practice. It will provide legal services to a wide variety of clients, focusing on those who cannot afford to pay current market rates and using graduates supervised by experienced attorneys to deliver those services.

Douglas Sylvester, dean of the College of Law, said the college saw a need to further its educational mission.

"There is no question that law schools need to rethink their role in preparing students for legal careers," Sylvester said. "In a market where many are calling for systemic legal reform, we at ASU are not waiting for others to change — we are changing how we educate and mentor lawyers right now, and are doing so in a way that makes sense for our graduates and for Arizona."

The firm will be comprised of four to five litigation and transactional practice groups with five recent College of Law graduates serving as associates in each group for terms of up to three years. The groups will be overseen by experienced

supervising attorneys. In addition to providing on-the-job training, the firm will provide formal training to junior lawyers on substantive areas of law, essential skills, and client development and retention. The firm will hire about 10 ASU law graduates per year for a total of approximately 30 associates at any one time.

"The ASU Alumni Law Group represents the next stage in the evolution of legal education," Sylvester said. "This firm will bridge the gap between law school and practice by providing graduates with real-world training in a supportive teaching environment."



U.S. Sen. John McCain

## McCain Institute offers students training in foreign policy

Starting in fall 2013, ASU students will have a new opportunity for gaining Washington and global leadership experience in the McCain Institute's Policy Design Studio. The institute will combine a unique new course offering focused on the making and implementation of U.S. foreign policy along with a D.C. internship.

The training experience fits with the mission of the McCain Institute for International Leadership, created in 2012 to promote character-driven leadership, as well as research and decision-making in the areas of humanitarian work, human rights and national security. It is supported by a \$9 million gift from the McCain Institute Foundation, a charitable trust funded by U.S. Sen. John McCain. ASU built the nonpartisan and nonprofit education and research center, which is based in Washington, D.C. and includes a physical presence on ASU's Tempe campus.

The McCain Institute's Policy Design Studio is the institute's teaching arm for practical training of ASU students in foreign policy decision-making and implementation. Led by Michael Polt, the senior director of the institute and a former U.S. Ambassador, students participating in the studio will constitute a U.S. Embassy Country Team to a specific nation and manage a reality-based diplomatic agenda. Students will be assigned the roles of embassy team members, and together with their "ambassador," practice how U.S. foreign policy is developed and executed in the field.

The institute also will continue to offer its video-linked course with ASU students in Tempe. Students will engage in a highly creative and intense exercise of setting the factual baseline for effective international decision-making. Students and faculty will prepare the new Washington-based Decision Theater for foreign policy applications. Through research, design and class discussion, participants will create a highly reliable global data set relevant to international policymaking and Decision Theater visualization. The course will be led from Washington via video link as well as in direct interaction with senior staff of the McCain Institute. For more information about the McCain Institute, visit <http://mccaininstitute.org/>.





# Saluting Sun Devils

## Alumni Association honors military contributions at Founders' Day event

The Arizona State University Alumni Association honored faculty members and alumni who contributed to the United States military or defense-related research at its annual Founders' Day Awards Dinner on Feb. 21, in a gala ceremony at the Arizona Biltmore Resort & Spa.

The awards ceremony has been a signature event for the university for decades. The awards honor individuals who exemplify the spirit of the founders of the Territorial Normal School of Arizona, ASU's predecessor institution, which received its charter from the Thirteenth Territorial Legislature on March 7, 1885.

### James W. Creasman Award of Excellence



Pat Tillman

#### Pat Tillman '97 B.S.

Tillman was honored posthumously for his leadership and extraordinary contributions to ASU football, professional football and the U.S. Army.

Tillman started his career as a linebacker at ASU in 1994. By his senior year, he was voted Pac-10 Defensive Player of the Year, and played on the Sun Devils' 1997 Rose Bowl team, which went 11-0 during the 1996 regular season. He was selected by the Arizona Cardinals in the 1998 NFL draft. Tillman turned down a five-year, \$9 million contract offer from the St. Louis Rams out of loyalty to the Cardinals.

In May 2002, eight months after the 9/11 terror attacks, Tillman enlisted in the U.S. Army. He participated in Operation Iraqi Freedom, and was later re-deployed to Afghanistan, where he died on April 22, 2004.

In 2004, a group of Tillman's family members and friends created the Pat Tillman Foundation, an organization that pledged \$1.25 million to ASU to create and endow the Tillman Scholars-ASU Leadership Through Action™ program at the W. P. Carey School of Business.

### Alumni Achievement Award

This year, one alumni honoree was selected from each branch of the United States armed forces to receive the Alumni Achievement Award on behalf of all Sun Devils who have served in that branch.



Brig. Gen. Victor Petrenko

#### U.S. Army – Brig. Gen. Victor Petrenko '83 B.S.

Brig. Gen. Victor Petrenko began his military career as an ROTC student at Arizona State University. He was a distinguished military graduate at ASU, majoring in justice studies within the College of Liberal Arts and Sciences, and received a commission into the U.S. Army's field artillery program.

His initial assignment was with a battalion within the 3rd Armored Division in Germany. He served in field artillery command positions at Fort Bragg, N.C., and Saudi Arabia, the latter as part of Operation Desert Shield/Desert Storm in 1990 and 1991.

Following studies at the Army's Command and General Staff College at Fort Leavenworth, Kan., he received a master's degree in public administration from the University of Missouri-Kansas City. He deployed to participate in Operation Enduring Freedom in Afghanistan, and later attended the Naval War College in Rhode Island and earned a master's degree in national and strategic studies. Currently, he serves as the program manager for the Saudi Arabian National Guard Modernization Program in Riyadh, Saudi Arabia.

Petrenko's decorations include the Legion of Merit, the Bronze Star Medal, the Meritorious Service Medal, and the Army Achievement Medal.





Brig. Gen. Daniel D. Yoo

### U.S. Marine Corps – Brig. Gen. Daniel D. Yoo '84 B.S.

Brig. Gen. Daniel D. Yoo currently serves as the Commanding General, Marine Corps Recruit Depot, San Diego and the Western Recruiting Region. He received a Bachelor of Science degree in justice studies from the College of Liberal Arts and Sciences at Arizona State University in 1984. A career infantry officer, Yoo has commanded at the platoon, company, battalion and regimental levels. Additionally, he has served in expeditionary, reconnaissance, inspector-instructor, special operations, and advisory units throughout his career.

His professional military education includes the U.S. Marine Corps' Infantry Officer's Course, Amphibious Warfare School, the Naval Command and Staff College, and a National Security Affairs fellowship at the Hoover Institution on War, Revolution and Peace, Stanford University. Yoo also has served as a military fellow at the Council on Foreign Relations in New York City.

His personal decorations include the Legion of Merit, Defense Meritorious Service Medal, Meritorious Service Medal with Gold Star, Navy Achievement Medal, and the Combat Action Ribbon. He is a Marine Combatant Diver, a Military Freefall Parachutist, and a graduate of the U.S. Army Ranger School.



Rear Adm. Barry L. Bruner

### U.S. Navy – Rear Adm. Barry L. Bruner '80 B.S.

Rear Adm. Bruner graduated from Arizona State University in 1980 with a degree in civil engineering. After he was selected to serve in the Navy's submarine force, he attended Nuclear Power School in Orlando, Fla., and Prototype Training in West Milton, N.Y.

While serving at sea, he served in various capacities, including weapons officer, aboard the USS Pollack. He also served aboard the USS Mariano G. Vallejo and the USS Newport News. He served as commanding officer of the Gold crew of the USS Florida from July 1998 to March 2001.

Bruner has a master's degree in oceanography and meteorology from the Naval Post Graduate School. He has worked at the U.S. Naval Academy as a company officer; as an action officer on the submarine directorate of the Navy Staff; and as executive assistant to the assistant to the chairman of the Joint Chiefs of Staff. His most recent assignment was as commander of Submarine Group 10 at Kings Bay Naval Submarine Base in Georgia.



Brig. Gen.  
Mark C. "Marshal" Dillon

### U.S. Air Force – Brig. Gen. Mark C. "Marshal" Dillon '83 B.S.

Brig. Gen. Mark C. "Marshal" Dillon was commissioned in 1984 after graduating with a degree in aerospace engineering from ASU. He began his career as a space shuttle systems engineer. A command pilot with more than 3,500 flying hours, Dillon has commanded units ranging from the squadron to wing level at Travis Air Force Base, Calif.; the Altus Air Force Base, Okla.; and the Ramstein Air Base in Germany.

In addition to his air command assignments, Dillon also completed staff assignments at U.S. Air Force headquarters and as the U.S. Transportation Command liaison to U.S. Southern Command. Currently, he works in the Office of the Deputy Under Secretary of the Air Force for International Affairs in Washington, D.C.

Dillon has a master's degree in aeronautical science from Embry-Riddle Aeronautical University and a master's in national strategic studies from the Air War College.



Capt. John S. Kenyon

### U.S. Coast Guard – Capt. John S. Kenyon '85 B.S.

Capt. John S. Kenyon graduated from Arizona State University in 1985 with a degree in broadcast journalism from ASU's Walter Cronkite School of Journalism and Mass Communication. Kenyon served his country aboard the USCGC Gallatin, the USCGC Dallas, and the USS Cushing. In 1993, he volunteered for temporary duty aboard the flagship of NATO's Standing Naval Force Mediterranean and conducted boarding/search/seizure training aboard NATO warships engaged in the United Nations' embargo against the Federal Republic of Yugoslavia.

His military career also has included shore-based assignments as division officer in the Port Security Directorate at U.S. Coast Guard headquarters in Washington, D.C., and as assistant chief of inspections for the Marine Safety Office in Port Arthur, Texas. Kenyon assumed command of Activities Europe on June 2, 2010, following a tour in Juneau, Alaska, where he served as chief of prevention for the Seventeenth Coast Guard District.

Kenyon has a master's degree in strategic studies from the U.S. Marine Corps War College in Quantico, Va., as well as a master's degree in quality systems management from the National Graduate School.



## Faculty Achievement Awards



Melissa Pritchard

### Faculty Achievement Teaching Award

Melissa Pritchard, professor of English and Women's Studies, College of Liberal Arts and Sciences, was honored for her ability to create rich, nuanced educational opportunities for her students.

During winter break 2009, Pritchard became an embedded journalist with five female soldiers serving on a Provincial Reconstruction Team in Panjshir Province, Afghanistan. She wrote profiles of the soldiers with whom she interacted when she returned. One of them, "Finding Ashton: A Soldier's Story," which focused on U.S. Air Force Sr. Airman Ashton Goodman, was published in O Magazine in May 2010. Goodman, 21, was killed by an improvised explosive device (IED) four months after Pritchard returned; to honor Goodman's memory, Pritchard created the Ashton Goodman Fund to support the Afghan Women's Writing Project (AWWP), an award-winning online mentoring program connecting American women writers with Afghan women writers.

Pritchard has given presentations to military audiences, including a writing workshop offered to students at the Air Force Institute of Technology (AFIT) in Dayton, Ohio.

Pritchard has published work in genres ranging from journalism and essay writing to short stories and novels. She serves on the artistic council for WordTheatre and is an advisory board member for the Afghan Women's Writing Project and the Lost Boys Center in Phoenix.



Stephen Pratt

### Faculty Achievement Research Award

Stephen Pratt, associate professor, School of Life Sciences, College of Liberal Arts and Sciences, was honored for his research on the emergence of complex social behavior in leaderless and decentralized groups. Pratt's work focuses on studying social insect colonies and deriving principles from that research that facilitate bio-inspired engineering solutions for complex military and national defense problems.

For the past several years, Pratt has been a principal investigator for a research project funded by the Office of Naval Research: Heterogeneous Unmanned Networked Teams (HUNT) group, a multidisciplinary unit generating groundbreaking solutions for complicated military needs. Much of Pratt's work with HUNT has focused on the design of robot networks that function without central control and which must adapt to the loss of members in rapidly changing and dangerous environments.

Pratt has been a member of the editorial board of PLOS ONE since 2011 and has acted as an ad hoc reviewer for more than 85 publications, including Science, the Journal of Experimental Biology, and the Proceedings of the National Academy of Science USA. He has published 36 papers in highly ranked peer-review journals, and these contributions have accumulated nearly 1,300 citations from other authors.

Pratt is a member of the Animal Behavior Society, the International Union for the Study of Social Insects, and Entomological Society of America.



Steven Corman

### Faculty Achievement Service Award

Steven Corman, Herberger Professor, Hugh Downs School of Human Communication, College of Liberal Arts and Sciences, and director, Center for Strategic Communication, was honored for his service to the United States military related to his research on verbal and written communication within organizations. His research focuses on how Islamist extremists use narrative (story) to further their own aims, and how military officials and American diplomats can craft effective countermeasures.

Shortly after the Sept. 11, 2001, terrorist attacks, Corman was approached by the United States military to participate in workshops designed to find effective ways to topple terrorist networks. In 2005, Corman became the director of the Center for Strategic Communication at ASU, which coordinates research focused on combating terrorism, promoting national security, and successfully engaging in public diplomacy worldwide.

Currently, Corman is involved in two multiyear, multimillion dollar external grant projects. The first project seeks to understand better Islamic extremists and the way they use stories well known in the Islamic world to frame contemporary events and persuade audiences to adopt their ideology. The second project is funded by the Defense Advanced Research Projects Agency and studies the neurobiology of narrative comprehension and persuasion.

Corman is the author of two books: "Weapons of Mass Persuasion" and "Master Narratives of Islamist Extremism."

To see photos and videos from Founders' Day 2013, visit <http://alumni.asu.edu/events/founders-day>.



# Sun Devils for life

The ASU Alumni Association welcomes the following new life members, who joined between Nov. 14, 2012 and March 7, 2013.

- Martin I. Aarons '00 B.A.  
Shauna F. Allison '02 B.S., '02 B.S., '12 B.S.  
Lisa L. Amaya '01 B.S., '03 M.Ed.  
❖ Leticia C. Amick '99 Ph.D.  
❖ Elaine M. Andrews '70 B.F.A.  
Kevin K. Arnold '12 B.S.  
❖ William E. Baker '99 B.A.  
Dianna S. Bandhauer '71 B.A.E.  
❖ Jennifer A. Baragar '04 B.S.A.  
❖ Chad M. Baransky '01 B.I.S.  
❖ Katie Baransky  
❖ William David Barnes '60 B.A.E.  
Troy P. Barton '89 B.S.  
❖ Michael J. Basha '89 B.S., '98 M.B.A.  
❖ Jeffrey B. Beemer '80 B.S.E.  
Katherine A. Behr '80 B.S.  
❖ John B. Bennett '12 B.S.  
Brienne L. Bergevin '12 B.A.  
Allison C. Binney '00 J.D.  
Brianna M. Blanco '11 B.S.  
Marisa Bobadilla  
❖ Tina M. Bork '10 B.L.S., '11 M.L.S.  
Sharon E. Brooks '11 M.NpS.  
Julie A. Brothwell '10 B.S.  
❖ Xopher Bryant  
❖ Nancy J. Budde '79 B.S.  
❖ Jeramy J. Bullis '10 B.S.  
Brandon C. Burm '11 B.S.  
❖ Timothy H. Byk '90 B.S.  
❖ Martha W. Byrd '97 M.Ed.  
❖ Hilary A. Campbell '03 B.A.  
Christopher J. Canelake '12 Ed.D.  
❖ Juan F. Carrillo Baldeon '77 B.ARCH.  
❖ Angela L. Cassavant-Lawless '03 M.Ed.  
❖ Richard A. Castillo '89 B.S., '93 J.D.  
Andrea L. Chan '03 B.S.  
Samuel S. Chan '07 M.Ed.  
❖ Peter A. Charron '77 M.A.  
❖ J. Scott Childers '08 B.S.  
Keith R. Chuchian '11 B.S.  
Scott G. Cornelius '11 B.L.S.  
Ted L. Cotton '04 B.I.S.  
J. Timothy Cuestas '99 B.S.  
❖ Rex Davis '67 M.A.E.  
❖ Larry O. Davis '12 M.A.  
Bradley T. Decker '12 B.A.  
❖ Bryan K. Dehart '09 B.I.S.  
Michele R. Dekker '12 B.I.S.  
Michael P. Diacos '12 B.S.P.  
Vaibhav Dixit '11 B.S.  
❖ Allen L. Dougherty '04 B.A.  
❖ Paula S. Drake '92 B.S.  
Katharine D. Drake '12 Ph.D.  
❖ Pamela D. Duckworth '90 B.S.  
Matthew P. Dunn '04 B.A.  
Patricia G. Durben '12 B.S.  
Rocky G. Easter '76 B.S.  
❖ Brad N. Englert '77 B.S.  
Heather M. Euston '12 B.S.  
Stephen J. Evener '12 M.B.A.  
Luke H. Fairchild '12 B.S.  
❖ Kelly M. Farland '89 B.A.  
Michael J. Fera '98 B.A.  
❖ Clinton B. Fielder '84 B.S.E.  
❖ Abbie S. Fink '86 B.A., '96 M.M.C.  
Robert S. Fisher '97 B.A.  
❖ Susan J. French '74 B.S.  
❖ Prairie Garcia '02 B.A., '06 M.S.  
Meagan H. Garrett '10 M.B.A.  
❖ Debra E. Gee '94 J.D.  
❖ Cynthia J. Gerber '07 B.S.  
Chelsea D. Glovis  
Diane H. Golat '88 B.S.  
Geoff L. Goodwin '12 B.I.S.  
Steven T. Grady '09 B.A.  
Scott A. Greene '05 B.A., '05 B.A.  
Silvia N. Gutierrez '11 B.S.  
❖ Christopher C. Hacker '11 M.U.E.P.  
❖ Clark C. Harrell '12 B.L.S.  
Justin D. Henry '12 B.A.  
Alan M. Hersh '12 B.A.  
❖ Bernard H. Hill '59 B.S.  
Ethan A. Hill '90 B.A.  
Steven C. Hilliker '12 M.B.A.  
❖ Thomas L. Hocking '75 M.P.A.  
Amanda M. Houston '12 B.A.  
❖ Philbert Huskon '08 B.S.E.  
Amber J. Jaye-Shelton '12 B.S.  
❖ Gary C. Johnson '89 M.B.A.  
❖ Bryan W. Johnson '98 B.S.E.  
William A. Jones '96 B.A.  
Alisa L. Jones '98 B.S.  
Eric S. Kirby '12 B.S.  
❖ Linda B. Knoblock '82 Ph.D.  
Dawn M. Kopp '00 B.I.S.  
❖ Francisco L. Laborin '07 B.A., '07 B.A.  
Doris D. Lagos '12 M.A.  
❖ Carol J. Lake  
❖ F. Edward Lake  
Brian D. Lakin '12 B.L.S.  
Wiley Larsen  
❖ Gary W. Lewis '74 B.S.E.  
Laura C. Linam '85 B.S.  
❖ Leanora A. Lindsey '79 B.A.E.  
Clayton E. Lofgren '12 B.S., '12 B.A.  
Randall T. Lohn '12 M.S.  
Matthew Lucky '12 B.A., '12 B.S.  
Laura V. Lucky '12 B.S.  
Miriam M. Lynch '68 B.A.  
Chandrakumar V. Manickam '97 B.S.E.  
Jakeb D. Martin '12 B.S.  
❖ Nicholas A. McBee '08 B.S.  
Janel E. McCauley '05 B.A.E.  
Whitney L. McGraw '10 B.A.  
❖ Bettina D. McMillion '83 B.S., '09 M.Ed.  
Jeri T. Meeks '09 B.A.  
Aaron T. Merryman '12 B.S.  
Drew Metcalf '89 B.S., '91 M.B.A., '93 J.D.  
❖ Thomas R. Mickel '81 B.S.  
Allison C. Miller '12 B.A.  
Gianna R. Miller '12 B.A., '12 B.A.E.  
❖ Keith E. Moe '69 B.S.E.  
Tara L. Mogan '91 B.S., '01 M.M.C.  
❖ Paul A. Mongeau '81 B.S., '83 M.A.  
Chesley B. Montague '12 M.ENG.  
❖ Larry D. Morton '65 B.S.E.  
❖ Carol A. Morton '64 B.A.E., '70 M.A.E.  
❖ William F. Mulholland '70 B.A., '82 B.S.  
❖ Jeffrey D. Myer '92 B.A.  
Fidel Nevarez Jr. '12 B.S.  
❖ Hoai T. Nguyen '01 B.S.  
❖ Leigh Ann Noss '98 B.S.  
❖ Tracey Ells O'Banion  
Steven A. Oberstein '84 B.A.  
❖ Terry M. O'Brien '83 B.S.  
❖ Jerry J. Olivo Jr. '83 B.S.  
Chase M. Osmonson '11 B.S.D.  
❖ Michael J. Ostrowski '05 B.S.E., '07 M.Ed.  
Kaumil H. Parghi '92 M.S., '99 M.B.A.  
❖ Paige E. Parker '97 B.S.  
❖ Steven L. Pawlak '72 B.S.E., '76 M.S.E.  
Trudy Perez  
❖ Robert Perkey  
❖ Linda S. Perkey '77 B.S.  
Taylor L. Pickering '12 B.S.  
Robert A. Piceno  
Gail Piceno '96 B.S.  
Dennis C. Pinon '10 M.A.  
Jason S. Post '96 B.S.  
Gara D. Post '98 B.S.  
❖ Daniel L. Prehoda '84 B.S.  
Erin K. Price '98 B.A.  
Bradley J. Pristelski '12 M.B.A.  
❖ Jennifer Y. Quong '85 B.S.  
❖ Paul A. Ramos '88 B.S., '91 J.D.  
Frances M. Ramsey  
Ronald J. Rasley '81 B.A.  
Katherine J. Ridley '12 M.B.A.  
❖ Jerome T. Roberts '87 B.S.  
Jessica Rodrick '11 B.S.  
❖ William T. Rogers '95 B.A.  
❖ Ethel F. Rowland '78 B.A.  
❖ Matthew B. Rubin '12 B.A.  
❖ Louise E. Schumann '69 B.A.E.  
Matthew J. Schuster '12 B.S.  
Robin D. Sexton '12 M.ENG.  
❖ Richele A. Shankland '96 B.A.E.S.E.  
Gordon E. Sheffield '83 B.S., '02 M.P.A.  
Laurie M. Sheffield '80 B.A.E.  
Robert Shultis III '95 B.S.  
❖ Phillip L. Silberstein '74 B.S.  
❖ Vincent Michael Silvaer '87 B.S.  
Sharon D. Smith '08 M.A., '12 Ed.D.  
❖ Tara E. Smith '10 B.S.E.  
Matthew E. Smith '12 Ph.D.  
Lyndsey M. Sotwick '12 B.S., '12 B.A.  
Leonard J. Sperling '11 B.S.  
❖ Jeff S. Steele '71 B.S.  
Jacqueline D. Steiner '12 B.S.  
Ashley R. Stethem  
❖ Charmaine Stewart  
Heather B. Stifanos '11 B.S.D.  
Brett W. Strawbridge '04 B.S.E., '12 Ph.D.  
❖ Ann Stroup '94 B.S.  
Katherine A. Styers '12 M.ENG.  
❖ Sherry D. Switzenberg '68 B.A.E.  
Ryan J. Talamante '90 B.S.  
Victor W. Tang '81 B.S.E.  
Nicole M. Tanguay '11 B.A.  
Stephen G. Tatum '71 B.S.  
Douglas K. Truchan '08 M.B.A.  
Jameson A. Van Houten '98 B.S.  
Irina Van Houten  
❖ Louise C. VanBuskirk '79 B.S., '83 M.P.A.  
❖ Belinda M. Veal '99 B.A., '03 M.A.  
❖ Marc V. Veneziano '09 B.S.  
Trevor G. Watters '11 B.S.  
Reed B. Wear '82 B.S.  
❖ Cheryl A. Weaver '68 B.A.E.  
❖ Andrew C. Weber '86 B.S.  
Rachel C. White '11 B.F.A.  
❖ Roger M. Wilcox '69 B.ARCH.  
❖ Robert L. Wilkinson '04 B.S.D.  
❖ James E. Woolen '05 B.A.  
Cara L. Wright-Talamante '91 B.S.  
Chad M. Yates '08 B.S.  
❖ Kathleen D. Ybarra '81 B.A.  
Siwei Zhang '12 B.S., '12 B.S.  
❖ = indicates a member who has joined at the Gold Devil Life level. A Gold Devil Life membership costs \$650/individual, \$800/couple, or \$150 to upgrade from an existing life membership.



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ARIZONA STATE UNIVERSITY

## The road to graduation

University supports student-athletes, encourages academic success



Softball player Bailey Wigness: "One of our three prongs is Sun Devils Graduate ... they are doing a good job of making sure that students are successful."

**ASU student-athletes can look to more than just their teammates for support, especially when it comes to life off the playing field. They also receive a big assist from the university's Office of Student-Athlete Development.**

"Doing great on the field or court is wonderful. Clearly we want to win," ASU softball player Bailey Wigness said. "But I think graduating and getting that degree is going to take you farther in life."

Like many recruits, Wigness was attracted to ASU because of its athletic accomplishments.

"The year I got recruited, they had just won a national championship," she said. "I was on cloud nine, like, 'Mom, Dad, I'm going to play for a big-time school.'"

The 20-year-old junior has been making a name for herself since becoming a Sun Devil back in 2010. She not only works hard on the field, however, but in the classroom as well. She has a full load this year, pursuing not only softball, but a double major in political science and communications.

"One of our three prongs is Sun Devils graduate," Wigness said. "So I think they do a great job of making sure that students are successful and they're graduating."

### Metrics indicate success

ASU's athletic teams are holding their own in the academic world. "We kind of have three metrics, or scoreboards if you will, that we rely on to tell us how we're doing academically in terms of our student-athletes' performance," said Jean Boyd, senior associate athletic director for the Office of Student-Athlete Development at ASU.

Boyd said those measurements include the NCAA's Academic Progress Rate (APR), which looks at a university's academic success among its teams through each student-athlete, the Graduation Success Rate (GSR) and collective GPA (grade point average) of all athletes.





“In fact, this past year we have hit all-time highs in each of those,” Boyd said. “So starting with the Academic Progress Rate, our average for all of our sports was 978, which puts us among the best in the conference.

“Our Graduation Success Rate was 80 percent and our GPA hit 3.0 for the first time – a 3.01 after the fall semester. So (we’re) definitely pleased with the progress, but we’ve got our sights set higher.”

Boyd, who played football for ASU from 1991 to 1994, said the road to graduation starts when the student-athlete enters as a freshman.

“(During) my time as a student-athlete, I think we’ve always had good academic support and we’ve always had tutors and things like that, but we didn’t necessarily at that time understand the at-risk student-athlete and what those risk factors were,” he said. “That’s probably one of the greatest enhancements over the past 10 to 12 years, is identifying different levels of risk and then appropriately applying support.”

To help student-athletes balance schoolwork with their sport, they’re required to complete a certain amount of study time and visit with professors to make sure they’re on track. They also are assigned an academic coach, who makes sure “that they’re going to their study hall on time, that they’re getting their class schedule that they need, that their classes (are) around practice, that they’re complying with all the NCAA requirements for academic eligibility,” said Natalie Burgess, academic coach and life skills coordinator in the Office of Student-Athlete Development.

As an academic coach, Burgess not only helps them stay on track with their studies, but stresses the importance of graduating, which includes taking advantage of the resources available. Her office offers seminars and other programming to prepare student-athletes for the world of work. Skills covered include practicing interviewing skills and building a resume.

Burgess also helps them understand what it’s like to transition from being a student-athlete. She was a member of the ASU diving team from 1999 to 2002.

“Most student-athletes have been playing a sport almost their entire life and not only is it a change from leaving school, but it’s a life change,” she noted.



Natalie Burgess is an academic coach and life skills coordinator for the Office of Student-Athlete Development. (right) Jean Boyd is senior associate athletic director for the Office of Student-Athlete Development at ASU.



Sheila McNerney, ASU's tennis team head coach: "It doesn't surprise me that we're up to an 80 percent graduation rate ... it's all a process."

## "It's all a process."

The tools to help student-athletes succeed in their journey to graduation aren't all contained in Boyd's office. It's a team effort that involves faculty and coaches, he asserted.

One of ASU's coaches notes that the recurring emphasis on succeeding in school and preparing for a career beyond (or instead of) professional sports is no accident – it's the result of intention.

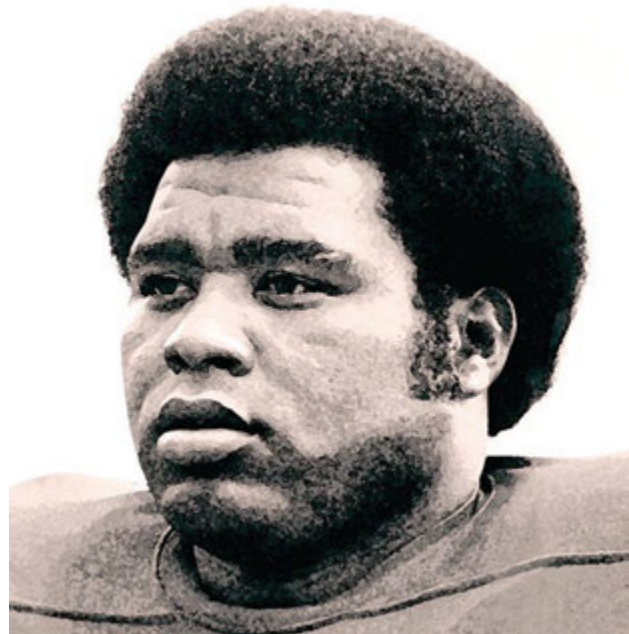
"We're not a one-hit wonder in this," said Shelia McNerney, ASU's women's tennis coach. "We've done this consistently and it doesn't surprise me that we're up to 80 percent graduation rate. It's sort of like coaching or like teaching. It's all a process."

In fact, the tennis team has had an Academic Progress Rate of 1,000 (100 percent) for the last eight years.

The university is also turning out Academic All-Americans. Since the 2000s, ASU has 62, including the nine student-athletes honored for the 2011-12 academic year. Wigness was one of them. She is expected to graduate in May 2014, a benefactor of ASU's commitment to both athletics and academics.

"It's an incredible honor, but again, I think I was very blessed with parents who taught me the value of education at a very young age," she said. "They were always adamant on the fact that, you know, 'You're going to college to play softball, but you have to look at the bigger picture. You're going to college to get a degree.'"

*Brandy Aguilar is a Phoenix-based freelance writer.*



## Curley Culp

Named to Pro Football Hall of Fame

Curley Culp '71 B.S., a two-sport standout during his time at Arizona State University and member of the Arizona State Hall of Fame, will be enshrined as part of the 2013 Hall of Fame Class, the Pro Football Hall of Fame Selection Committee announced earlier this year.

Culp will join the legends in Canton, Ohio, as part of the seven-member Hall of Fame class of 2013 on Aug. 3. Culp's class was selected from a list of 17 finalists who had been determined earlier by the Pro Football Hall of Fame's Selection Committee.

A two-sport star for the Sun Devils from 1965 to 1967, Curley Culp was an All-American defensive lineman in 1967. He also won the NCAA national championship as a heavyweight wrestler in 1967 – becoming the first Sun Devil to earn a NCAA title in the sport. He was later named to the 1968 Olympic wrestling squad.

Culp, a native of Yuma, played 14 seasons in the NFL for the Kansas City Chiefs, the Houston Oilers and the Detroit Lions. While with the Chiefs, he appeared in the 1969 AFL All-Star Game and the 1971 Pro Bowl, and was a member of Kansas City's victorious Super Bowl IV team in 1970.

In addition to his professional accomplishments, Culp was admired during his time on campus, according to Bob McConnell '67 B.A., '70 J.D., who was student body president during Culp's years at ASU. McConnell noted that Culp, who majored in insurance through the W. P. Carey School of Business, often tutored others in math and was elected Homecoming King in a landslide, a title that was unusual during those years for a student-athlete to attain.

"Curley was not only a genuine student-athlete with fine grades," McConnell said. "His fans and admirers extended far beyond those students who attended football games or wrestling matches."

To read more about McConnell's memories of Curley Culp's time on campus, visit [www.azcentral.com/opinions/articles/20130207curley-culp-memories-better-time.html](http://www.azcentral.com/opinions/articles/20130207curley-culp-memories-better-time.html).





Katelyn Boyd

## Round tripper

Softball standout returns in managerial role

Katelyn Boyd just couldn't stay away.

The three-time softball All-American's college playing career came to an end after Arizona State's 2012 season, but she wanted to remain involved with the Sun Devils in some capacity.

In 2013, she has been a graduate assistant manager, helping head coach Clint Myers. It is a borderline coach-administrator role. She can do such things as hit infield grounders during practice, take mental notes and then make a few suggestions to Myers. Those suggestions may well have made an impact. In late April, the team had compiled a 39-7 record and was ranked No. 2 nationally.

Her name appears throughout the ASU career and season record books and she holds the career record for RBIs and doubles.

The graduate of Phoenix Horizon High said when she went to "transition out of it (playing), it was tough. It had been a huge part of me for so long, I was going through withdrawal. I thought about being on the other side (coaching)."

She obtained her undergraduate degree in family studies and human development, and is focusing on a master's of liberal studies degree.

"This allows me to help the team that helped me so much," she said.



Jonathan Gilling

## Great Dane

Sophomore adjusts to American-style basketball

Combining academics and athletics is difficult enough for American students, even more so for international students like Jonathan Gilling, who is from Denmark and plays for the ASU men's basketball team.

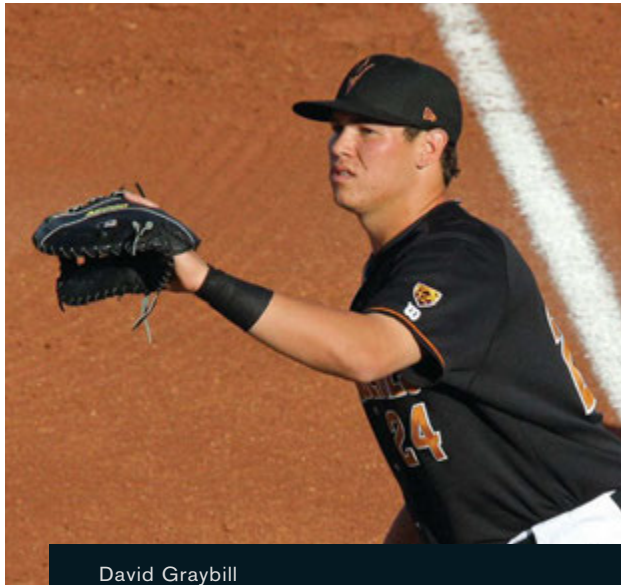
Gilling, who recently completed his sophomore season, speaks four languages – Danish, Swedish, German and English. He had to brush up on his English, adjust to his class load, and adjust to the pace of the game. The same was true for his sister, Mathilde, who just finished her freshman season at the University of Washington.

The 6-foot-7, 219-pound Gilling came to ASU after playing for the Horsholm 79'ers club team back home. His coach knew a Serbian scout who had contacts in America, liked what he saw of Gilling and put him in touch with ASU people.

In his first two years at ASU, Gilling was known as a shooter, but he wants to be known as more of a complete player like he was in Denmark.

"I physically improved (second year). I worked on strengthening my legs, to not be as tired," he said. "In Denmark, they play slow ball. Over here, the pace is a lot faster with better athletes."

The men's basketball team finished their season in late March with a 22-13 record, falling in the second round of the NIT Invitational to Baylor. They were 9-9 in conference play, but shone at home, with a 16-4 record.



David Graybill

## Third time's a charm

Freshman baseball player upholds a family tradition

If it was good enough for grandpa and dad, it is good enough for David Graybill.

The Arizona State freshman baseball player is a third-generation Sun Devil, a rarity.

Graybill, a product of Brophy College Preparatory in Phoenix, is the son of former ASU pitcher David Graybill (Tempe High) and the grandson of former ASU utilityman-pitcher-outfielder David Graybill, who grew up in Pennsylvania. Grandpa was a multi-sport Sun Devil and went on to become a world-class handball player.

Young David was drafted out of Brophy by the Los Angeles Dodgers, but decided to continue the family tradition at ASU.

"I want the legacy to live on, but I also want to make my own name," said the 6-foot-5, 225-pound Graybill. As the season began, he was hopeful of seeing some time as a pitcher and at first base.

"I got a lot of offers from Pac-12 schools, but there was no reason not to come here. It is one of the best programs in college baseball history."

Graybill was one of 16 freshmen on the team this season. His said his goal "is to be a good teammate, work hard, push the other guys and have them push me."

In late April, the team had achieved a record of 24-12-1, including 8-7 in Pac-12 play, and were ranked number 9 in the nation.

## Excellence in every area

One of ASU's women's basketball stars becomes a Sun Devil coach

Amanda Levens can be considered one of the best basketball players in Arizona State history.

The guard twice was named to the (then) All-Pac-10 First Team, led the Sun Devils to back-to-back appearances in the NCAA Tournament and drove them to the title in the first Pac-10 Tournament in 2002.

Now she is helping the Sun Devils as one of two associate head coaches for head coach Charli Turner Thorne. Levens formerly was head coach at Southern Illinois University-Edwardsville. She had kept in contact with Thorne, who was her coach at ASU, over the years.

"I've always been a Sun Devil at heart," Levens said.

Asked to describe her playing style, she said, "I was relentless. I was not blessed with a lot of size or athleticism, but you knew when we got on the floor, I was going to outwork you. I had a good work ethic, gave everything I had."

She is involved with many aspects of the program, including academics. She hopes to use her past skills as a player to help the current crop of Sun Devils.

"I'm trying to have the players have excellence in every area," she said. "You do the best you can, and if every player does that, then the wins will take care of themselves."

This year, the Sun Devil women's team finished with a record of 13-18, including 5-13 in Pac-12 play. They fell in the first round of the NCAA Tournament to Washington State.



Amanda Levens



# Sparky's Touchdown Tailgates

## Sun Devil Away Game Experiences!

### 2013 Arizona State University Tailgates Schedule

**9/21** ASU at Stanford

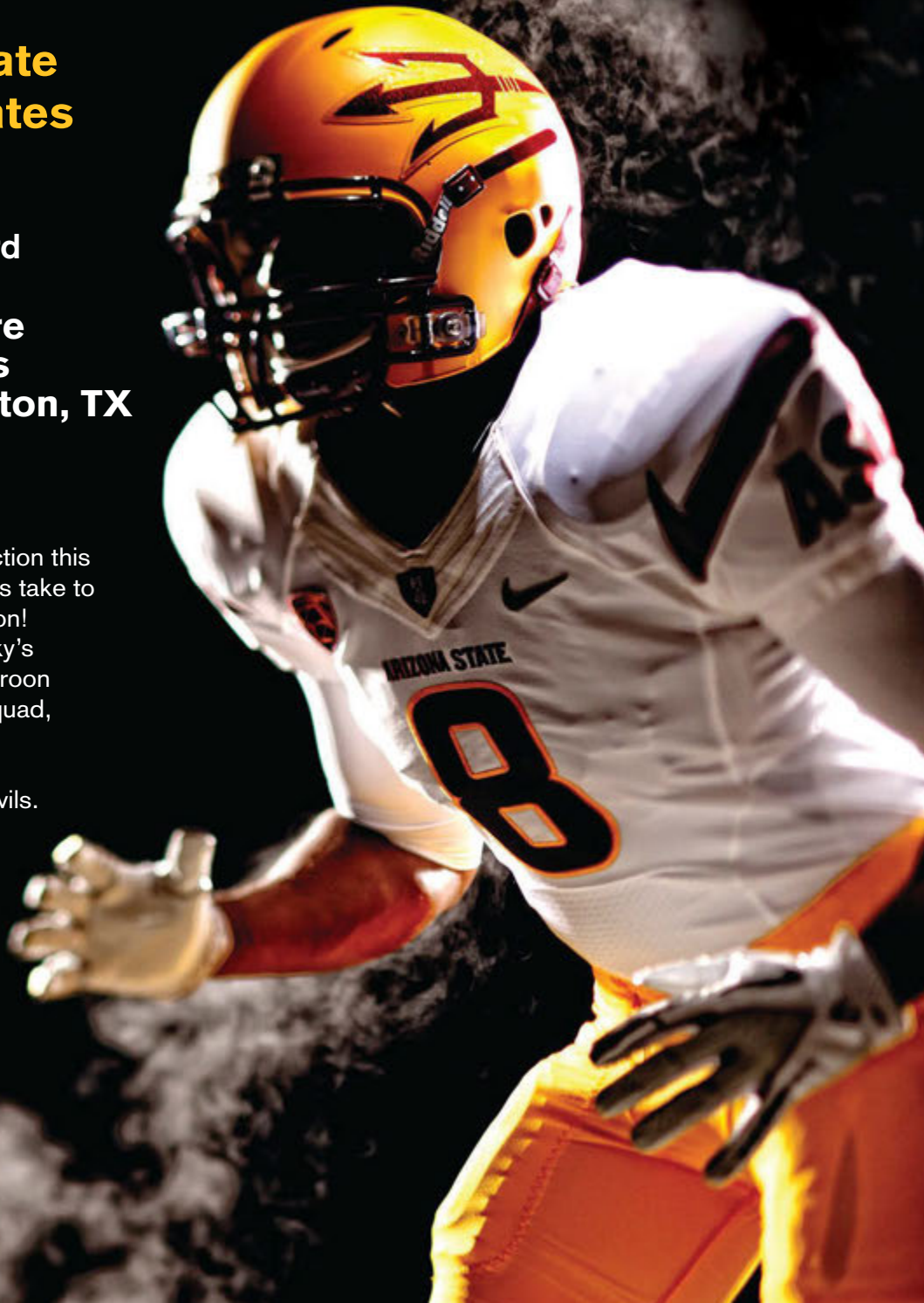
**10/5** ASU vs. Notre  
Dame at Cowboys  
Stadium in Arlington, TX

**11/23** ASU at UCLA

Don't miss any of the gridiron action this football season as the Sun Devils take to the field after a successful season! Get ready for the game at Sparky's Touchdown Tailgate – lots of maroon and gold, Sparky, ASU Spirit Squad, and fun for the entire family.

Tailgates are open to all Sun Devils. Members of the ASU Alumni Association and Sun Devil Club receive special pricing.

For information visit:  
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# Wellness wishes

Sun Devil experts  
offer tips for  
improving health  
habits

By Christopher  
Vaughan





Keith Lindor, M.D., dean of the College of Health Solutions.

The ASU Health Solutions umbrella and the new College of Health Solutions have ambitious goals: to train those who will transform health care in the coming decades, to spread the message of healthy living among diverse social and ethnic groups, and to integrate scientific investigation with clinical practice, so that health care decisions are based on solid evidence about what works and what doesn't.

But ASU health experts also focus on an underrepresented truth: good health is made up largely from what we do every day. Keith Lindor, M.D., dean of the new College of Health Solutions, points out that when we talk about health care we usually mean "sick care" – what happens in the doctor's office or the hospital that heals us when we are unwell.

"There is a national movement to move the conversation from 'health care' to 'health'," says Lindor. "A large determinant of health is our lifestyle, and the good news is that if we change our behavior we can change our health. How we eat, our environment, how we exercise – these are things that we can control."

One problem, as Lindor recognizes, is that people are human. Doing the right thing, the healthy thing, can be difficult. "People who smoke know they shouldn't, but they say, 'Well, maybe just one more time,'" he says. One solution is to create environments that promote healthy choices, such as instituting a smoke-free campus or offering healthier food choices in cafeterias, both of which are being done at ASU.

Another solution is to put more power in the hands of the people who will benefit the most: you and me. "We know that there are ways that people can more effectively change their behaviors," Lindor says. Helping people learn and institute those behavioral strategies will ultimately be much more helpful than simply putting more money into traditional health care, according to Lindor.

## **R-E-S-P-E-C-T:** **the name of the game**

For Linda Vaughan, one of the biggest barriers to making the kind of everyday changes that promote good health is the fact that people don't recognize how important and effective such strategies truly are. "As a researcher, one of the biggest challenges is simply getting the respect that these interventions deserve," says Vaughan, who is director of the School of Nutrition and Health Promotion.

Some of that lack of respect comes from the medical community, she says. "Despite the evidence that simple, daily health interventions can not only prevent and even reverse chronic health problems, they are not always accepted by health practitioners," Vaughan insists. "The College of Sports Medicine says that 'exercise is medicine' and is trying to get practitioners to write a prescription for exercise."

A prescription to walk, run, or even just use the stairs at work would also help give exercise the respect it deserves among the general public. "Exercise is so effective and inexpensive, it's a shame more people don't do it," she says. If the medical community pushes exercise's benefits and gives it higher status, that might make it easier for people to commit to changing their personal exercise habits, Vaughan says.

"A lot of this is practical," says Lindor. "It's one thing for us to sit in our offices and say this or that should happen, but in order to achieve our vision, we have to make it work."

Many members of the ASU community are involved not only in thinking about these problems, but also are doing something about them. Through their work, they have gained insights that can help people be healthier every day. Here is a sampling of tips from experts from across the university.

## **THE TIPS** Eat mostly plants

Professor Christopher Wharton says that the food writer Michael Pollen basically got it right when he wrote, "Eat food, not too much, mostly plants."

Wharton, a researcher in the Healthy Lifestyles Research Center in the School of Nutrition and Health Promotion, would emphasize the last part of that advice: eat mostly plants.

"One of the best things you can do for your diet is to minimize processed foods, particularly processed animal foods," Wharton says. If one looks at the national data, he says, processed bread, dairy and meat products generally provide the vast majority of problematic



Linda Vaughan, director, School of Nutrition and Health Promotion.





Christopher Wharton, a researcher in the Healthy Lifestyles Research Center in ASU's School of Nutrition and Health Promotion.

nutrients such as solid fats, added sugars and sodium. The solution is to replace all refined grains with whole grain products, replace meat with beans, lentils, tofu and other plant-based products, and drop sodas entirely out of your diet.

"People assume this is somehow difficult to do, but I would contend that if you find a somewhat more vegetarian diet boring or difficult to achieve, it's your imagination, not your diet, you should work on first," Wharton says. For instance, he says, instead of putting together a sandwich with white bread and cold cuts, you could throw some uncooked spinach in a bowl, add precooked lentils, some baby carrots and a tasty dressing and have a quick, tasty lunch for the same price as the sandwich or less.

Wharton points out that with this one meal, your processed carbohydrate intake would drop to zero, and sodium intake would be decreased dramatically. At the same time, you'd increase your potassium and fiber consumption dramatically (both of which are chronically under-consumed by Americans, he says), while adding in a good dose of phytochemicals along with an appropriate amount of protein intake. "And you could eat a lot more bulk without adding too many more calories," Wharton says. "And if you really love soda, switch to diet, or to some other non-caloric sweetened beverage, or maybe even coconut water."

"Eating simply is, in fact, simple," Wharton says. "It's just that we're no longer trained to think about whole plant foods as fast food. They can, however, be the fastest foods if we only give it some thought."

## Shift the focus away from diet and exercise

"Change can only happen when we change the paradigm on weight loss," says transformation specialist Chris Powell '00 B.S. Powell, a graduate of ASU's exercise science program, is the host of the television program "Extreme Makeover: Weight Loss Edition."

"The first thing we do is to shift the focus from diet and exercise to something much more important – our integrity," says Powell. "We have a tendency to keep our word to everyone else, except ourselves. When we begin the process of transformation, we become commitment keepers to ourselves."

Powell, whose book "Choose More, Lose More for Life" is due out this month, says his favorite health commitments are the simplest and easiest ones to adhere to:

- **Drink between 1/2 gallon and 1 gallon of water a day.** “Proper hydration significantly curbs cravings, increases energy and mental clarity.”
- **Cut your sugar intake in half.** “Sugar intake spikes blood sugar, wreaking havoc on our arteries and pancreas,” Powell says. Ultimately, Powell would like to have people cut sugar consumption entirely, but understands it’s important to take baby steps so that they don’t feel deprived, which leads to binging.
- **Get at least five minutes of exercise per day.** “This is completely attainable no matter how crazy your day may be, even if you just march in place for five minutes while watching TV,” Powell says. Even if you just do five minutes, that is five minutes more than you would have done otherwise, he notes. “Once you start moving, it’s hard to stop. No matter what you do, do five minutes and you win.”

“We select our commitments very wisely, because our integrity – and our dignity – is at stake with each promise,” Powell states. At first, people choose small and attainable commitments that they know they can keep, but with each promise kept, they begin to believe in themselves more and more, he says.

“As we become more confident in our ability, we choose greater commitments. What began as a commitment of 5 minutes of moving daily, soon becomes 15, then 30,” he says. “If you want to get ordinary people to do extraordinary things, take the value off of diet and exercise and place it where it belongs – on us!”

## Approach big changes one small step at a time

Professor Glenn Gaesser is another fan of small steps that he says can lead to much bigger things. And Gaesser has the research to back up it up. As director of the Healthy Lifestyles Research Center at the School of Nutrition and Health Promotion, Gaesser has studied the health effects of short bursts of exercise.

Gaesser is very aware that many people don’t feel they have the time to get a recommended 30 minutes per day of exercise.

“If you don’t feel you have enough time to exercise you should at least be not as sedentary,” Gaesser says. Research shows that a lot of sitting is bad for you, so getting up every 20 minutes for a brisk walk can help, even if the walk is short.

“If people don’t have time to leave their desk for 10 minutes they certainly have time for two minutes,” Gaesser declares. “It wouldn’t affect your productivity and probably nobody would even notice you were gone.” If you can’t walk for two minutes, even getting up frequently for 30 seconds at a time would probably help, Gaesser notes, although no one has done the research on that.

Gaesser also takes a similar angle on nutrition: you don’t need to radically change your diet to start getting benefits from healthy food. “People should be cognizant of the fact that they might

Transformation specialist Chris Powell '00 B.S., a graduate of ASU’s exercise science program and host of “Extreme Makeover: Weight Loss Edition.”





Glenn Gaesser, director, Healthy Lifestyles Research Center, School of Nutrition and Health Promotion.

be able to eat what are called “undesirable” foods if they eat healthy foods along with them,” he says.

“If you are someone who likes a breakfast with a lot of fat, but you eat a bowl of bran cereal or have orange juice along with it, you can protect the arteries from deleterious effects,” Gaesser says. Fiber in the cereal cuts blood glucose after eating by 50 percent, and the orange juice fights the oxidative stress that goes along with eating foods that are high in fat, he says.

“It’s almost like a Star Wars type of thing where you have an evil force and a good force, and if you combine appropriately, the bad force won’t win,” he says. “If you combine functional foods such as fruits, nuts and vegetables along with typically American foods that are high in fats and carbohydrates, you might be able to strike a balance.”

## Trust, verify, communicate

Associate professor Angela Chia-Chen Chen is a doctorally prepared researcher and psychiatric/mental health nurse practitioner who studies risk and resilience processes that affect mental and behavioral health among vulnerable and underserved populations, including at-risk ethnic minority youth. Her work helps cement the health connection between mind, body and behavior. Much of her research is on the community and family level, but there are certain themes and observations that emerge that she believes can apply to everyone. One bedrock of family mental health, for example, is trust among family members.

“Many parents are shocked to find out that their kids are engaging in risky behavior,” Chen says. “The best way to prevent that is to build a trusting relationship well before adolescence, when these problems tend to come up.”

At the same time, she says, parents should adopt a parenting policy that might be called the Ronald Reagan model: trust, but verify.

“Parents should always monitor what their kids are doing and know their friends well. Kids spend more time with their peers than their parents, and the peers have tremendous influence on their attitudes and behaviors,” Chen says.

Communication is another key to healthy family relationships, she said.

“It’s difficult to have a good relationship if you don’t have good communication,” Chen

says. "It's a skill that needs to be practiced."

For instance, when parents find out their kids are engaging in risky behaviors, they tend to become overbearing, rigid and absolute in their response, Chen says. A healthy response includes messages of concern for their welfare, phrased in a manner that's appropriate for their level of development.

"Parents need to be very clear in their response; a message such as 'you must be home by ten o'clock' must be very, very clear, but you also have to supply a rationale, the reason you are making the rule, so that they know you care."

Professor Chen finds that stronger relationships and better communication among parents themselves can reduce risky behavior in kids. "When you network with other parents, you have an extra set of eyes and get more ideas about how to deal with problems," she says. Parental mental health can improve, as well, when mothers and fathers reach out to their peers.

"I once had a focus group of fathers talking about how to communicate better with kids, and at the end they said they appreciated so much the chance to talk to each other because otherwise they had felt so alone and helpless," Chen notes.

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



Associate Professor Angela Chia-Chen Chen, a researcher and psychiatric/mental health nurse practitioner with the College of Nursing and Health Innovation.



# DIA GNO SING

diagnosing the future

**Sun Devil CEOs  
prescribe innovative  
solutions to health  
care challenges**

With the healthcare industry in flux, it takes a special kind of leader to show the way to a more effective future. ASU has been producing exemplary executives for decades, who have served the industry by leading hospitals, health insurance systems, and medical-related companies. Meet 10 Sun Devils who are steering their companies in an uncertain legal and economic landscape.

THE  
FUTURE



# BETSY

navigating the  
seas of change

# BAYLESS

74 M.P.A.

Health care administrators have their hands full these days. Just consider a handful of facts: One-sixth of the nation's gross national product is spent on health care, and this fraction is steadily rising; Arizona's Department of Economic Security estimates 24 percent of the state's population will be 60 years or older by 2020; and there are critical shortages of physicians and other health care professionals.

Many argue that things must change to deal with the situation. Betsy Bayless, CEO of Maricopa Integrated Health Systems (MIHS), Arizona's only public hospital system, asserts that they already are.

"There is a sea change in the health care industry that is already underway," said Bayless.

This CEO is perhaps better positioned than many to stand at the intersection of health care delivery and government oversight; before joining MIHS, Bayless had a long and distinguished career in state government, including positions as the director of the Arizona Department of Administration and serving as Secretary of State from 1997 to 2002.

"The insight gained from time spent in state government and elected positions has proven to be invaluable," says Bayless, who also says her M.P.A. coursework greatly enhanced her subsequent leadership experiences. "For instance, I feel at ease amid the highly regulated and structured environment that characterizes the health care industry." This kind of dexterity comes in very handy when dealing with state and federal approval processes and helps Bayless find funds that aid vulnerable segments of Arizona's population. Last year, her hospital system created a new program with national/state health departments that enabled MIHS and other hospital partners to access hundreds of millions of dollars for the uninsured that otherwise would not have found its way to Arizona. Bayless notes that today's sea change in health care may make for choppy sailing for a while but that the direction in which the industry must head is clear.

"The solution ... resides in our ability to shift dollars to primary care and wellness, and spend less on the treatment of disease," she said. "We simply cannot afford the model as we know it today any longer. How players in the industry choose to get there and with whom they partner to do so will determine what shape the industry takes in the future and how fast we course correct."

*By Oriana Parker, a freelance writer based in Scottsdale.*



# RICHARD

## saluting excellence

# BOALS

'79 B.S.



Before joining Blue Cross Blue Shield Arizona (BCBSAZ), Richard Boals, the organization's current CEO, served four years in the United States Air Force. It was an exceptionally useful prelude, as it turns out.

"The discipline and perseverance skills I developed in (the military) have defined my leadership style," he said. And since the work of a health care CEO often involves extensive contact with Washington, perseverance learned in the service also became an important strategic component.

Just as an Air Force pilot becomes an expert regarding the functioning of the aircraft, Boals learned about all the aspects of his organization during his long climb up the corporate ladder. He complemented his on-the-job learning in his first job there as a cost accountant with a business degree program at ASU, eventually earning his bachelor's in accountancy from the W. P. Carey School of Business.

"I really enjoyed the business and accounting classes and felt they gave me a great understanding of the broad issues important to being successful in business," he said.

Boals also stresses the importance of teamwork in business, another component of his leadership style that can be traced back to the military. In the battle for greater affordability, the involvement and cooperation of different groups is critical.

"This means consumers, providers, hospitals and insurers taking the initiative to make better decisions related to care and cost," he stresses.


There is no more basic component of health care than an adequate number of doctors; however, Arizona is facing a shortage of medical students being prepared to replace retiring doctors at a time when increasing numbers of elderly adults will need medical attention. To counteract this problem, Boals again emphasizes the importance of teamwork.

"I have always been a proponent of organizations that foster and support access to education through scholarships, mentoring and community programs," he said. "Blue Cross Blue Shield of Arizona supports hundreds of groups concerned with improving the quality of life for Arizonans, many of which emphasize education."

*By Oriana Parker, a freelance writer based in Scottsdale.*

# DAVID all business COVERT

'78 B.S.

A photograph of David Covert, a middle-aged man with glasses, wearing a dark blue suit jacket over a light blue button-down shirt. He is standing in the foreground, looking directly at the camera. Behind him, a group of healthcare professionals, including a woman in purple scrubs and a man in a white lab coat, are visible, smiling slightly. The background is a plain, light-colored wall.

David Covert is no stranger to growth and change in the health care industry.

The current reforms – and the challenges they bring for hospitals – aren't too different from the transition period in the 1980s when Covert began applying his accounting background in hospital management.

"The time I went into health care in the mid '80s was similar to today with health care reform," he says. "There was a fundamental change in Medicare reimbursement, so it opened the door for people with a business background rather than a public health background to participate in the changes the industry was going through."

Covert, a 1978 ASU graduate, says he took "a bit of a winding road" from his accounting degree to becoming chief operating officer of the IASIS Healthcare Corp. in Phoenix. Earning his CPA opened doors to a variety of industries, but he chose health care. Prior to his current position, he was CEO of Banner Surgery Centers in Phoenix.

"It's been a challenge through the lion's share of my career, being in a market that's been growing at a rapid rate," Covert says. "It's a big plus to have a business background in operating hospitals and health care systems. It's a very big business and requires being able to strategically place the organization in the right place in the market. That's what attracted me to health care: there was a lot of change going on and a shift in the skill set."

Besides helping to keep the growing Valley healthy, Covert also has spent much of his career helping keep ASU connected with the community it serves. He's a member of the ASU Alumni Association's National Alumni Council.

"I've felt so fortunate to be associated with the alumni association. It's been a real blessing, being as proud as I am of Arizona State and all that it represents in the community," Covert says. "Just being able to listen to Dr. Crow's vision and being able to take that out to the community I'm involved with is a tremendous honor."

*By Eric Swedlund, a freelance writer based in Tucson.*



# RHONDA tackling the many dimensions of health FORSYTH

'79 M.B.A.



Critics of the value of an M.B.A. degree shouldn't knock it within earshot of Rhonda Forsyth. The CEO of the John C. Lincoln Health Network in Phoenix, Forsyth says the analytical tools she honed in ASU's M.B.A. program decades ago stay sharp through daily use.

"Business problems are multi-dimensional; nothing is just a finance problem or a marketing problem," she says. "An M.B.A. program brings all of those together to solve problems and develop business leaders."

Her new M.B.A. first landed her at Salt River Project. Forsyth also taught marketing research at ASU, where she met a Samaritan Health System executive who convinced her to join the health care industry. The complexity and impact of health care as a business fascinated her.

"I loved being in a field that made a difference in people's lives every day," says Forsyth.

After moving to John C. Lincoln in 1987, Forsyth rose through the ranks, serving as CEO of both John C. Lincoln hospitals prior to becoming the CEO of the not-for-profit network.

It's no secret the health care industry is in the midst of a major transformation thanks to the Patient Protection and Affordable Care Act. In Forsyth's view, the federal statute accelerated the industry's need to reduce costs and increase access. "Health care was on a path that was unsustainable," she says. Too many people were uninsured, the quality of health care was uneven among providers, and health care was too expensive, she says.

Moving away from a hospital-centric delivery model and toward an integrated delivery system is one way to cut costs, Forsyth says. For example, this model would look at primary care physicians not as stand-alone operations, but rather as providing a "health care continuum," resulting in better patient services and enhanced productivity.

Getting all constituent groups to support such a model means working well with others – a lesson of M.B.A. 101.

"I still think about some of the case studies we did, and it just convinces me again that the M.B.A. provides all the tools you need to be successful in a business environment today," she said.

*By Kim Hill, a freelance writer based in Bloomington, Ill.*



# JAMES

## Rx for health care

# HINTON

'83 M.H.S.A.

James Hinton '83 M.H.S.A. chose ASU for his graduate work in health care administration because of the all-business approach. And focusing on the business end of that system has been very good for Hinton's career.

"Linking the social, political and business implications of an economic policy has turned out to be fortuitous for me the way the health care industry has shaped up," he says.

Hinton is using his extensive business and leadership acumen as the chair-elect of the American Hospital Association (AHA) Board of Trustees. AHA works with its members, hospital associations and other organizations to shape and influence federal legislation and regulation in order to improve the ability of its members to deliver quality health care. Hinton becomes chair in 2014, the year when most of the major provisions of the federal Patient Protection and Affordable Care Act are due to be phased in, including the full expansion of Medicaid's availability in all 50 states.

Hinton, who is the president and CEO of Presbyterian Healthcare Services in New Mexico, predicts that health care soon will "be like Travelocity. We are on the cusp of transforming the business of shopping for health care to be retail in nature, where customers will have more control of their own healthcare, and there will be more convenient ways of accessing it than they have ever had," he says.

Technology will play a huge part of that access. Want to know how your cholesterol has trended over the past five years? There's an app for that, and providers soon will be able to monitor patients' heart rates and blood pressure online.

"There are a lot of very basic technological applications that have been used in other industries that are just now getting to health care," Hinton explains.

Hinton says rallying the AHA troops to embrace technological advancements is one of his goals as AHA chair.

"One of the key contributions I want to make is for our members to really see the potential and excitement of innovation," Hinton said. "The industry is still shell-shocked by all the changes brought by the Affordable Care Act, and I want to provide a note of encouragement for that. I'm optimistic about the future."

*By Kim Hill, a freelancer writer based in Bloomington, Ill.*





# NEAL D. rural reinvention JENSEN

'94 M.B.A.,  
'95 M.S.H.A.

When Neal Jensen earned his master's in health administration 18 years ago, he knew one thing for sure: he wanted to live in a small community where he knew his neighbors and didn't have to fight traffic to get to work.

Today he is CEO of Cobre Valley Regional Medical Center in Globe, Ariz., a 25-bed critical access hospital that serves a rural population of more than 40,000 people in a 65-mile radius. And he walks to work.

The legislative and economic challenges faced by urban hospitals are magnified in a rural setting, he says. Small hospitals that face shrinking margins of reimbursement and personnel shortages feel the impact immediately. Health care reform and an expansion of Medicaid add to the pressure.

But he loves his job, especially the chance to be a part of the community. He enjoys working with talented people who have different levels of clinical expertise. "For me, it's an opportunity to make a difference at a very personal level," he says. "In a small community you're treating your neighbors, your friends. We have to be better because we're small. We focus on providing extremely high quality care and customer service.

"Only three percent of physicians want to practice in a rural area, especially a working-class community, he says. Nurses, physical therapists and pharmacists are also in high demand. Jensen is excited to have recruited the center's first full-time cardiologist this spring.

ASU's dual M.B.A. and M.S.H.A. program prepared him well for surviving in a changing health care environment, he says. "It was a great program. It gave me a tremendous background in health care operations, the financial and the clinical structure. You have to know a little bit about each aspect of health care. The biggest thing it taught me was how to manage change. The winds of change were there even in the '90s, and I learned the leadership skills I would need to do that."

*By Sarah Auffret, a Tempe-based freelance writer.*



# REBECCA

## critical perspectives

# KUHN

74 B.S.N.

Supporting and mentoring others are said to be two of the hallmarks of a good leader. In Rebecca Kuhn's life, her affinity for cultivating the skills of those around her has propelled her to a successful career.

Kuhn entered hospital administration in 1987 and became one of the first female hospital CEOs at Paradise Valley Hospital in 1995. Today she is president of the Arizona East Region for Banner Health, and she has the CEOs of six hospitals reporting to her. Yet she still views her role as a supportive one.

"I get great satisfaction in supporting others to be successful in their roles," she says. "We hire great people. Then we work hard to make sure our leaders recognize their job is to support the caregivers and those who support them."

Growing up on a farm in Illinois, Kuhn always wanted to become a nurse. She pored over books about Clara Barton and Florence Nightingale, and she applied to the ASU nursing school as soon as she graduated from high school. As a young nurse working in critical care, she moved quickly into positions as head nurse and then clinical nurse specialist, teaching other hospital staff how to care for different types of patients. She helped them understand cultural differences, disease conditions and how to recognize warning signs. She has been president of the American Association of Critical Care Nurses, the world's largest specialty nursing organization, and she has lectured nationally and internationally on health care topics.

Kuhn says her faculty mentors at ASU gave her confidence and helped launch her into critical care nursing, a field she says draws bright, motivated people who want to keep learning.

"ASU gave me a great foundation," she says. "I've had many different people who've encouraged me and pushed me when I needed it, and given constructive, direct feedback about my work. I've been blessed with people along the way who have provided direction and mentorship. I'm happy to do the same for others."

*By Sarah Auffret, a freelance writer based in Tempe.*



# THOMAS

focusing on  
what matters

# PRESCOTT

'80 B.S.E.



The ingredients that lead to a successful company are clear for Tom Prescott – a winning strategy, the right people, smart investment and ensuring you have customers who love the product. It also doesn't hurt to have a chief executive who believes in the product's purpose and helping others.

"Basically any successful business has to have a compelling vision and a focus on the things that matter most," Prescott said.

This vision has served Prescott well through two terms at the helm of successful public companies, Cardiac Pathways from 1999 to 2001, and from 2002 to the present with Align Technology, Inc., the designer and manufacturer of Invisalign that realigns teeth without traditional braces.

Prescott, a 1980 graduate in civil engineering, began his career in factory automation with Siemens, followed by a start-up he co-founded that subsequently failed. The "failure" turned out to be a valuable learning experience, as it led to a career shift into the life sciences industry and work with GE Medical Systems, a global leader in diagnostic imaging. He completed his master's degree in management at Northwestern University's Kellogg Graduate School of Management and has remained in the medical device industry for the past 25 years in several leadership roles.

"Out of that start-up failure came a significant change in my career path. I took a fresh look at opportunities outside my current experience and defined the medical device industry as a very attractive market as well as finding a great company in GE Medical. In this industry, I basically found my home for the rest of my work career," he said.

All of the hard work that's poured into running a business is worth it when one realizes the satisfaction of building terrific teams, seeing the business succeed and ultimately improving patients' lives. Effectively leading any company requires a range of skills and experience starting with realizing how much more important the team is than the leader, he added.

"This is one of the most interesting, competitive, and dynamic arenas to build a career. Most people in this industry are driven by the strong sense of purpose associated with treating disease and improving or extending life. This sense of mission is very important to me as well as the entire Align Technology team," he said.

Leadership, problem solving, time management and intellectual rigor, skills honed and learned during his college years, have served Prescott well in his career.

"ASU is a great place for discovery. It's a big school with wonderful diversity, but it's small enough to explore different schools and communities within the university," he said.

*By Julie Newberg, a media relations officer at ASU and a Phoenix-based freelance writer.*



# ROBERT doctor's orders PRYOR, M.D.

'03 M.B.A.

After 20 years in clinical medicine, the overnight hours began to wear on Robert Pryor, M.D., so he began looking for a different way to serve patients.

Pryor, a pediatric intensive care specialist, knew he needed a new set of tools to help him to transition to be a physician-executive. A native of Temple, Texas, Pryor earned his bachelor's degree from Baylor University and his medical degree from the University of Texas Medical Branch in Galveston in 1977. After becoming chief medical officer at St. Joseph's Hospital and Medical Center in Phoenix, Pryor sought out ASU's executive M.B.A. program to further his career in administration.

"I spent 20 years of my life practically living in a hospital, so I wanted to get the tools that have nothing to do with health care," Pryor says. "As I looked for M.B.A. programs, I wanted one that didn't cater to health care professionals. I wanted one that other industry executives would go to. ASU offered the executive M.B.A. program that fit into my work life and had the course content that was heavy into finance, which is what I needed. It was the absolute perfect program for me."

Pryor earned his M.B.A. in 2003 and returned to Texas in 2005, first serving as chief medical officer of Scott & White Healthcare, then chief operating officer. Since 2011, he's been the president and CEO. One of the largest multi-specialty group practices in the country, Scott & White Healthcare covers a 29,000-square-mile service area in Central Texas, with 12 hospital sites, more than 60 clinics and a staff of more than 13,000.

"Being CEO, it's imperative to be able to speak to my CFO and understand a five-year financial plan. These are terms I wouldn't have even been able to comprehend as a physician," Pryor says. "(The M.B.A.) opened doors for me because it gave me the ability to speak the language of finance, to understand organizational behavior and understand strategic planning and operations that I wouldn't have been able to understand as a physician."

*By Eric Swedlund, a freelance writer based in Tucson.*



# ROBERT on the move ZOLLARS

1979 B.S.



Starting as a rookie salesman in 1979, Robert Zollars has spent his entire career in an industry that has never stopped growing.

Now chairman and CEO of Vocera Communications, Inc., Zollars is on the leading edge of bringing new technology into the health care industry.

Vocera provides a mobile communication system used by more than 800 hospitals and healthcare facilities and is exclusively endorsed by the American Hospital Association.

"It's almost like a Star Trek communicator badge," Zollars says of his company's product line. "It's helping patient care tremendously. It's been one of the first products I've ever been associated with that when we demo the product, nurses in particular, their eyes light up. Nurses walk two miles less per day and they're with the patient at the bedside more (with our system), so it's pretty much an easy sale."

Graduating from ASU with a marketing degree in 1979, Zollars remembers clearly his entryway to the health care industry.

"I was in a sales management class as ASU and the professor said somebody in this class made \$50,000 right out of school last year going to work for American Hospital Supply," Zollars said. "It was a growth industry, and I'd heard great things about the company and it was highly recommended by the folks at ASU, so I signed up. I started selling for them in the East Bay in 1979."

There's plenty of growth opportunity on the horizon for Vocera, which is looking at continuing its international expansion and producing its technology to meet the needs of other industries. The systems can function anywhere highly mobile employees need to communicate.

Zollars, a 2009 inductee to the W. P. Carey School of Business Alumni Hall of Fame, has remained involved with ASU since graduation, teaching classes, chairing the W.P. Carey School of Business Center for Services Leadership advisory board and working to bring academic and business leaders together.

"To be a part of that thought leadership has been a lot of fun," he says. "I find the people at ASU to be just an incredible group of folks, from the dean to the professors, they're really dedicated to good things and it's just a pleasure to continue to work with them."

*By Eric Swedlund, a freelance writer based in Tucson.*

## Older and Artful

Osher Lifelong Learning Institute at ASU provides a full palette of cultural options

By Oriana Parker



Richard Knopf, director of the Osher Lifetime Learning Institute at ASU.

**With 200,000 Baby Boomers exiting the workforce each month, it's clear that today's retiree is redefining what post-career life means.**

In the Valley of the Sun, the Osher Lifelong Learning Institute (OLLI) at ASU provides this burgeoning group of active older adults with classes that provide intellectual stimulation as well as community involvement.

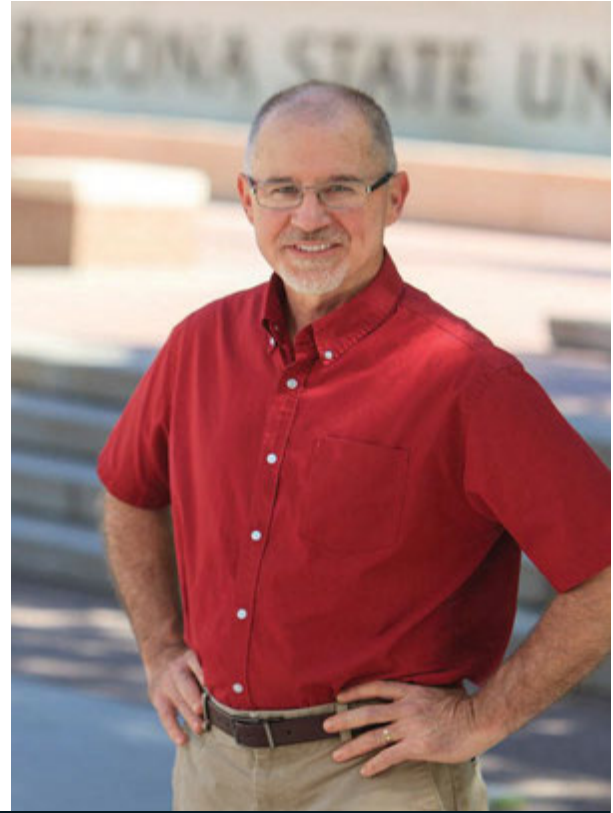
OLLI was founded in 1999 when Vince Waldron, professor of communications studies at the university, began investigating community-based lifelong learning opportunities for adults age 50 and older.

"The definition of retirement changed with the aging baby boomers; an emphasis on leisure was being replaced by a desire for growth and continued learning," Waldron said. "Both residents and community developers became interested in partnering with the university to create short college-level learning experiences."

The initial success of the program led to a grant from the Bernard Osher Foundation in 2004. Part of ASU's Partnership for Community Development within the College of Public Programs (COPP), OLLI's financial basis was strengthened in 2007 when it received a permanent endowment of \$1 million based on the institute's growth and innovations. It is part of a network of 117 lifelong learning institutes throughout the nation funded through the Bernard Osher Foundation.

Students in OLLI courses take classes at sites located throughout the Valley: at ASU's West and Downtown Phoenix campuses, at Friendship Village in Tempe and at the Tempe Public Library, as well as at Maravilla Scottsdale. Learners pay a \$15 membership fee each semester; four-session short courses cost \$35 and lectures are \$10. OLLI membership benefits include discounted tickets at the Arizona Opera, Ballet Arizona and Actors Theatre.





Two key players in the development of the institute (from left) - Karla Burkhart, OLLI program manager; Vince Waldron, a professor of communication studies and founder of OLLI.

Richard Knopf, professor in COPP's School of Community Resources and Development and director of the institute, emphasized that while COPP was the administrative home of the institute, it functioned as an ASU-wide enterprise.

"We're intent on introducing older adults to courses taught by gifted professors from every ASU department, center and institute," Knopf said. "Our other two primary goals consist of building a sense of social engagement among these students that goes beyond returning home after taking a class and to help these individuals envision and develop pathways for civic engagement."

## Back to school, only better

One of the nicest aspects of the OLLI courses for learners is that they are geared to focus exclusively on learning, not the trappings that come with getting a degree, says Karla Burkhart, a program manager for the institute.

"OLLI students tell me all the time that they are thrilled to come to class or lectures and learn from professors and experts and yet not have to worry about tests, papers, grades or full-time tuition," Burkhart said. "As a bonus, they can share learning with like-minded peers."

Another bonus, according to Waldron, one far less prevalent among classes for traditional-aged college students, is the fact that OLLI instructors welcome the input of their experienced pupils.

"Coming from different professions, these older students are often contributors as well as learners," Waldron stressed. "All of us, and the university, are better for having engaged these members of our community."

## Instruction, challenge and positive feedback

Despite the lack of formal tests in OLLI classes, those who participate in the courses take their assignments seriously, says Allen Reamer, a faculty associate who teaches painting classes through the institute.

"I have been teaching since 1968 and the OLLI students are very, very dedicated to learning," Reamer said. "Some of my students studied art in their younger days and then life got in the way."

Sylvia Dugan, a local retiree who has taken classes from Reamer, is a good example. "I enjoy the way the (OLLI) art classes are taught: instruction, challenge and positive feedback," she explains.

"The ambiance in my memoir class is very warm and loving and the students get together socially after class," says Elizabeth McNeil, an instructor in the School of Letters & Sciences who teaches writing classes through OLLI.

Marge Singley, who recently completed a third semester of McNeil's creative writing class, agrees.

"I have forged a bond with Elizabeth," Singley said.



"Plus the joy that I feel from my peers, for the comments on my writings, is enormous."

## Making friends everywhere

OLLI is making an impact beyond the lives of the older adults who take classes through the institute. The Phoenix Mayor's Office has issued a report praising the institute's positive impact on the city.

Tim Eigo, chair of Phoenix's Downtown Voices Coalition, is equally enthusiastic. "Our organization is founded on the belief that curiosity about other people, cultures and modes of living is at the heart of what makes a community dynamic," he said. "That drive to learn and to share knowledge is what OLLI is all about."

Retired attorney Gloria Aguilar '73 J.D., who has taken dozens of courses ranging from poetry to physics to art, considers OLLI to be an integral part of her life. And the timing of the learning in her life couldn't be better, she asserts.

"The professors combine approachability with high levels of expertise while the supportive friendliness of classmates encourages a sense of community," she stresses. "And since raging hormones no longer play a role in my life, I can really concentrate on this form of 'mental tune-up.'"

For more information about the institute, contact **lifelonglearning.asu.edu** or call 602-543-6440.

*Oriana Parker is a freelance arts writer based in Scottsdale.*

(Clockwise from upper left) Allen Reamer, a faculty associate who teaches painting classes through the institute. OLLI student Sylvia Dugan says classes at the institute include plenty of "instruction, challenge and positive feedback." Community supporter Tim Eigo says "(the) drive to learn and share knowledge is what OLLI is all about." ASU instructor Elizabeth McNeil teaches memoir and creative writing classes through OLLI.



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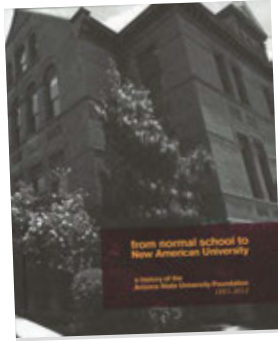
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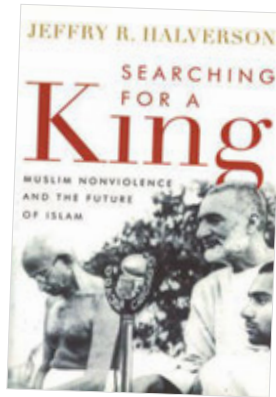


### From Normal School to New American University: A History of the Arizona State University Foundation

By Dean Smith '47 B.S., '71 M.B.A. and Marshall Terrill.

The narrative of just about any nonprofit foundation could quickly devolve into a listing of big-name donors and the details of fundraising campaigns. However, this new history of the ASU Foundation for A New American University, while including very specific information about the organization, is a real story, complete with heroes, challenges and victories. It's also extremely well illustrated with photos and other memorabilia from the ASU Libraries University Archives and elsewhere – even longtime Sun Devils will see pictures they've never laid eyes upon before.

Beginning with the generous donation of George and Martha Wilson's Tempe cow pasture, which made the development of the Territorial Normal School possible, and continuing through recent initiatives and contributions, the book skillfully tells the story of ASU's first century and a quarter through the lens of public support for the institution. This was the final book written by former ASU staff member and renowned local historian Dean Smith; Marshall Terrill, who works for the Office of Public Affairs for the Downtown Phoenix campus, was able to finish the volume and provide a seamless "voice" that never gets in the way and simply provides a wonderful guide to ASU's progress over the years.

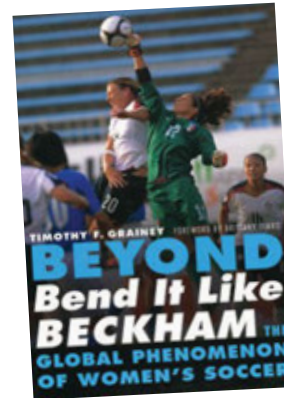


### Searching for a King: Muslim Nonviolence and the Future of Islam

By Jeffrey R. Halverson '04 M.A., '08 Ph.D., Potomac Books.

With predominantly violent images of the Muslim world appearing frequently in headlines around the globe, a balanced understanding of Islam is difficult to find and maintain. In "Searching for a King: Muslim Nonviolence and the Future of Islam," Jeffrey Halverson, an ASU alumnus and assistant research professor in the Hugh Downs School of Human Communication, provides a detailed case in support of Islam's long and effective history of nonviolence.

Halverson quotes hadith, recorded sayings of the Prophet Muhammad, that support nonviolent jihad, reasoned discourse and education for men and women. These hadith are referenced in the context of actual situations throughout the book and applied in practical discussion of ways to enhance economic and cultural development. Exemplars of nonviolent protest (e.g., Abdul Ghaffar Khan, Shaykh Jawdat Saeed, Mahmoud Muhammad Taha, the Grand Ayatollah Muhammad ibn Mahdi Al-Shirazi, and Wahiduddin Khan) are reviewed with detailed attention to their development and practices. These active practitioners of nonviolent jihad are Islamic parallels of the more widely known Mohandas Gandhi and Martin Luther King Jr. The book concludes with a reminder about the role of media and binary thought that currently dominate associations of Islam with violence, and calls for a more fair amplification of the voices of Islamic nonviolence.



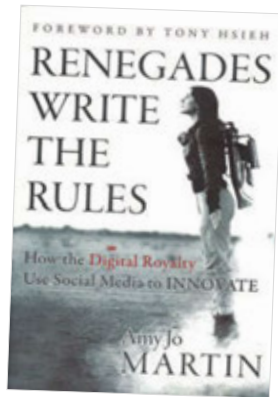
### Beyond Bend It Like Beckham: The Global Phenomenon of Women's Soccer

By Timothy F. Graine '79 B.A., University of Nebraska Press.

Since the implementation of federal Title IX legislation in 1972, women's soccer has grown beyond what anyone might have imagined. Only 28 U.S. high schools had girls' teams when the legislation was passed; 40 years later, Graine reports, there are 8,000 U.S. high schools with girls' soccer teams. The nation's universities followed suit with a jump from 80 women's soccer teams in the 1981-82 academic year to 951 teams in 2007-08.

However, despite this amazing flourishing of the game at the high school and college level, attempts to establish professional women's soccer leagues as a strong and continuing presence in the United States and internationally have not seen similar successes. In this book, Graine, a faculty associate with the Interdisciplinary Humanities and Communication program at the Polytechnic campus, traces the history of attempts to establish women's soccer as a professional sport, considering the international as well as national scene, the impact of culture and historical events, and the varied roles of men's professional soccer leagues to name a few of the many factors that continue to influence this sport at the professional level. The work raises many valid questions about what exactly is the biggest hurdle to overcome in the development of women's professional sports.





## Renegades Write The Rules: How the Digital Royalty Use Social Media To Innovate

By Amy Jo Martin '01 B.S., Jossey-Bass.

Amy Jo Martin, a graduate of the W. P. Carey School of Business, knows of the loneliness of the social media innovator – in her book, “Renegades Write The Rules,” she chronicles the resistance she met from traditional marketers as she developed her social media chops in what she calls the “wild, wild West” days of 2008. Now owner of the consultancy Digital Royalty, she shares the wisdom she’s accumulated on the best ways to leverage platforms like Twitter, Facebook, YouTube and the like to connect with customers in ways unheard of even a decade ago.

She boils her own rules for effective social media use down to eight caveats: be the media; show some skin; unmask your motives; get comfortable being uncomfortable; ask forgiveness rather than permission; consensus is the new authority; there’s a new ROI in town; and the act of good can be scaled. Throughout the book, Martin uses examples from her work with celebrities such as Shaquille O’Neal and brands such as Nike. These high-profile individuals and organizations help underscore a key point of the book: to succeed in using social media as a tool, you must continually deliver something of value to your audience. She shows how readers can figure out what their audiences value by using social media to listen, and also how to continue the dialog.

“Renegades Write the Rules” is a great primer for readers who need to get up to speed on using social media for business quickly and recruit others to the cause.

## just published

### 2000s

**Karma R. Chavez '07 Ph.D.**, assistant professor of rhetoric at the University of Wisconsin-Madison, announced with co-author Cindy Griffin the release of their book “Standing in the Intersection” by SUNY Press. The work combines communication studies with feminist intersectional theories.

**Chad Rose '04 M.B.A.**, executive vice president of content marketing sales at McMurry/TMG, Inc., announced the release of his third book, “You Sell Like a Second Grader: Grade School Lessons to Help You Sell More,” by CreateSpace Independent Publishing Platform.

**H. A. Jabar '02 B.I.S.**, president and chairman of Jabar International and former ASU wrestling standout, announced the release of his e-book, “A Well Made Man: Building the Temple of Self, Volume 1” that is directed to young males who are being raised by single mothers. The book was made available at no charge on the 17th Anniversary of the Million Man March and can be found at [www.hajabar.com](http://www.hajabar.com).

### 1990s

**Mark Lussier**, professor of English, and **Dana Tait '98 B.A., '06 M.A., '07 Ph.D.**, a lecturer in English, announced the release of their book, “The Wiley-Blackwell Encyclopedia of Romantic Writers and Writing,” by Wiley/Blackwell.

**Jennifer Froelich '97 B.A.** announced the selection of her story for publication in the forthcoming book, “Chicken Soup for the Soul: Raising Kids on the Spectrum,” that focuses on autism.

**Kenneth Ellison '93 M.M.**, a clarinetist with a Princeton-based chamber ensemble, trio@play, announced the release of the group’s second album, “In the Sandbox.” A portion of the proceeds from the sale of the album will be donated to the American Foundation for Suicide Prevention.

**Andy Ziker '91 B.A., '97 M.Ed.** announced the release of his latest book, “Drumcraft: A Beginner’s Guide to the Drumkit,” by Cherry Lane Music. The book and CD combination is available at NAMM and through the Drummer Café online.

**Darian Braswell '95 B.S.** announced the release of his novel, “Flashy Fiction,” by CreateSpace Independent Publishing Platform. The book is available through [amazon.com](http://amazon.com).

**Jamie Wolf (Jane B. Jackson) '94 M.B.A.** announced the release of her new book, “Start Over!” that is available through [amazon.com](http://amazon.com).

**M.O. Thirunarayanan '90 Ph.D.** announced the publication of his brief report “Thirty Years Later: The Nation Is Still At Risk.” This look back at the 1983 report by the U.S. National Commission on Excellence in Education titled “A Nation At Risk” is available on line at [CreateSpace.com](http://CreateSpace.com).

### 1980s

**Cilla Whatcott '88 B.A.**, who maintains a private homeopathic practice in the Minneapolis area, announced with co-author Kate Birch the release of their new book, “The Solution—Homeoprophylaxis: The Vaccine Alternative A Parent’s Guide to Educating Your Child’s Immune System.” The book is available at [amazon.com](http://amazon.com).

### 1970s

**Ann Revere Reed '79 B.S.** announced the publication of her novel, “On a Dime: Senseless in Lewes,” through CreateSpace Independent Publishing Platform. The work is available through that distributor and [amazon.com](http://amazon.com).

**Brian Hill '77 B.S., '79 M.B.A. and Dee Power '76 B.S., '77 M.B.A.** announced the release of their fourth business-related book, “The Pocket Small Business Owner’s Guide to Business Plans.” The book is published by Allworth Press.

**George Kostopoulos '71 M.S.E., '71 Ph.D.**, professor of Cybersecurity and Information Assurance at the University of Maryland-University College, announced the release of his latest book, “Cyberspace and Cybersecurity,” by CRC Press.

**Steve Crapo '70 Ph.D.** announced the publication of his first novel, a story of romance and a psychological thriller, entitled “A Series of Events.”

### Faculty and Staff

**Elizabeth Horan**, professor of English, announced the 2013 release of “Motivos: The Life of St. Francis, by Gabriela Mistral” that she edited and translated. The book was published by Bilingual Review Press.

**Tara Ison**, assistant professor of English, announced the release of her book, “Rockaway: A Novel,” by Soft Skull Press.



## ASU Action Heroes

Alumni Association events keep the maroon and gold flowing



Marie Tillman (lower left) and Anthony Robles (lower right) discussed their life experiences and their new books at a March 19 event that featured a conversation facilitated by sportswriter Paola Boivin (upper photo).

On the other pages of this magazine, you will see what great Sun Devil faculty, staff and alumni are thinking – in this section, you will see what they are doing in conjunction with the Alumni Association. And since actions often speak louder than words, the events recounted in this story will illustrate how Arizona State’s mission as the New American University is being lived out among Sun Devil alumni and friends of ASU.

### Signature events honor military heroes, inspiring stories, golden memories

The association honored military Sun Devils at its annual Founders’ Day Awards Dinner on Feb. 21, in a spectacular gala at the Arizona Biltmore Resort & Spa. The event attracted 800 guests; alumni servicemembers from all branches of the U.S. armed forces were honored, with top Sun Devil officers from each branch accepting the award on their behalf. Additionally, the evening honored faculty members whose research, teaching and service work have assisted the military, national defense efforts or bolstered services to veterans. (For a complete list of honorees, please view a related story in the University News section of this issue.)

On March 19, the organization hosted a luncheon with two ASU-related authors: former

ASU wrestling champion Anthony Robles and Marie Tillman, the widow of ASU and Arizona Cardinals football player Pat Tillman. The two headlined “**Life Stories of Courage**,” an event that highlighted Robles’ and Tillman’s recent books (“Unstoppable” and “The Letter,” respectively) and at which the authors shared their narratives of overcoming tragedy and triumphing over adversity. More than 120 people attended the luncheon, which also included a book signing.

In early May, members of the class of 1963 returned to campus for their **Golden Reunion**, a two-day event which included tours of the Tempe campus, participation in Spring Commencement, and induction into the Golden Circle of all classes that have passed the milestone of their 50th class reunion. Attendees had the chance to catch up with long-lost classmates and to see what had changed on campus since their last visit.





Spring activities at the Alumni Association included an orange harvest on the Tempe campus as part of ASU Cares (left) and shadow runs held in conjunction with Pat's Run (right).



The Class of 1963 led the procession at Spring Commencement during their Golden Reunion celebration in May.

## Career and service highlight spring activities

The Alumni Association collaborated with a number of university partners and alumni groups to promote career development and volunteer service events in the first months of 2013. **John Hill**, higher education evangelist for the social networking platform LinkedIn,

visited ASU's Tempe campus on Feb. 26, meeting with staff and also presenting at a networking event co-hosted by the Alumni Association and the W. P. Carey School of Business. More than 100 Sun Devils attended the networking mixer, which was held at the Tempe Mission Palms Hotel.

The career theme continued on March 26, when more than 100 people attended an event co-sponsored by the Alumni Association, the ASU Office of the President, and the Alliance of Arizona Nonprofits, entitled **Encore Careers: Action for the Greater Good**. The half-day seminar offered detailed information on how adults aged 50 or older could successfully launch "second careers" that tap their vocational expertise and wisdom. The association also paid tribute to the university's faculty and staff by way of its **U Devils Appreciation Month** during April and May, which highlighted the organization's special membership category for employees.

ASU alumni had at least two opportunities to give back to the community this spring. Seventeen alumni chapters participated in **ASU Cares** volunteer projects in their hometown; activities ranged from canned food drives and beach clean-ups to working at food pantries and assisting homeless veterans. The Alumni Association directed a harvest of oranges from trees on the Tempe campus, as well.

Twenty-eight alumni chapters hosted "shadow runs" in conjunction with **Pat's Run**, a fundraiser for the Pat Tillman Foundation. The chapters broke last year's participation record, which reached more than 1,300 people.



Even more activities ... a bridal fair at Old Main (top), SAA's Oozeball mud volleyball tournament for students, and fingerpaint the A.

## Additional events

Brides and others interested in holding an event at the Alumni Association's headquarters got a taste of what the facility's preferred vendors had to offer at the **Old Main Bridal Open House** on Feb. 19. Visitors sampled cakes; viewed table settings and floral arrangements; and heard music played on Old Main's baby grand piano.

Current ASU students got down and dirty at the annual **Oozeball tournament**, hosted by the Student Alumni Association. This popular mud volleyball festival took place on the Tempe campus.

Graduating seniors were ushered into the Alumni Association family during **Grad Fair**, which was held at the Sun Devil Campus Stores in March. Many students opted to purchase cap and gown packages that included annual membership in the association.

Sun Devil families got a chance to leave their (temporary) mark on ASU's most visible landmark on April 6, when Sun Devil Generations hosted a **Fingerpaint the A** event on Tempe Hayden Butte, also known as "A" Mountain.

Finally, career-minded Sun Devils gathered to get to know one another on a professional level at **Maroon and Gold Professionals networking mixers** in February and May.

*Liz Massey, managing editor of ASU Magazine.*

## Reports from the Sun Devil Nation



Mike Davies (left), a former ASU wrestler, and Pro Football Hall of Fame stand-out Curley Culp (right), pose with a member of the ASU wrestling team in Boise, Idaho.

### Austin

Our chapter has had an exciting and eventful spring! March 1 was our first Pac-12 versus Big-10 Trivia Night, which featured a night full of friendly competition. We collected non-perishable food items in March for the Capital Area Food Bank while watching the NCAA basketball tournament action at Lucy's Retired Sports Bar. One lucky attendee went home with a signed ASU basketball!

In addition to all the action in March, we also had our annual spring golf tournament at Grey Rock Golf Course on April 13, and hosted a Pat's Run shadow run on April 20. We also hosted a wine tour during May and are gearing up for our summer Sun Devil Send-Off for incoming ASU students from central Texas.

Chapter contact: Amy Olivares, [olivaresamy4@gmail.com](mailto:olivaresamy4@gmail.com).

### Chicago

Our chapter had an exciting spring, watching Sun Devils hockey in Chicago, participating in joint basketball watching with other Pac-12 alums, launching our new bowling league, participating in our local Pat's Run shadow run and volunteering for ASU Cares with the Chicago Food Depository. This summer we'll have our annual Cubs game outing, a special night out with ASU President Michael M. Crow, our Sun Devil Send-Off for incoming ASU freshmen and other Pac 12 mixers! We can't wait to see you at our next event!

Chapter contact:  
Ryan Dromgoole, [asuchicagoalumni@gmail.com](mailto:asuchicagoalumni@gmail.com).



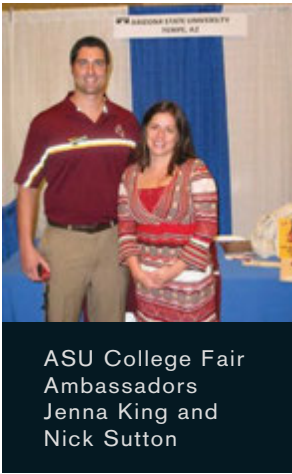
The ASU wrestling team poses with chapter members in Boise, Idaho, in front of Boise State University's Bronco Stadium. Sun Devil alums came out to cheer the team when it came to town.

### Dallas / Fort Worth

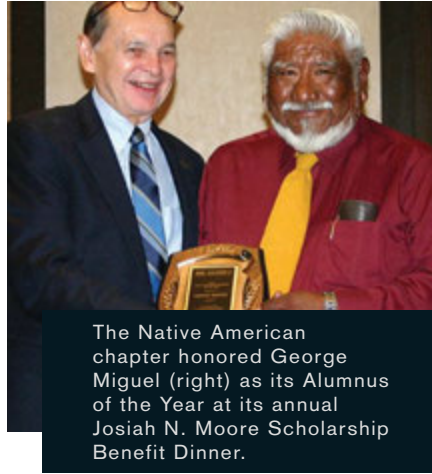
This is shaping up to be a great year for our chapter. March and April were highlighted by our ASU Cares volunteer activity with Minnie's Food Pantry, and our local Pat's Run shadow run. We're planning for our Sun Devil Send-Off this summer, and getting ready for the Oct. 5 football game pitting our Sun Devils against Notre Dame's Fighting Irish at Cowboy Stadium in Arlington. To keep up with all our get-togethers and connect with local ASU alumni, visit our Facebook page at [www.facebook.com/dfwsundevils](http://www.facebook.com/dfwsundevils).

Chapter contact: Marco Canales, [dfwasualumni@gmail.com](mailto:dfwasualumni@gmail.com).





ASU College Fair Ambassadors Jenna King and Nick Sutton



The Native American chapter honored George Miguel (right) as its Alumnus of the Year at its annual Josiah N. Moore Scholarship Benefit Dinner.



Twin Cities alums show off their banner at a recent event.

## Idaho and Palouse

In January, ASU and NFL Hall of Fame inductee Curley Culp joined Mike Davies and fellow alumni in Boise to cheer on ASU's wrestling team as they took on the Boise State Broncos. Davies is a Boise resident and was captain of ASU's 1988 NCAA National Championship wrestling team. In March, we hosted ASU Cares events that supported Sun Devil alumni who are teachers. We gave ASU pennants and brochures to high school counselors and participated in local college fairs. Alumni Jenna King, Nick Sutton, Cherese McLain and Ally Ross served as ASU ambassadors.

In April we held Pat's Run shadow runs in Boise, Spokane and Idaho Falls. Bryan Lightfield, Grace Chiquette and Tara Smith served as team captains. Thank you!

Whether you visit or live in beautiful Idaho or the Palouse, we would love to hear from you. Visit us at [alumni.asu.edu/chapters/idaho](http://alumni.asu.edu/chapters/idaho) or connect with us on Facebook, LinkedIn or Twitter.

Chapter contact: Jennifer Froelich, [aztxorca@yahoo.com](mailto:aztxorca@yahoo.com).

## Los Angeles

Los Angeles Devils have a lot to look forward to this summer, including our ASU Alumni Night at Dodgers Stadium and our annual pre-game meet-and-greet with former Sun Devil baseball players now playing for the Dodgers. Tickets are limited and go FAST for this event. We'll also have Sun Devil Send-Offs for Sun Devils-to-be and their families in South Bay, Arcadia and Westlake Village in late July.

Spring was very busy for our chapter; we cheered for the ASU men's basketball, baseball and women's water polo teams when they came through town. We also

had networking events with W. P. Carey School of Business, volunteered at the Mile 9 water station at the L.A. Marathon, and held our Pat's Run shadow run at the Rose Bowl in Pasadena.

For more information on the LA Chapter and these events, visit our website at [alumni.asu.edu/chapters/los-angeles](http://alumni.asu.edu/chapters/los-angeles) or look for us on Facebook under LA Sun Devils.

Chapter contact: Eddie DeVall, [devall@aol.com](mailto:devall@aol.com).

## LGBT Devils' Pride

Spring 2013 was a great semester for our group! We had a great turnout for our inaugural scholarship benefit dinner. We had the honor of hearing U.S. Rep. Kyrsten Sinema deliver the keynote speech and had the pleasure of recognizing William Smith as our first scholarship recipient. We'd like to thank all the businesses who donated silent auction items, the performers at the event who donated their time and talent, and our ASU campus partners.

We had our first ASU Cares event in March, in which we teamed up with the Community Church of Hope. It was a remarkable event and everyone present enjoyed giving back to the community.

To become involved or learn more about our chapter, visit [alumni.asu.edu/chapters/lgbt-devils-pride](http://alumni.asu.edu/chapters/lgbt-devils-pride).

Chapter contact: Gabriel Escontrías, Jr., [Gabriel.Escontrias@asu.edu](mailto:Gabriel.Escontrias@asu.edu).

## Native American

George Miguel, of the Tohono O'odham Nation, was named recently the 2012 Arizona State University Native American Alumnus of the Year at the chapter's 18th Annual Josiah N. Moore Memorial Scholarship Benefit Dinner. The award recognizes an outstanding ASU

Native American alum for his or her professional/personal achievement, leadership, and outstanding service to the community.

Miguel graduated from ASU with a bachelor's degree in construction in 2001 and a master's degree in construction in 2007. At his Commencement, he was one of three people honored for his perseverance in earning a degree after 40 years and three stints at ASU. He uses his video recordings and posters of this extraordinary moment to motivate students and to let them know it is never too late to reach your goals. Miguel is currently the department chair of occupational programs at the Tohono O'odham Community College in Sells, Ariz. Our chapter was proud to honor such an inspirational alumnus!

Chapter contact: Dora Bradley, [asu.na.alumnichapter@gmail.com](mailto:asu.na.alumnichapter@gmail.com).

## Greater New York

Sun Devil alums in the New York metro area have had a whirlwind of a spring season, with our ASU Cares event, Pulmonary Fibrosis fundraiser, Pat's Run shadow run and annual Rangers game events. This summer we plan to welcome new ASU students and their families to the Sun Devil fold at our Sun Devil Send-Off event.

Chapter contact: Jon Katz, [Ny\\_sundevils@thesundevils.com](mailto:Ny_sundevils@thesundevils.com).

## NorCal

Our chapter has had a busy few months, kicked off by the fantastic showing of alumni at the Kraft Fight Hunger Bowl events in late December. The pregame tailgate had Sun Devils lined up for blocks to attend the sold-out event at Pedro's Cantina before a blowout win against Navy. We also hosted our



Sun Devil supporters turned out in force for the Pat's Run shadow run in Boston.

first alumni ski trip in January.

In March, our annual ASU Cares event took us to the local Ronald McDonald House, where alums prepared an evening meal for the residents. And of course, we held a Pat's Run shadow run in April in the shadow of the Golden Gate Bridge. It was again well attended, showing the support of Bay Area alumni for the memory of Pat Tillman, his foundation, and his Sun Devil legacy.

Chapter contact: Sean Pate, [spate@norcalsundevils.com](mailto:spate@norcalsundevils.com).

## Orange County

Our chapter will be hosting several fun events throughout 2013. In May, we'll have a brewery tour, followed in July or August by a pub crawl. We'll have our ASU Day at the Angels baseball game this fall, and as always, we'll have football game-watching tailgates at Sharkeez in Newport Beach. For details, check our Facebook page – search the Orange County ASU Alumni Association.

Chapter contact: Jeff Daniel, [jeffreysdaniel@gmail.com](mailto:jeffreysdaniel@gmail.com).

## Greater Philadelphia

The year has gotten off to a busy start in Philadelphia Sun Devil country! We watched James Harden and the Houston Rockets play the Sixers in January, then we volunteered at Philabundance in March for our ASU Cares project. In April, we were honored to host a Pat's Run shadow run. Later in

the year we're planning a Philly Food Tour, new member meet-and-greets, and of course our Sun Devil Southwest Style Family Picnic in August!

We've also been able to expand the Philadelphia PAC-12 group! We've started a bowling team with our conference peers, as well as a monthly brunch club.

For details on our chapter activities, visit [www.facebook.com/PhillySunDeviIs](http://www.facebook.com/PhillySunDeviIs).

Chapter contact: Fernando Torres, [PhillySunDeviIs@gmail.com](mailto:PhillySunDeviIs@gmail.com).

## W. P. Carey School of Business

This spring, the W. P. Carey Alumni Chapter was proud to welcome Amy Hillman as dean of the W. P. Carey School of Business at a networking event and town-hall meeting at the Grayhawk Golf Club on March 12. Many alums attended to meet Dean Hillman and participate in a shared conversation about the exciting future of the W. P. Carey School of Business.

Business alumni also teamed up in April to benefit Pat's Run in Tempe on April 20. It was the chapter's second year hosting a race and volunteer team and it proved to be a popular group! A great time was had by all as alumni, family, and friends honored Pat Tillman, one of the W. P. Carey School's most notable alums.

Our chapter welcomes all alumni of the Carey school to upcoming networking receptions, events and professional development seminars. To register for

upcoming alumni events, visit [alumni.wpcarey.asu.edu](http://alumni.wpcarey.asu.edu).

Chapter contact: Theresa DeLaere, [wpcareyalumni@asu.edu](mailto:wpcareyalumni@asu.edu).

## Western Pennsylvania

Our club continues to grow throughout the Western Pennsylvania area.

This spring, we've hosted game-watching tailgates for our baseball and softball teams. On June 7, we'll present our annual concert program at the Pittsburgh Light Opera, which will stage a performance of the "42nd Street." Come join us!

Chapter contact: Charles Tichy, [zaychikabc@verizon.net](mailto:zaychikabc@verizon.net).

## White Mountain

Our alumni chapter is looking forward to seeing the maroon and gold at our 2013 Annual Steak Fry Event, which is set for June 21-22. Please join us for an amazing weekend in the White Mountains where former players, coaches, ASU and community leaders celebrate our Sun Devil heritage! Whether you participate in Heritage Night, the golf events or the fabulous Saturday Night Steak Fry, the weekend will be a memorable one, we promise!

To register for this or our other chapter activities, visit [alumni.asu.edu/chapters/white-mountain](http://alumni.asu.edu/chapters/white-mountain) or [www.facebook.com/whitemountainsundevils](http://www.facebook.com/whitemountainsundevils).

Chapter contact: Dave Lyons, [dplfromasu@cox.net](mailto:dplfromasu@cox.net).





What are you waiting for? **You've graduated** from one of the top-ranked universities in the world, and it's time to show your **Sun Devil pride** by joining the **ASU Alumni Association**.

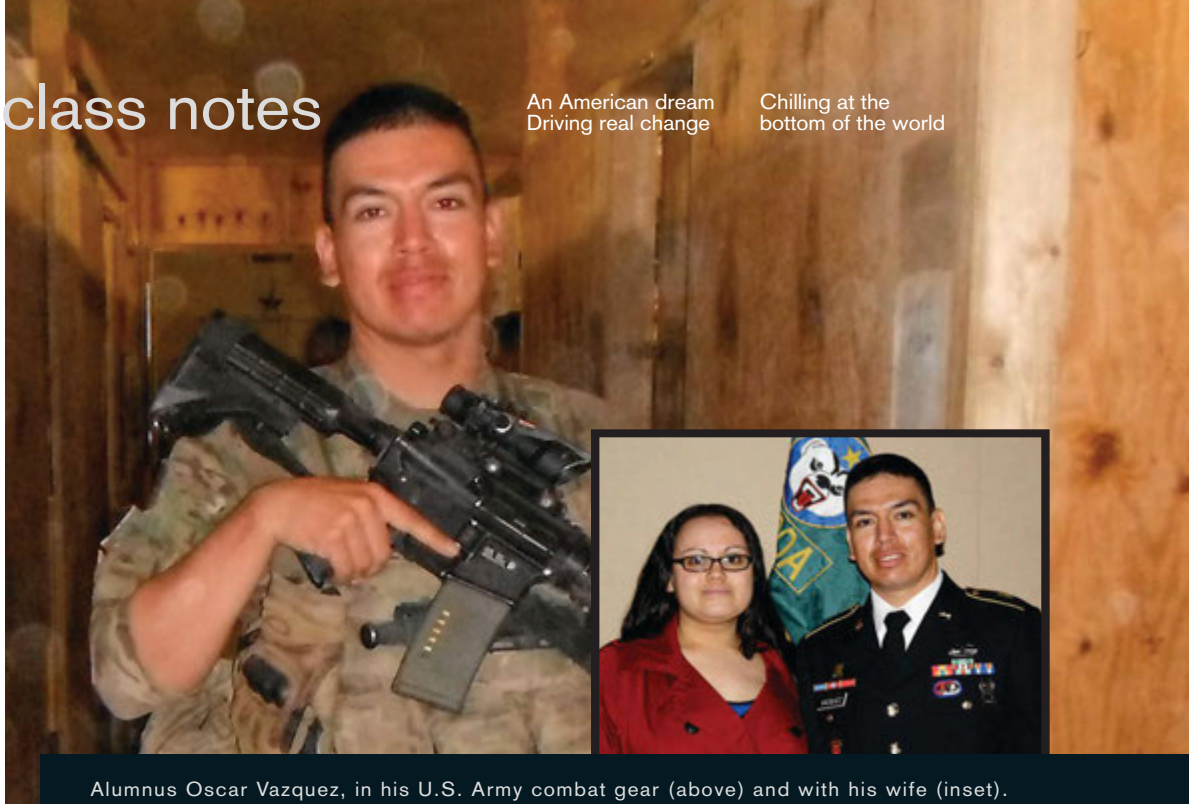
Membership in the ASU Association entitles you to wide variety of benefits including discounts on ASU merchandise, special pricing for ASU Alumni Association events and an extensive chapter network. Whether you want to advance your career, travel the world or support student scholarships—or do it all—membership in the ASU Alumni Association makes it happen.

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## An American dream

Oscar Vazquez '09  
B.S.E.



Alumnus Oscar Vazquez, in his U.S. Army combat gear (above) and with his wife (inset).

**Oscar Vazquez' heart beat double time when he stood waiting to be introduced at his ASU graduation at Sun Devil Stadium in May 2009, in front of President Barack Obama and a packed crowd. He knew his toughest hurdle lay ahead.**

As an undocumented immigrant from Mexico who crossed the U.S. border with his mother at the age of 12, Vazquez had excelled in high school and earned a degree in mechanical engineering at ASU. But he couldn't accept a professional-level job after graduation because of his immigration status.

Two months later, he deported himself to Mexico, leaving behind his wife and infant daughter to apply to attempt to enter the United States legally. The law stated he would be barred from re-entering the country for 10 years. Vazquez sought a waiver, but he was denied initially.

The process was guaranteed to be daunting, but Vazquez had surmounted enough challenges on the way to getting his degree that he wasn't about to give up.

At Carl Hayden High School, he had been part of a four-student robotics team that made national news when it beat out Massachusetts Institute of Technology and other colleges to win a national competition. Married at 19, he paid out-of-state tuition at ASU (as all undocumented immigrants must do), supporting his family with construction jobs and private scholarships. He never stopped believing his educational destiny lay with Arizona State.

"I fell in love with ASU during a middle school field trip, with all the cool stuff they had. I never gave up the idea of getting a degree," says Vazquez.

Back in Mexico, he got a job working the night shift at an auto-parts factory. Then a story about his self-deportation appeared in *The Arizona Republic*, and U.S. Sen. Dick Durbin (D-III.), asked immigration officials to take another look at the case. Within 10 days of Durbin's intervention, his waiver was approved.

"ASU gave me a work ethic and taught me to keep my mind open, keep pushing, and eventually all the struggle would pay off in the end," says Vazquez. "My teachers taught me to learn from everything you do, even my job at the factory. I was prepared to wait."

When he was allowed to re-enter the country legally, he fulfilled his other dream, of joining the U.S. Army. He became a paratrooper, serving in Afghanistan for 10 months. Granted citizenship at the close of basic training, he returned to the United States in late September, and he and his wife now live at Fort Richardson in Alaska. They now have a second child, a son.

Vazquez said he was pleased that his strategy to become a naturalized citizen had paid off.

"I've tried to do things the right way, and it has worked out. When I look back 30 years from now, there'll be no regrets from me," he said.

*By Sarah Auffret, a freelance writer based in Tempe.*



## 2010s

**Lauren Dickinson '12 B.S.** accepted a position as business development representative with Midtown Tulsa Express Employment Professionals.

**Julie Hirschfeld '12 B.S.**, formerly a data coordinator with Navigation Solutions, joined SRS Real Estate Partners in the Dallas/Ft. Worth office as a research consultant.

**Matt Kolano '12 B.S., '12 B.S.** accepted a position as research analyst in the Phoenix office of Jones Lang LaSalle, a financial services company.

**Randolph Lee '12 D.M.A.; Diogo Pereira '12 D.M.A.; Chandra Susilo '11 M.M.; Susanna Giles '10 M.M.;** and **◆ Mauricio Arias '07 M.M., '12 D.M.A.** performed in New York City's Carnegie Hall on Dec. 12, 2012, as part of the Amazonas concert series, which promotes music from the Americas. The program included compositions and solos by Arias and Pereira and a solo by Lee. Giles and Susilo performed in the orchestra ensemble.

**◆ Mia Parrett '12 B.A.** accepted a position as student employment advisor with the Art Institute of Phoenix.

**Brian Trinh '12 B.S.** is an engineer for the new, education-focused web startup, Onvard, which is a curating platform for educational content.

**Heather A. Cochran '11 M.S.W.** participated with a group of students in Ghana to win the 2012 Startup Weekend International competition in Africa. The students' startup, Slice Biz, is a disruptive investment platform that provides innovative financing for startups. The team, representing all of Africa, placed 26th in the subsequent worldwide competition.

**Michelle Guina '11 J.D.** joined the Phoenix law offices of Steptoe & Johnson LLP as an associate.

**Chris Joannes '11 B.S.P., '12 M.A.S.** joined the St. Louis office of Bernardin Lochmueller & Associates as a transportation planner.

**◆ Samuel Swail '11 B.F.A.** participated in the TaLK program or Teach and Learn in Korea, a paid teaching internship sponsored by the South Korean government. He spent his time teaching K-6 grade English in rural Korea by utilizing his background in arts and culture education. The students learned and performed English pop-songs and an English musical, learned vocabulary words related to a cultures of the world mask-making/travel unit, and created self-introduction videos for Swail's art students in Arizona.

**Jeffrey Kunowski '11 B.A.;** **◆ Cynthia Valenzuela '11 B.A.;** and **Susanna Young '11 B.S.E., '12 M.S.E.** were named among The Arizona Republic's 35 Entrepreneurs 35 & Younger in 2012.

**Michael J. Donovan '10 J.D.**, formerly with Greenberg Traurig, accepted a position as an associate in the Phoenix office of Polsinelli Shughart, where he will focus on intellectual property issues for biotech companies and public and private universities in scientific legal matters.

**Elizabeth (Reahard) Oviedo '10 M.Ed.** is marketing manager for Symmetry Software in Scottsdale, Ariz.

**Natalie Podgorski '10 B.A.** accepted a position as communications manager for the city of Meridian, Idaho. In this position, she manages the city's social media presence and acts as liaison between the media and the city.

**Shaun Rieve '10 B.A.** was appointed deputy director of legislative affairs by Arizona Gov. Jan Brewer.

## 2000s

**Lauren E. Bailey '02 B.A., '02 B.A.;** **Dallin Harris '09 B.S.;** **Danielle Jacques '01 B.I.S., '10 M.S.D.;** **Chelsey Nelson '07 B.S.;** **Cameron Proudfoot '01 B.A.;** and **◆ Joshua Simon '07 B.I.S.** were named among The Arizona Republic's 35 Entrepreneurs 35 & Younger in 2012.

**Michael Johnson '09 M.B.A.** was promoted to president of See Water, Inc., a manufacturer of patented pump control systems and solutions in San Jacinto, Calif.

**Robert Gruler '08 B.A.** and **James Palestini '08 B.S.** joined the Scottsdale Law Office of Corso & Rhude staff of criminal defense, personal injury and family law attorneys.

**Shannon Koehle '08 B.A.** accepted a position as marketing and events associate with EmPower Solar. Her responsibilities include support of sales and marketing initiatives to extend discussion of solar energy on Long Island and in New York City and to communicate the environmental and economic benefits of solar power.

**R. Eric McMaster '08 M.F.A.**, assistant professor and lab technician in Virginia Commonwealth University's Department of Sculpture and Extended Media, displayed three works in "The Obstruction of Action" exhibit at the 1708 Gallery in Richmond, Va.

**David Zucker '08 B.S.**, an optometrist, joined the practice of Robert Cotter in Brattleboro, Vt.

**◆ Brian Indrelunas '08 B.A.** has been promoted to digital editor for news and metrics at MyDesert.com in Palm Springs, Calif. He will lead The Desert Sun Media Group's dayside news programming on the Web, mobile devices and tablets, and track digital successes.



Joe Clancy

**Joshua Almond '07 M.F.A.** presented his work in an exhibit entitled "Micro/Macro: An Installation of Sculpture" in the Alice & William Jenkins Gallery at Crealdé School of Art in Orlando, Fla.

**◆ Rachel Brockway '07 M.B.A.** joined HMA Public Relations in Phoenix as an account executive. Her responsibilities include client management, digital communications, business development, online content management, strategic media relations, client relations, promotional marketing and creative writing.

**Joe Clancy '07 B.S.**, operations manager and portfolio administrator for Perspective Financial Services, LLC in Phoenix, earned the Chartered Financial Analyst (CFA) designation. He is also a Chartered Mutual Fund Counselor.

**Kevin Frei '07 B.A.**, a founding partner in the company Go Musicals, received a grant from the Arizona Commission on the Arts to develop a score and demo for an original musical based on Parisian folk tales and history.

**◆ W. Tol Ware '07 B.A.**, a manager with Amarillo National Bank, was appointed to the board of directors for Cal Farley.

**Pablo Garcia '06 M.M.** owns a photography business, Garcia's Photography, with his wife, Christina, in Greenland, N.H.

**Lindsay R. D. D'Andrea '06 B.S.** joined the Maple Lawn, Md., law office of Offit Kurman as a new associate. She will practice in the area of estates and trusts law.

**Michael Layman '06 B.S.** was promoted from senior associate to vice president with TSG Consumer Partners LLC.

**Nicholas Oviedo '06 B.A., '11 M.Ed.** teaches special education in Phoenix and studies school leadership at Columbia University.

**◆ Steven Mitten '05 B.A.E.** is entering his sixth year teaching at Cactus Shadows High School in Cave Creek, Ariz. This is his third year as chair of the social studies department.

**Darin Groteboer '05 B.A.** joined the San Diego, Calif., law firm of Goldberg Jones as a family law attorney.

**Bret Johnson '05 B.I.S.**, realtor and sales manager with Pacific Arizona Realty in Phoenix, received the Quantum Leap Award for Real Estate Success for the most exceptional gains in real estate success achieved through his inspired implementation of the Quantum Leap Real Estate Success System designed by Craig Proctor.

**Mark Raymond '05 B.S.P** opened the Cleveland Hostel last July and provides a comfortable, low-cost facility for travelers who visit that city.

**Britany Simon '05 B.I.S.**, photographer, interior designer and season's fan favorite on Season 7 of HGTV's "Color Splash," appeared recently at Big Heap, a Cave Creek festival of vintage and handmade goods.

**Ricky Araiza '04 B.A.** was appointed artistic director of Teatro Bravo, a bilingual theater company in Phoenix.

**Chris Clark '04 M.B.A.**, previously with Christie Medical Holdings, accepted a position as business development manager with UltraViolet Devices, Inc., a provider of ultraviolet disinfection and molecular filtration technologies.

**Eric M. Gewirtz '04 B.A., '04 B.Mus.** accepted a position as associate director of public relations at New York's Lincoln Center for the Performing Arts and received a Rising Star award from the classical music industry trade publication Musical America.

**John A. Lingl '04 J.D.**, an attorney in the Ann Arbor office of Brinks Hofer Gilson & Lione, was elected shareholder in the firm.

**Robert Pizorno '04 J.D.**, a Phoenix attorney and former aide to U.S. Sen. John McCain, was named the new chief of staff for Phoenix City Councilman Sal DiCiccio.

**Colleen Pyra '04 B.A.**, director of business development for Angel MedFlight, was named chair of the City of Phoenix Women's Commission. Among the commission's priorities are equal pay for women, domestic violence awareness, drug abuse prevention and education.

**Matt Smith '04 M.Ed.**, formerly principal at Hillsboro (Oregon) High School, accepted a position as executive director of secondary schools with the Hillsboro School District.

**Christopher Baker '03 B.S., '12 J.D.** joined the Wick Phillips law firm as an associate in the firm's Dallas office. He will work with public and private clients on corporate and finance matters.

**Paul Boyer '03 B.A., '11 M.A.**, formerly supervisor of district communications with the Mesa Public Schools, was elected to the Arizona House of



Melody Johnson

Representatives where he will represent Glendale and North Phoenix.

**Susan Green '03 B.A.E.**, a third-grade teacher at Ocotillo Elementary School in Phoenix, was recognized as the 2013 Chapter Outstanding Junior by the National Society Daughters of the American Revolution. Green is a member of the Grand Canyon Chapter.

**Emily Linkey '03 B.A.**, formerly with the Glendale Public Library, accepted a position as library director at the Payson Public Library in Payson, Ariz.

◆ **Jayson Matthews '03 M.P.A.** accepted a position as chief development officer for United Food Bank.

◆ **Ben Orze '03 B.S.** was promoted to chief operating officer of Storage Mobility, Inc. He will oversee the general day-to-day operations for the organization.

**Colton Trauter '03 B.S.** was promoted to principal with Lee & Associates, where he represents landlords and tenants in the leasing and sale of commercial office properties.

**Sara Wright '03 B.A.** accepted a position as morning executive producer for "Good Morning Tucson" with KGUN-TV in Tucson, Ariz.

◆ **Jacque Ahrenberg '02 B.S.**, formerly development director and assistant to the CEO of YWCA Maricopa County, accepted a position as development director with Interfaith Cooperative Ministries Food and Clothing Bank.

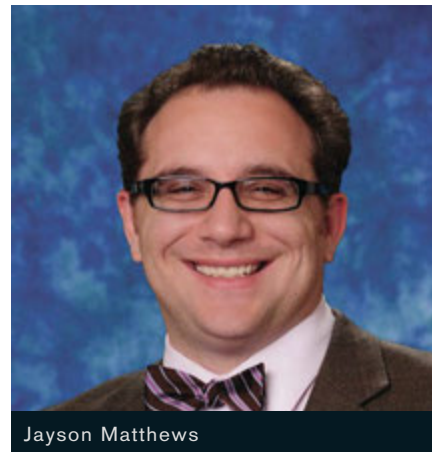
**William Breier '02 B.S.** joined Murphy Karber PLC, a Phoenix real estate and construction law firm as an associate.

**Matt Fredrick '02 B.S.** was promoted to principal with Lee & Associates, where he specializes in landlord and tenant representation for leasing and sale of industrial properties.

**Melody Johnson '02 B.I.S.**, a former Sun Devil basketball player, was appointed vice president, member development with the Tempe Chamber of Commerce.



Syleste Rodriguez



Jayson Matthews

**Sally MacDonald '02 B.A.**, Emmy Award-winning reporter and former anchor for student newscasts from the Walter Cronkite School of Telecommunications, accepted a position as anchor/reporter with KRIV-TV in Houston, Texas.

**Syleste Rodriguez '02 B.A.**, formerly with Phoenix's KNXV-TV, joined KSAZ-TV as an anchor/reporter. She will cover Valley of the Sun and state news on the morning show from 4:30 to 10 a.m.

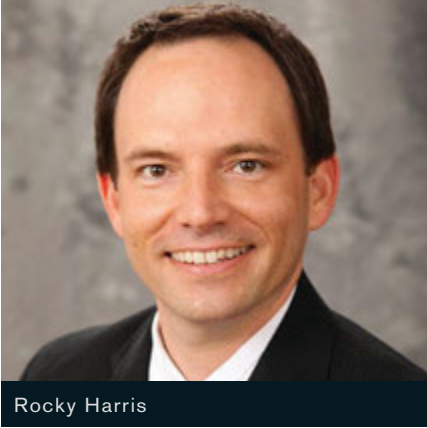
**Jason Greenstein '01 B.S.** was promoted to senior managing director in the New York headquarters of Newmark Grubb Knight Frank.

◆ **Joe Hoffman '01 M.B.A.**, formerly with Nokia Siemens Networks and Motorola Networks, joined ABI Research as head of analysis and forecasts on mobile packet core, network optimization, DPI and policy, and IMS/VoIP.

**Anthony E. Derwinski '01 B.A.** was elected shareholder at the Chicago-based law firm of Johnson & Bell, Ltd. Derwinski also was recognized by Chicago Magazine and Illinois Super Lawyers Magazine as a Rising Star in Litigation, a distinction given to approximately 2.5 percent of attorneys in the state.

**Rocky Harris '00 B.A.** was named senior associate athletics director for communications for Sun Devil Athletics. He will oversee strategic planning and execution of internal and external sports and business communications for Sun Devil Athletics and the Sun Devil Club.





Rocky Harris



Luis Heredia

◆ **Christine Emmons '00 B.S.** accepted the position of account executive with Pandora Internet Radio and is the organization's first hire in Arizona. She will help Arizona businesses connect with the Pandora audience.

**Mike Gullaksen '00 B.S.**, managing director and senior vice president of Covario, Inc., was selected by the editors of Direct Marketing News as one of the recipients of its first annual 2012 "40 under 40" awards.

**Matthew Martinez '00 M.A.**, director of the Northern Pueblos Institute and Assistant Professor of Pueblo Indian Studies at Northern New Mexico College, was appointed by New Mexico Gov. Susana Martinez to the Historical Records Advisory Board.

**Larry Mix '00 B.S.E.**, a major in the U.S. Marine Corps, is the knowledge management officer in charge for the 316th Expeditionary Sustainment Command and is deployed to Kuwait. When not deployed, he works as a mechanical engineer for the Arizona Public Service Co. in Farmington, N.M. On November 20, 2012, he spoke at Camp Arifjan, Kuwait, on a panel in recognition of Native American Heritage Month.

**Patricia von Kolen '00 B.S., '01 M.Tax.** joined Abalos & Associates, PLLC as senior tax accountant.

## 1990s

**Ayse Papatya Bucak '99 M.F.A.**, associate professor of Creative Writing at Florida Atlantic University, was honored with a 2013 PEN/O. Henry

Prize for her short story, "The History of Girls." The story will be featured in an anthology by Anchor Books to be published in the fall of 2013.

◆ **Chad Colton '99 B.A.**, formerly with Rain Bird Corp. in San Diego, accepted a position as zone manager for the Western United States with Bosch.

**David Dolendi '99 M.P.A.** joined the partnership of Sedgwick LLP on Jan. 1. He practices in the firm's Chicago office and provides litigation defense, coverage advice, risk analysis and reserve assessment on behalf of international and domestic insurers and reinsurers.

**Andrew Kramer '99 B.S.**, previously with Eide Bailley LLP, accepted a position as chief financial officer for Davidson's, a firearms wholesaler in Prescott, Ariz.

**David Luna '99 M.M.C.** was named Mesa's 2013 Man of the Year in recognition of his contributions to the community and to improving the lives of others.

**Jennifer Smith-Izzo '99 M.B.A.** was promoted to program coordinator in the General Education Department of Math, Sciences and Social Sciences at the Art Institute of Phoenix.

**Jo Alice Blondin '98 M.A., '98 Ph.D.**, chancellor of Arkansas Tech University, Ozark Campus, joined the board of directors for the Van Buren (Ark.) Chamber of Commerce.

**Wynn Esterline '98 B.A.**, owner of Home Instead Senior Care in Adrian, Mich., was appointed to the Michigan Quality Community Care Council board of directors by Michigan Gov. Rick Snyder.

◆ **Luis Heredia '98 B.S.**, formerly executive director of the Arizona Democratic Party, accepted a position as government relations director with Torres Consulting and Law Group, LLC. He also was elected to serve as an Arizona Democratic National Committeeman and will represent the state at the Democratic National Committee.

**Howard Hughes '98 B.A.**, a comedian, opened a new comedy club, Stand-Up, Scottsdale!, in March 2012. The facility hosts headlining acts from nationally broadcast shows as well as local talent. Hughes himself performs on weekends.

**Dana Pascucci '98 B.I.S.**, formerly with Rodman & Renshaw, accepted the position of managing director of institutional sales and trading with Wall Street Access, where he will lead a global equities trading team of 12 professionals.

**Michael Proulx '98 B.S.**, formerly with Queen Mary, University of London, accepted a position as senior lecturer in the department of psychology at the University of Bath. He continues to hold a visiting senior lecturer position in electronic engineering at Queen Mary.

◆ **Woodrow Thompson '98 B.A., '01 J.D.**, an attorney with Thompson & Volquardsen, P.C., was named by Arizona Foothills Magazine the top criminal defense attorney in the Arizona area for 2012.

**Tony Bradley '97 B.A., '08 J.D.** was appointed as the new president and CEO of the Arizona Trucking Association and as the executive director for the Arizona Transportation Education Foundation.

**Jeanie Marcelino '97 B.S.** is now the owner of Suddenly Slimmer Day and Med Spa in Phoenix.

◆ **Erika Gronck '97 B.A., '03 B.A.** works at ASU at the Alliance for Construction Excellence as an educational technologist serving as a web designer, educational technologist, social media specialist and video editor.

**Cygnia Rapp '97 M.A.** is the founder of Prosperity Organic Foods that developed and supplies Melt Organic spreads, a butter substitute. The Idaho-based company received a silver medal in the Consumer Products and Services Company category at the "Stevie Awards" in New York City.

**Dawn Valdivia '97 B.A., '97 B.A.**, a partner in the Phoenix office of Quarles & Brady, LLP law firm, was named chair of the Phoenix office's labor and employment practice group.

◆ **Michael Cecchini '96 B.S.**, formerly chief of police for Bay City, Mich., accepted a position as that city's first director of public safety.

**Rosemarie Dombrowski '96 B.A., '96 B.A., '07 Ph.D.**, an ASU lecturer in English and co-founder of the Phoenix Poetry Series and the undergraduate writing journal, posted "A Love Letter to Phoenix" on Huffington Post's Love Letters blog on Dec. 26, 2012.

**Phil Harker '96 M.B.A.**, previously with Optum/Ingenix, was appointed senior vice president, client development and operations at Audax Health.

**Clate Mask '96 B.A.**, co-founder and CEO of Infusionsoft, and **Scott Martineau '00 B.S.**, co-founder and vice president for demand generation for the company, recently announced the company had received \$54 million in growth capital financing from Goldman Sachs. The company will use the funds for product development, marketing and sales, and to grow partner and education programs in the United States and internationally.

**Richard Russell '96 B.S.** was named a partner in the law firm Husch Blackwell in Springfield, Mo. His practice focuses on trusts and estates, tax law, and gift and charitable planning for individuals and business.

**Steve Gesell '95 B.S.**, chief of police for San Luis Obispo, Calif., and **Cassandra Treasure Jones '10 B.A.**, morning anchor for the local Central Coast

## asu 58 class notes

News Station, met in the studio after Steve noticed an ASU sweatshirt and learned that Cassandra was its owner. They report that Sun Devil pride is alive and well in their area.

**Robert Max Holmes '95 Ph.D.**, senior scientist at the Woods Hole Research Center, was appointed program director of the Arctic System Science Program at the National Science Foundation for up to two years.

◆ **Amar Thakur '95 J.D.**, formerly with Foley & Lardner, accepted a position as partner in the Los Angeles office Quinn Emanuel Urquhart & Sullivan, where he will focus on intellectual property litigation and licensing matters.

**Kathryn Romley '94 B.S.** and **Michael Romley '95 B.S.** are the owners of Red Cup Living, a company that produces reusable drinking cups and other products that capture the easygoing spirit of the front porch and other memorable moments with friends and family.

**Maia Bellon '94 J.D.**, former head of the Washington State Ecology Department's water resources program, was appointed director of the department.

**Robert Bradshaw '94 M.P.A.** accepted a position as city manager for Fort Pierce, Texas.

**Thomas Diersbock '94 B.S.** was promoted to operations manager in the Pacific District Office of Hensel Phelps in Honolulu, Hawaii.

**John Nattans '94 M.C.** was promoted to corporate vice president of program management with Correct Rx in Baltimore, Md.

**Trent Wilcox '94 J.D.**, formerly managing partner of Wilcox & Wilcox, PC, in Phoenix, joined the law firm of Thomason, Swanson and Zahn, PLLC, in Park Rapids, Minn. His areas of practice include family law, guardianship, personal injury, employment disputes and general civil litigation.

◆ **Paul G. Berumen '93 B.A.** accepted the position of senior policy advisor in the Transportation Security Administration's Office of Risk Based Security, Department of Homeland Security.

**Jody Collup '93 B.S.**, formerly with Calyx Software, joined Global DMS in Lansdale, Pa., to fill the newly created position of vice president of marketing.

**Larry Conrad '93 M.S.**, formerly CIO at the University of North Carolina, Chapel Hill, became the CIO at the University of California, Berkeley, in February.

**194663 Patrick V. Diaz '93 B.S.** was appointed clerk of the Commonwealth Superior Court in the



Steve Gesell and  
Cassandra Treasure Jones

Northern Mariana Islands. He is responsible for the trial court's case flow processes and the daily operations of the Office of the Clerk of Court on Rota, Saipan, and Tinian.

**Jeffrey Dirrim '93 B.A.**, pastor for Footsteps Ministries, oversaw collections and delivery of Christmas stocking, shoes and socks to 100 homeless LGBT youth between the ages of 14 and 24 years who have been disowned by their families. Footsteps Ministries is part of the United Church of Christ's Southwest Conference.

**Carol Ellis '93 B.S.D.** is a partner and interior designer with the Ellis Design Group LLC in Eugene, Ore., which was recognized with the "Best of Houzz" 2013 award in the customer satisfaction category. Houzz is the leading online platform for residential remodeling and design.

◆ **Jace Gardner '93 B.S.** was promoted to the rank of lieutenant colonel in the Colorado Air National Guard. He serves a staff meteorologist assigned to USNORTHCOM/NORAD Headquarters at Peterson Air Force Base in Colorado Springs.

**Kat Kozitza '93 B.S.**, previously with the digital and social media team at SuperValu, joined Regence as vice president of digital solutions in Portland, Ore.

**Laurie South '93 B.S.**, formerly with Spirit Mountain Casino and Lodge in Oregon, accepted the position of vice president of human resources with Red Hawk Casino in California.

**Adam Johnson '92 B.A.**, novelist and associate professor of English at Stanford University, participated in the "How I Write" series at Stanford and noted that his works are the result of methodical research, self-imposed discipline and a passion for storytelling.

**Adam Woltag '92 B.S.D.**, a partner with WRNS Studio of San Francisco, became design director of WRNS Studio Hawaii with the formation of this new office with Minatoishi Architects, Inc. in Honolulu.

**Julie Bowland '91 M.F.A.**, associate professor and director of the Fine Arts Gallery at Valdosta State University, exhibited her work in a Buchanan Museum of Fine Art installation of works by



Paul G. Berumen

emerging artists.

**Nicole Carroll '91 B.A.**, executive editor of The Arizona Republic and azcentral.com, spoke at the Walter Cronkite School of Journalism and Mass Communication's fall convocation ceremony at Grady Gammage Memorial Auditorium on Dec. 21.

**Srinath Ekkad '91 M.S.**, professor of mechanical engineering in the College of Engineering at Virginia Tech, was named Commonwealth Professor for Aerospace Propulsion Systems by the Virginia Tech Board of Visitors.

**Terri Fernandez-Tyson '91 B.A., '95 M.Ed., '00 Ph.D.**, a school psychologist, joined the psychology department at Shodair Children's Hospital in Helena, Mont.

**Darin Kraetsch '91 B.S.** is CEO of Flip Flop Shops that was recognized by Inc. magazine as the sixth fastest growing franchise and the ninth fastest growing retailer in the nation in 2012.

**Denise Yaghmourian '91 B.F.A.**, who uses recycled materials in her art work, participated in the "3 R's: Reduce, Reuse and Recycle" exhibit at the Tempe Public Library. The exhibit was developed in conjunction with the Tempe Center for the Arts and was displayed from December through March.

**Stanley Fawcett '90 Ph.D.** was named to the John B. Goddard Endowed Chair in Global Supply Chain Management at Weber State University. He is the first to hold this position.

**Lesla LaRocca '90 B.A.** was appointed senior vice president for the desert region by Riverstone Residential Group, a third-party multifamily property management company. LaRocca is based in Phoenix.

**Kevin Olson '90 B.A.** announced his purchase of the Jackson Hole News & Guide newspaper company in Jackson Hole, Wyo. The new company, Teton Media Works, will take over operation of the weekly paper, the Jackson Hole Daily, Jackson Hole and Images West magazines and associated websites.

**Craig Wismer '90 B.S.**, aide to retiring U.S. Senator Jon Kyl, won a special write-in election to become judge of the Arrowhead Justice Court in the northwestern Phoenix Metropolitan area.



# Driving real change

## Bruno Sarda '90 B.S.

Bruno Sarda '90 B.S. has spent much of his career leading organizations through massive change – both in the corporate world and at ASU. Sarda is the director of global sustainability operations at Dell. His mission is to operationalize sustainability throughout the business – in other words, to make it happen everywhere. That includes strategy, reporting, and governance as much as adjusting supply chains or changing the ways products are packaged and recycled.

“My greatest challenge is inspiring people to ‘fix’ things that don’t seem to be broken – until you look at them through the lens of sustainability and the long-term success of the company. The real work of sustainability is how to make disruptive change happen successfully so that people will no longer be satisfied doing it any other way,” said Sarda.

Early lessons Sarda learned at ASU have helped him in his eight years at Dell, which has included serving as the head of e-Business for Dell Europe. “A key lesson I learned at ASU is how to operate and be agile in a large organization,” he said.

Sarda also gained knowledge through the diverse group of friends he made while in college. “I remember enjoying being on campus with people studying music, nursing and history. The university is a microcosm of the global work environment that I operate in every day.”

Today, Sarda also plays an active role in preparing current ASU students for their careers. He is a consultant for the Rob and Melani Walton Sustainability Solutions Initiative in the Global Institute of Sustainability and oversees a sustainability internship program funded by Dell.

“My work at ASU focuses on how to take an education in sustainability into the workplace. With ASU’s New American University model, I found there was an opportunity to share my



experience and help bridge a gap,” Sarda said. “The internship program allows students to directly experience corporate sustainability work and helps prepare them for successful careers.”

Sarda also acts as an adjunct professor at ASU’s School of Sustainability. His course “Preparing for Career Success in Sustainability” is popular, not to mention practical. He says he’s pleased to be of service to them.

“I want to help students use their passion and knowledge effectively in their work and enable them to drive real change,” he said.

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

## 1980s

**Lori Z. Bahnmüller '89 B.A.**, a marketing communications professional, joined Brogan & Partners in the Detroit metropolitan area as senior strategist.

**Dan Leff '88 B.S.** was promoted to vice president of acquisitions with The Preiss Co. His responsibilities include acquisition of student apartments, managing the development of new and existing housing properties in the company’s portfolio and managing the financial underwriting for all new acquisitions.

**Craig Marshall '88 B.A.**, formerly national account manager for AmeriGas for the western United States, accepted a position with Deschutes Brewery as South Central zone sales manager.

**Gina Armstrong '87 B.S.**, formerly deputy director of the Columbia County Healthcare Consortium in Hudson, N.Y., accepted a position as health director with the Pittsfield, Mass., Board of Health.

**Paul Binsfeld '87 B.S.**, founder and president of Company Nurse, LLC, was recognized by the Business School Lausanne in Switzerland with their Innovator in Their Field award during the school’s Alumni Hall of Fame awards ceremony last September.

**Susan Long '87 B.S.**, formerly senior program director with the Valley of the Sun YMCA in Phoenix, accepted a position as executive director of the King County YMCA, in Hanford, Calif.

**Dianne Fulmer '86 B.S.**, previously a university development representative for Grand Canyon University, joined the USA Funds school and student services team to promote student success in postsecondary education. She will consult with college and university administrators in 12 Western states.

**Sherman Leibow '86 B.S.**, president and founder of Great Western Distribution of Idaho, LLC, celebrated his birthday with a fundraising event that resulted in a contribution of more than \$10,000

for Life’s Kitchen in Boise, Idaho. The birthday fundraising event, now in its fourth year, has become an annual tradition.

**Amy Spangler '86 B.A.E.** accepted a position as principal of Wellington Elementary School in Belmont, Mass.

**John Woodward '86 B.S.**, formerly with BASF, accepted the position of national sales manager with Lodi, Calif., based Geotech Supply.

**MaryAnne Fernandez '85 B.F.A.**, head of the dance department at Xavier College Preparatory Academy and director of The Movement Source Dance Company, announced the company’s performance of “Caliente!” at ASU’s Tempe campus.

**Marcia Holly '85 B.F.A.**, community manager with Colorado Association Services in Colorado Springs, earned the Professional Community Association Manager designation from Community Associations Institute, the highest professional recognition available nationwide for her area of expertise.

## asu 60 class notes

**Matthew Malenfant '85 B.S., '85 B.S.**, formerly executive vice president of Saxco International, LLC, was appointed CEO of that organization. He will be responsible for all Saxco companies and divisions servicing the wine, beer, spirits and food industries.

**Jane Morris '85 M.P.A.** was named director of special projects, a new position, at Phoenix-Mesa Gateway Airport. She will lead the organization's efforts to accomplish the Gateway 2030 plan.

**Ann Scott Timmer '85 J.D.**, formerly an Arizona Court of Appeals judge, was appointed to the Arizona Supreme Court. She is the fourth woman since statehood to be appointed to the high court.

**Tom Bradley '84 J.D.** was named president and CEO of the Arizona Trucking Association by its board of directors. He will serve also as the executive director for the Arizona Transportation Education Foundation.

**Marilee Dal Pra '84 B.A.** was promoted to vice president of programs with the Virginia G. Piper Charitable Trust. In this position she will oversee Piper Trust's community initiatives and strategic program development.

**Paul Oppenheim '84 B.S.E.**, formerly president and general manager of Cobham Composite Products, joined Applied Composite Technology (ACT) Aerospace as vice president and general manager.

**Lois Roma-Deeley '84 B.A., '88 M.F.A.**, a creative writing instructor at Paradise Valley Community College, was named a 2012 Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

**Mark Swartz '83 B.S.D.**, previously managing principal of e group, joined Otak, Inc. as a senior landscape architect and planner working out of the firm's Tempe office.

◆ **Paul K. Halverson '82 B.S., '84 M.H.S.A.**, formerly director and state health officer for the Arkansas Department of Health, was appointed founding dean of the new Indiana University Richard M. Fairbanks School of Public Health at IUPUI.

**Tina Jonas '82 B.A.**, president of Logistics Health Incorporated and senior vice president of Optum Health, was appointed to the board of directors for EADS North America.

**Steve Franke '81 B.S.** was named vice president for contract underwriting for the west region with Scottsdale Insurance Company.

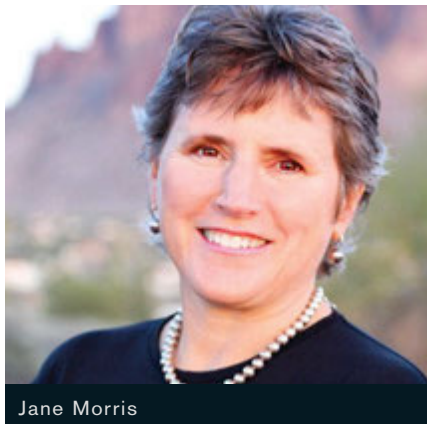
**Dean Lobdell '81 B.S.** joined Fluor-B&W Portsmouth LLC as director of waste management.



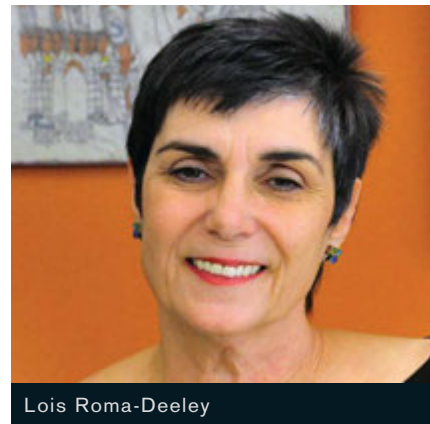
Nicole Carroll



MaryAnne Fernandez



Jane Morris



Lois Roma-Deeley

He will oversee the handling and disposition of material generated from the decontamination and decommissioning of Cold War-era facilities and systems.

**Robert Preiss '81 B.S.E.** accepted a position with Gilbane Building Company, where he will lead the company's energy modeling and high performance building efforts.

**Michael Swaney '81 B.S.** joined the Phoenix office of REDW LLC as a tax supervisor.

◆ **Kathleen Duffy Ybarra '81 B.A.** is president of the recruiting firm Duffy Group, Inc., which was named a Blue Ribbon Small Business Award winner by the U.S. Chamber of Commerce. The award recognizes excellence in business practices in several areas.

**Don Hopkins '80 B.S.**, real estate entrepreneur, appeared in the second season of "Property Wars," a Discovery Channel reality show about the bidding wars of the Phoenix area real estate market.

**Jacquee Petchel '80 B.A.**, Pulitzer Prize-winning senior investigations and enterprise editor at The Houston Chronicle, accepted the position of professor of practice and executive editor of the Carnegie-Knight News 21 program with ASU's Walter Cronkite School of Journalism and Mass Communication. She was inducted into the Cronkite Alumni Hall of Fame in 1997.



Kathleen Duffy Ybarra

## 1970s

**David P. Dauwalder '79 M.A.E., '83 Ph.D.**, previously provost and senior vice president for academic affairs at the University of New Haven, was appointed executive vice president and provost at Woodbury University.

**David Chanko '79 M.B.A.** continues to teach economics and mathematics at BASIS Flagstaff, a charter college-prep school.

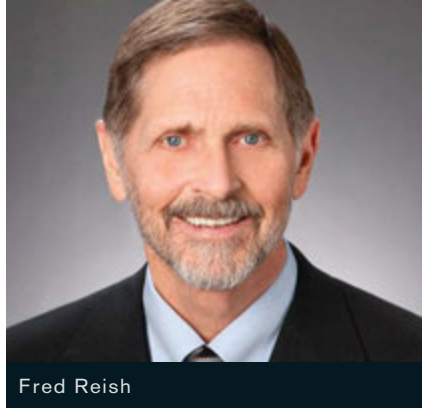
**Ted Cummings '78 D.B.A.**, dean of the School of Business at the University of Houston, Clear Lake, was appointed to the Texas Chiropractic College Board of Regents.

**Stephen C. Newmark '77 J.D.**, an attorney with Newmark Law Firm, PLLC and chair of the Arizona





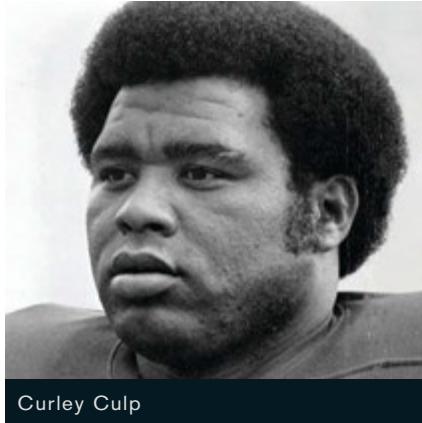
Jacquée Petchel



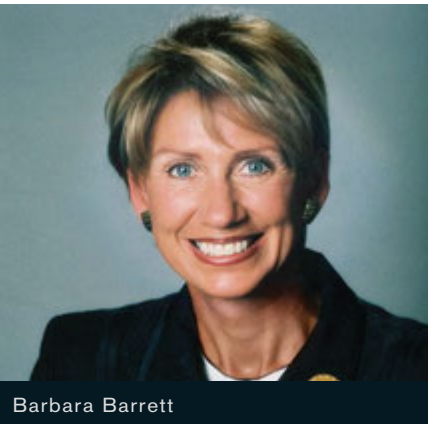
Fred Reish



Carol Nelson Shepherd



Curley Culp



Barbara Barrett

State Bar Tax Section, was awarded the designation of specialist in tax law, which is awarded to only a small number of legal professionals.

**David Sollitt '77 B.S.** joined ESW Partners, an independent marketing communications agency, as senior vice president, general manager. **Frederick Van Etten '77 B.S.**, previously president of Popular Equipment Finance, accepted the position of division president of Scottrade Bank Equipment Finance, a new division of Scottrade Bank in St. Louis, Mo.

**Mary Ann (Oughton) Wallace '77 B.S.N.**, a physician in Corvallis, Ore., has completed medical school, served as medical director for Integrative Medicine Program of Samaritan Health Services in Corvallis, and published two books, "Heart of Healing" and "Mindful Eating: Mindful Life" since her graduation from ASU.

**Hal DeKeyser '76 B.S.**, formerly chief of staff for Phoenix City Councilman Sal DiCiccio, accepted a position as speechwriter and public communications writer for Arizona Gov. Jan Brewer.

**Carol Nelson Shepherd '75 B.A.**, a Philadelphia trial lawyer with Feldman Shepherd Wohlgerlerner Tanner Weinstock & Dodig LLP, served as a course planner and faculty member at the Pennsylvania Association for Justice 7th Annual Medical Malpractice Seminar in Philadelphia last January.

**Terry Barker '73 B.A.** exhibited her work during December at the Mission Trails Regional Park Visitor Center Art Gallery in San Diego.

**Mirko Blesich '73 B.S.** formed Blesich Sports & Entertainment, a Beverly Hills, Calif., agency that serves the business interests of professional athletes and entertainers.

◆ **Ivan Johnson '73 B.A., '86 M.B.A.**, formerly vice president of Cox Communications, Inc., accepted a position as chief operating officer of two recent additions (Avant Strategies LLC and DeMenna & Associates) to Kaites' Public Policy Partners LLC. Three additional Sun Devils are involved in this joint venture: **Marco Ceglie '00 B.A.**, president of Avant Strategies; **Kevin DeMenna '82 B.S.**, head of DenMenna & Associates; and **Andrea Smiley '87 B.S., '08 M.Ed., '11 M.Ed.**, a member of the Avant Strategies leadership team.

**Jim Krupa '73 B.A.E.** accepted a position as music director for Incline High School in Incline Village, Nev.

◆ **Barbara Barrett '72 B.S., '75 M.P.A., '78 J.D.**, CEO of Triple Creek Guest Ranch in Montana, was appointed to the Smithsonian's board of regents by President Barack Obama for a six-year term. She was also recently honored by Valley Leadership as its 2012 "Woman of the Year."

**Bob E. Cooper '72 B.A.E.**, formerly president and CEO of Kennecott Corporation, was appointed to the White Mountain Titanium Corporation board of directors.

◆ **David Curd '72 B.A.E., '86 Ed.D.**, president of Harrison Middleton University in Tempe, announced recently that the Distance Education and Training Council's Accreditation Commission had reaccredited the institution for five years.

**Clyde Church '71 B.A.E.**, engineering manager for Metal Craft in Durango, Colo., was inducted into the Liberty School's Dyslexia Hall of Fame in recognition of his example as a productive worker and community member who has dyslexia.

**Curley Culp '71 B.S.**, a stand-out defensive lineman and heavyweight wrestler for ASU, was selected as part of the 2013 Hall of Fame Class by the Pro Football Hall of Fame Selection Committee and will be enshrined in Canton, Ohio, in August. During his pro football career, Culp played for the Kansas City Chiefs, Houston Oilers and Detroit Lions.

**Kris D. Gutiérrez '71 B.A.E., '82 M.A.E.**, professor of literacy and learning sciences at the University of Colorado Boulder, was appointed by President Obama to the board of directors of the National Board of Education Sciences.

**Tony Martinez '71 M.S.W.** teaches as an adjunct faculty member at Boise State University and Northwest Nazarene University. He also volunteers for Ada County Small Claims Court as a mediator and for several non-profit organizations as a business strategist.

**George A. Schreiber, Jr. '71 B.S., '71 M.B.A.**, president and CEO of Continental Energy Systems LLC, was appointed to the Horsehead Holding Corp. board of directors.

**Richard Mann '70 B.A.E.**, former ASU football player and wide receivers coach, accepted a position as wide receivers coach for the Pittsburgh Steelers. He also has held coaching positions with the Tampa Bay Buccaneers, Washington Redskins, Kansas City Chiefs, Baltimore Ravens, New York Jets, Cleveland Browns and Baltimore/Indianapolis Colts.

◆ **Joy Partridge '70 B.A., '73 B.S.**, with Accounting World CPA & Consulting, PLC, is president and co-founder of the Scottsdale Philharmonic and plays the viola in the symphony. The organization performed its inaugural concert in October.

**Terry Ross '70 B.A.**, editor of the Yuma Sun since 1983, retired from this position in December but will continue to contribute articles regularly to the newspaper.

1960s

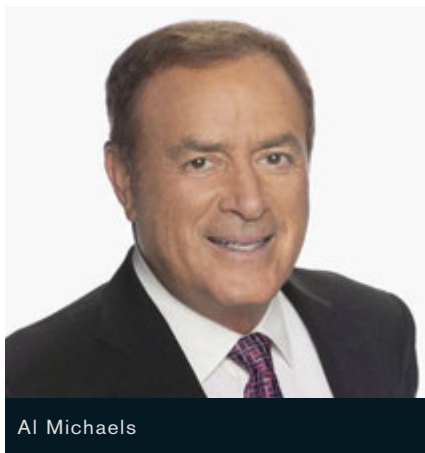
♦ **Iyad bin Amin Madani '69 B.S.** was elected Secretary General of the Organization of Islamic Cooperation.

♦ **Fred Reish '67 B.S.**, a partner with Drinker Biddle & Reath LLP in Los Angeles, was named to RIABiz's Ten Most Influential Individuals in the 401(k) Industry affecting Registered Investment Advisors in 2012. RIABiz is a leading online publication that covers the growth of the financial advisory business.


**David Ferguson '66 B.S.E.** joined the Irving/Valley Ranch office of RE/MAX DFW Associates real estate firm in the Dallas area.

♦ **Ed Pastor '66 B.A., '74 J.D.** was re-elected and will represent Arizona's Seventh Congressional District in the 113th Congress.

**Ann Sognefest Novak '64 M.A.E.** created "Greetings from Arizona, A to Z," a quilt that was featured on the post card invitation to the 100 Years 100 Quilts Arizona Centennial Exhibition. The four by six foot quilt was displayed in the exhibition at the Arizona Historical Society in Tucson and featured at least one photo for each letter of the alphabet.



**Al Michaels '66 B.A.** was recently inducted into the Academy of Television Arts & Sciences Hall of Fame, and honored at a gala ceremony at The Beverly Hilton Hotel. Michael's class of fellow honorees included actor/director/producer Ron Howard, network executive Leslie Moonves, journalist Bob Schieffer and writer-producer Dick Wolf.



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Kim Williams (inset) was named "Coolest Teacher in the World" by the U.S. Green Building Council's Center for Green Schools in 2012 and was chosen to take a two-week expedition to Antarctica (above).



Photo: Cate Arnold/Center for Green Schools

# Chilling at the bottom of the world

## Kim Williams '96 B.A.

Kim Williams '96 B.A. is the "Coolest Teacher in the World," although she may well have been the coldest, too, during her recent trip to Antarctica.

Chosen during 2012 as one of two "Coolest Teachers" in the country by the U.S. Green Building Council (USGBC) Center for Green Schools for her sixth-grade classroom's sustainable curriculum in Sacramento, Calif., Williams joined a two-week expedition to Antarctica led by explorer Robert Swan, the first man to walk to both the North and South Poles.

There were plenty of "wow" moments – from ice camping to a plunge into the icy polar waters – but these were surpassed by several that underscored the expedition's serious purpose. Swan took the group to an iceberg that was previously a section of the Larsen Ice Shelf.

"It shouldn't have been floating by us," Williams asserted. "It should still be attached to the shelf. It made me think of all the changes I needed to make at home to stop this."

Prior to the trip to Antarctica, Williams already was teaching her students about sustainability. She collaborates with Sacramento-area universities to bring science and engineering experts into her classroom, where her students have grown their own algae, made mini-bioreactors and built their own solar cookers. To provide a demonstration for her students of where their food comes from, Williams started a school garden, with the harvest ending up on the school salad bar.

Williams says the polar expedition "energized her as an educator." After her return, she led her class in a "green" audit of their school, which resulted in the institution winning more than \$500,000 to update the campus HVAC system and complete the garden area.

While Williams has returned from her journey, parts of it stay with her. One of the most vivid encounters on the Antarctic expedition was a sighting of a mother humpback whale and her baby, with the pair gliding so close Williams could have touched them.

"It was one of those times that made me think, 'we have to protect this place,'" she says.

*By Kim Hill, a freelance writer based in Bloomington, Ill.*



## sun devil marriages

sun devil



Drew & Ashley Jones

**Drew R. Jones '08 B.S.E.** and **Ashley S. (Kamins) Jones** were married on Jan. 5, 2013, at the Royal Palms Resort and Spa in Phoenix, Ariz. The couple is at home with their dog, Sparky, in Austin, Texas, where Drew is a doctoral candidate at the University of Texas.

◆ **David Zimmerman '07 B.A., MPA '10** and **Stacia R. Kuehl** were married Jan. 5, 2013, in Gilbert, Ariz.



Ryan & Kristi Jacques

**Ashley Naumann '09 B.I.S.** and **Joshua Keever '09 B.S.E.** were married on Nov. 10, 2012, in Paradise Valley, Ariz.

◆ **Ryan Jacques '02 B.A.** and **Kristi Jacques '01 B.A.** were married on Nov. 4, 2012, in Las Vegas, Nev.



Elizabeth & Nicholas Oviedo

**Elizabeth (Reahard) Oviedo '10 M.Ed.** and **Nicholas Oviedo '06 B.A., '11 M.Ed.** were married March 10, 2012, in Scottsdale, Ariz.

**Debra (Torres) Renna '93 B.A.E.** and **Marshall Renna** were married Dec. 21, 2010, in Gilbert, Ariz.

## sun devil births

sun devil

**Kaia Noelle Hansen** was born to **Donald Hansen '03 B.S.E.** and **Jessica (Dippold) Hansen '03 B.S.** on Jan. 6, 2013, in Gilbert, Ariz.

**Leon Elias Latimore** was born to **Anais Chrzan Latimore '09 M.A.** and **Damian Latimore** on Aug. 27, 2012, in Stamford, Conn.

**Esperanza (Espi) Pauline Sanchez Garayoa** was born to **Kelly Garayoa Sanchez '02 B.S., '02 B.S.** and **Luis Sanchez** on Aug. 24, 2012, in San Francisco.

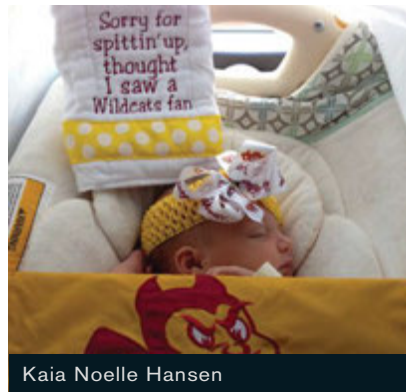
**Ava Marie Kearney**, born July 19, 2012, was welcomed home by parents **Kolby J. Kearney '05 B.S.** and **Leah Cook** in Ahwatukee, Ariz.

**Hunter James Robert LaForte** was born to **Craig LaForte '06 B.S.** and **Joy (Partridge) LaForte '06 B.S.** on July 16, 2012, in Scottsdale, Ariz.

**Owen Patrick Davis Jones**, born June 14, 2012, was welcomed home by parents **Adrienne Frank '03 B.S.** and **Sam Jones '04 B.S.** The family resides in the Washington, D.C., area.

**Mason Anthony Vance** was welcomed into the family of **Michelle Leyva Vance '07 B.A.** and **Scott Vance '09 B.S.** on May 17, 2012, in Gilbert, Ariz.

**Harper Lucille Faltis** was born to **Whitney (Jensen) Faltis '03 B.S.** and **Antonin (Jon) Faltis '05 B.S.** on Feb. 20, 2012, in Scottsdale, Ariz.



Kaia Noelle Hansen



Esperanza Pauline Sanchez Garayoa



Leon Elias Latimore



Mason Anthony Vance

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



## Take a seat

Many people have seen the majestic stone bench that graces the Old Main Lawn on ASU's Tempe campus. Far fewer know its story.

The Philomathian Society (Alpha Delta Pi) was a mandatory literary society established by President Arthur J. Matthews in 1900. (The word philomath, according to the Oxford English Dictionary, refers to "a lover of learning.") Members of the society gathered to read and discuss the works of such greats as Henrik Ibsen, George Bernard Shaw and Lady Gregory.

The society disbanded in 1911, then resurfaced in 1921 as an all-female literary society. In 1929, the bench was given to the school by the society with assistance from the Alumni Association.

While it has changed location on Old Main Lawn several times since its installation, it remains one of the university's most lasting landmarks.

*Photo courtesy University Archives, Arizona State University Libraries*



# Pocket the Pitchfork

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# ASU ALUMNI

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An advertisement for the ASU Magazine iPad app. The background is a tropical beach scene with turquoise water and palm trees. In the foreground, a hand holds an iPad displaying a photo of a palm-lined walkway. The text 'Near or far, ASU is where you are.' is overlaid on the iPad screen. Below the iPad, there is an 'Available on the App Store' badge and a call to action: 'Download the free ASU Magazine iPad app from the Apple Store.'

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