

asu magazine

May 2014 volume 17 number 4

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President's Letter

This month, Arizona State University celebrated its Spring Commencement. More than 13,000 students received their degrees at the undergraduate and graduate ceremonies. The university celebrated not only the academic milestones and personal goals achieved by our newest alumni, but also the

fact that their ASU education will enable them to adapt to an ever-changing environment throughout their lives.

Many of these new alumni are leaving their alma mater to make their mark upon the world. As part of its mission to embody the New American University concept, the university has made global engagement a key part of its identity. ASU has gone far beyond typical outreach activities to establish deep, ongoing partnerships with other institutions around the world that share our vision. This issue, we are highlighting several of these international strategic partnerships with universities in Vietnam, China, Ireland and Mexico. The ASU Alumni Association also makes international social engagement a priority. We now sponsor 37 international connection groups, which provide alumni living outside of the United States opportunities to network, collaborate, and learn about how their alma mater is offering solutions to today's most pressing challenges.

Several of the international connection groups have begun to host Sun Devil Send-Offs, which introduce incoming Sun Devil students to future classmates from their country or region and provide families of ASU students with key in-country alumni resources. This year, we plan to host an international Send-Off in India and in two locations in China, and we hope to expand that number significantly over time.

Another design aspiration of the New American University is valuing entrepreneurship, and we have a feature story this issue that showcases more than a dozen innovative ASU alumni entrepreneurs. Carving out their destinies as leaders in industries ranging from software development, skin care and fashion to event planning, advertising and apparel, we think you'll agree that their stories effectively demonstrate how ASU nurtures those with compelling ideas and products and the will to make their dreams a reality. The Alumni Association supports alumni entrepreneurs through career mixers, a LinkedIn sub-group dedicated to ASU entrepreneurs, and sponsorship of entrepreneurial-related events across the university.

Finally, we hope that you enjoy the summer season just ahead of us! The association keeps busy during the summer by hosting Sun Devil Send-Offs at more than three dozen locations within the United States, and groups in our chapter network sponsor many enjoyable local activities. Please join us for these events!

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



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QR Codes

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



20 Enterprising ambitions

"Value entrepreneurship" is one of the design aspirations of ASU's New American University concept. The 17 alumni profiled in this showcase – including a purveyor of fine chocolates, a manufacturer of casual footwear, and a biotech research leader – have been prepared to win in the marketplace through their education at ASU.

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The "golden dome" once visible on the ASU Visitor Information Center has returned to the Tempe campus.



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Making a world of difference

While it is not unusual for universities to engage in international collaborations, the collaborative ventures that ASU has forged have illuminated how well its mission and goals resonate with other educational institutions around the globe. From Mexico to China to Ireland and beyond, the university is combining its efforts with other like-minded institutions to tackle issues ranging from sustainability to governance to expanding technology in developing nations.



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News leaders

Cronkite School establishes engagement hub, endowed scholarships



As it trains students to deal with the realities of a changing media landscape, the Walter Cronkite School of Journalism and Mass Communication recently made moves to ensure the school remains competitive and able to support Arizona State University undergraduates pursuing journalism and digital communications careers.

The school announced in March that it will establish an engagement and education hub for American Public Media's Public Insight Network, a community of tens of thousands of citizen sources who help journalists create deeper stories by sharing their experiences. The expansion is funded by \$250,000 from the John S. and James L. Knight Foundation and additional support from the Corporation for Public Broadcasting and American Public Media.

The Public Insight Network, or PIN, is an active online network of more than 215,000 people across the country who have signed up to share their knowledge, experience and insights with journalists, helping them improve the quality, diversity and relevance of their reporting. Journalists in more than 80 newsrooms use the network to uncover stories, ask questions, test hunches, unearth angles and provide important context to stories.

The PIN bureau will occupy a digital newsroom in the Cronkite School's state-of-the-art facility on ASU's Downtown Phoenix campus. Media professionals and faculty will train students to interact with PIN sources in innovative ways and help create services, such as localization of national stories or idea mining; they also will devise ideas to attract clients and grow revenue sources. Students will hold paid positions or earn academic credit for their participation.

"This project provides students with the research, analytical and entrepreneurial skills that they need to meaningfully interact with sources and audiences – preparing them for the journalism jobs of tomorrow," said Michael Maness, Knight Foundation vice president of journalism and media innovation. "At the same time, it will expand Public Insight Network services to newsrooms across the country, helping ensure its sustainability into the future."

At about the same time as the engagement hub was announced, four leaders of the Cronkite School announced the establishment of new permanent scholarships for undergraduates pursuing journalism and digital communications careers.

The four scholarships are endowed by Cronkite Endowment Board of Trustees President David Bodney, Cronkite Endowment Board of Trustees immediate past president John Misner, Cronkite National Board of Advisors Chair and ASU Trustee Craig A. Newman and Cronkite School Dean Christopher Callahan. They are part of a new ASU scholarship program that offers matching funds on significant contributions for 10 years and begins distributing scholarship help to students immediately.

Ready for anything

ASU launches Center for Emergency Management and Homeland Security

The need to expand preparation, response and management capabilities for various-scale emergencies has led to the creation of the Center for Emergency Management and Homeland Security within the College of Public Programs at Arizona State University.

The center fuses academics, research and solution delivery capabilities to meet significant incident or crisis mitigation, preparation, response, recovery and management needs of public and private sector stakeholders. It will leverage existing facilities and expertise developed at the ASU Polytechnic campus in Mesa with additional new space and opportunities at the ASU Downtown Phoenix campus. The center also will educate and train public management professionals.

"It's always top of mind for people in the United States and Europe," says Rick Dale, executive director of the new center. "The public looks to government and the private sector to prevent or address natural or man-made disasters and other significant events."

The center's three-pronged approach – academics, research and solution delivery – makes it unique in this sector.

"We are implementing effective emergency response solutions for our partners," Dale says. "At the same time, we are proactively working toward innovations and improvements in emergency mitigation, preparation, recovery and management. We are putting in place the training, academic and internship programs that ensure the professionals in this field are not only prepared for a complicated, demanding profession, but also have an understanding of the political and socio-economic nuances."

Through the College of Public Programs, the center will help lead efforts to establish curriculum and degree and certificate opportunities to train the next generation of emergency management and homeland security professionals. The center also will provide opportunities for graduate students to work alongside researchers and practitioners.

In addition to an existing Bachelor of Applied Science degree in Emergency Management, the College of Public Programs plans to offer a Master of Arts in Emergency Management and Homeland Security, starting in fall 2014. The graduate program will provide students with an understanding of the political and social implications of disasters, terrorism and national security. It will allow students to develop practical skills, such as oversight of emergency operations centers, security and protection of critical assets, and best practices for developing prevention programs against cyber terrorism. This degree will be offered through ASU Online.

The center is online at <https://cemhs.asu.edu/>.

Close to the tree

Artificial leaf jumps developmental hurdle

In a recent early online edition of *Nature Chemistry*, ASU scientists, along with colleagues at Argonne National Laboratory, have reported advances toward perfecting a functional artificial leaf.

Designing an artificial leaf that uses solar energy to convert water cheaply and efficiently into hydrogen and oxygen is one of the goals of BISfuel – the Energy Frontier Research Center, funded by the U.S. Department of Energy, in the Department of Chemistry and Biochemistry at Arizona State University.

Society needs cheap hydrogen. Hydrogen is an important fuel in itself and serves as an indispensable reagent for the production of light hydrocarbon fuels from heavy petroleum feed stocks. Society requires a renewable source of fuel that is widely distributed, abundant, inexpensive and environmentally clean.

"Initially, our artificial leaf did not work very well, and our diagnostic studies on why indicated that a step where a fast chemical reaction had to interact with a slow chemical reaction was not efficient," said ASU chemistry professor Thomas Moore. "The fast one is the step where light energy is converted to chemical energy, and the slow one is the step where the chemical energy is used to convert water into its elements — hydrogen and oxygen."

ASU chemistry faculty involved in the project include Thomas Moore, Devens Gust, Ana Moore and Vladimiro Mujica. The researchers took a closer look at how nature had overcome a related problem in the part of the photosynthetic process where water is oxidized to yield oxygen.

Photo by: Paula Maturana

Rick Dale is the director of the new Center for Emergency Management and Homeland Security at ASU.

Illustration by: Michael Hageberg

Society requires a renewable source of fuel that is widely distributed, abundant, inexpensive and environmentally clean. The development of an artificial leaf may help with this need.

“We looked in detail and found that nature had used an intermediate step,” said Moore. “This intermediate step involved a relay for electrons in which one half of the relay interacted with the fast step in an optimal way to satisfy it, and the other half of the relay then had time to do the slow step of water oxidation in an efficient way.”

They then designed an artificial relay based on the natural

one and were rewarded with a major improvement. Not only has the artificial system been improved, but the team understands better how the natural system works. This will be important as scientists develop the artificial leaf approach to sustainably harnessing the solar energy needed to provide the food, fuel and fiber that human needs are increasingly demanding.

Switched on

ASU engineers develop next generation of power electronics



Srabanti Chowdhury, assistant professor in the School of Electrical, Computer and Energy Engineering.



Raja Ayyanar, associate professor in the School of Electrical, Computer and Energy Engineering.

Arizona State University electrical engineers Srabanti Chowdhury and Raja Ayyanar will lead research for the university's role in a new national consortium formed to develop the next generation of power electronics.

Funded by the U.S. Department of Energy, the work of the Next Generation Power Electronics Innovation Institute is expected to boost the nation's manufacturing industry and create new jobs.

The institute, led by North Carolina State University, brings together 18 companies, five universities and two major laboratories.

“We are very excited to be part of the national network for manufacturing innovation focused on the development of next-generation power electronics,” said Sethuraman “Panch” Panchanathan, senior vice president for Knowledge Enterprise Development at ASU. “This institute is an excellent example of how universities can work with the government and the private sector to respond to the need for rapid economic development expansion.”

The energy department is awarding \$70 million over five years to support the institute, and that funding will be matched by at least \$70 million in nonfederal commitments by a team of businesses, universities and the state of North Carolina. ASU's research for the consortium will be supported by a five-year, multimillion-dollar program.

Chowdhury is an assistant professor and Ayyanar is an associate professor in the School of Electrical, Computer and Energy Engineering, one of ASU's Ira A. Fulton Schools of Engineering. Chowdhury is the principal investigator for ASU in the national consortium. She will focus on development of gallium nitride-based power electronic devices for energy-efficient power conversion. Ayyanar will focus on applications of devices and develop medium voltage high power converters – particularly for renewable-energy interface and motor drive – using silicon carbide-based materials.

Their research will be essential to the consortium's primary engineering mission to provide technology for more efficient and reliable power conversion – the process of converting one form of power to another.

Power conversion is necessary for the functioning of many common electronic devices, from charging laptop computers, cell phones and electric vehicles to powering the electrical systems in homes. It is also needed to provide an interface between sources of renewable energy and the existing national power grid.

Such advances would not only make power conversion more efficient, but enable motors, consumer electronics and devices that are components of electrical power grids to be made smaller and operate faster.



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George Justice, dean of humanities in the College of Liberal Arts and Sciences, and associate vice president for humanities and arts in the Office of Knowledge Enterprise Development, will oversee the Carnegie Humanities Investment Fund at ASU, created by President Michael M. Crow.

The human touch

Carnegie investment fund to launch high-impact humanities projects

ASU President Michael M. Crow has created a \$1 million Carnegie Humanities Investment Fund (CHIF) to launch high-impact, collaborative projects in the humanities. Open to any faculty member doing work in the humanities, the fund is supported by President Crow's \$500,000 Carnegie Corporation Academic Leadership Award and another \$500,000 from the president's initiative fund.

"What we hope to accomplish is to enhance the means through which human cultures understand themselves. Projects that are collaborative and built upon robust infrastructure can infuse humanities across all academic areas to change the world for the better," said George Justice, dean of humanities in the College of Liberal Arts and Sciences and associate vice president for humanities and arts in the Office of Knowledge Enterprise Development.

The process for the Carnegie Humanities Investment Fund will follow the process of the already-successful President's Strategic Investment Fund at ASU. Justice, as the dean of humanities in the College of Liberal Arts and Sciences, will be responsible for evaluating projects and recommending awards.

Justice envisions such possible interdisciplinary project areas as medical humanities, sustainability humanities, computational history and creating an infrastructure for oral

history projects. He emphasized that the fund provides only seed funding, and the projects must be large-scale, with a team in place and a plan for acquiring external support.

Funding for traditional humanities research has largely focused on buying out teaching time of faculty members and providing access to unique archival resources. In contrast, funding provided by the CHIF will focus on the technological and human infrastructure that will enable new modes of research with a wide variety of research products, many of which will be iterative, with commercial as well as academic impact.

With ASU already home to one of the top-funded set of humanities researchers nationally, the CHIF seeks to have major influence on humanities research, and have critically important impact on a world that is hungry for knowledge about the past, present and future of humanity in a complex and rapidly changing world, said Justice.

After the CHIF initiative was announced, President Crow also accepted the ACE/Fidelity Investments Award for Institutional Transformation from the American Council on Education (ACE) on behalf of Arizona State University on March 9. The new award was created to recognize a college or university which, during a period of great change in higher education, has responded to challenges in innovative ways that allow the institution to thrive. The ACE award includes a \$20,000 cash prize that may be used at the discretion of the president.



Photo by: The Design School

A scenario depicting the integration of work, life and play on a corporate campus in a futuristic Phoenix.

ASU collaborators use scenarios to explore future of Phoenix

What will the future of Phoenix look like? Visualization scenarios, the product of a unique collaboration between the Center for Nanotechnology in Society at ASU (CNS-ASU) and The Design School at the Herberger Institute for Design and the Arts, offer a new way to envision how the Valley of the Sun's future might play out.

This spring, Darren Petrucci, architect and professor in the Design School, and Rider Foley, postdoctoral scholar with CNS-ASU, presented in Washington, D.C., at the "New Tools for Science Policy" breakfast seminar, hosted by ASU's Consortium for Science, Policy and Outcomes.

At the breakfast, Petrucci explained the scenarios project began with CNS-ASU creating four plausible, day-in-the-life narratives of a future Phoenix based on available and emerging nanotechnologies. The narratives were then given to design studio students, who consolidated and transformed them into two divergent scenarios that capture technical, cultural and aesthetic influences in a cohesive visual design.

The design students began by mapping the trajectory of how Phoenix became Phoenix, then developed two scenarios of the future: the first posits that large corporations, like Google, might develop large swaths of land into sustainably run mega-campuses, where employees can both work and live, but that could be unavailable to non-employees.

The second scenario depicts more equitable, integrated neighborhood development.

The design students chose video to portray the two scenarios because it provides "a succinct way to illustrate the simultaneity of what goes on in environments," says Petrucci. The video, however, doesn't promote one scenario over the other. "The intention was to make both scenarios seem inevitable, and to have both positive and negative aspects," says Petrucci.

Instead of encouraging the audience to choose one scenario over the other, the goal is instead to get the audience thinking about how their current decisions are influencing future urban landscapes and, in turn, future social dynamics as well.

To view the visualizations, presented in a video entitled "PHX 2050," visit <https://vimeo.com/88092568>.

Project preserves oral histories of Sudan's Lost Boys

Some of the most tragic – and inspiring – stories of the 20th century are being permanently preserved and made available worldwide by an Arizona State University faculty member, with assistance from her students and ASU librarians, along with support from two grants.

The Lost Boys of Sudan are the epitome of the term "survivor." These men (and women) were separated from their



ASU faculty member Julie Amparano poses with Santino Chol (left) and Jany Deng, both of whom have had their oral histories preserved in videos that now are available for viewing on ASU's Digital Repository.

families as children and driven out of their homeland during a bloody, generation-long civil war in Sudan that began in 1983. The brutal conflict claimed the lives of approximately 1.9 million people and displaced and orphaned nearly 23,000 Sudanese boys and girls, according to the U.S. Committee for Refugees.

"The story of the Lost Boys is a human story," said Julie Amparano, who teaches courses including Cross-Cultural Writing for the New College of Interdisciplinary Arts and Sciences on the West campus. "It is the story of children, war, divided communities and the resilience of the human spirit."

Arizona is the largest relocation center for Lost Boys. One of them, Santino Chol, enrolled in a class taught by Amparano some five years ago. Chol's arrival on the West campus was the spark that led to the creation of Amparano's "Lost Boys Found" project.

Through the project, more than a dozen videotaped oral histories of Lost Boys now have been recorded, along with a compilation of approximately 40 short written biographies from Lost Boys and Girls in Arizona, and the numbers continue to grow.

The stories of the Lost Boys being compiled by Amparano and her students are available to interested persons outside the Valley of the Sun. The ASU Libraries have assisted in having the "Lost Boys Found Oral Histories" collection added to the ASU Digital Repository, which can be accessed online.

While Amparano continues to collect oral histories from Lost Boys, she is also working on spreading their stories through other forums. She reported on her work during the Southwest Oral History Association conference in April and produced a short play based on the interviews in May at the Herberger Lunchtime Theater in Phoenix, with a full production at the Kerr Cultural Center in Scottsdale planned for the fall.

To access the oral history collection housed in the ASU Digital Repository focusing on the Lost Boys of Sudan, visit: <http://hdl.handle.net/2286/5i8s81z5x11>.



Photo credit: Jessica Hochreiter/ASU

ASU Professor K. Selçuk Candan

'Big data' advances could resolve health, energy challenges

Two teams of Arizona State University computer science researchers are working to develop the next generations of data-driven predictive systems to improve our ability to respond to epidemics and more effectively manage buildings and their energy systems.

Both teams are led by K. Selçuk Candan, a professor in the School of Computing, Informatics, and Decision Systems Engineering, one of the Ira A. Fulton Schools of Engineering.

Candan has been awarded two National Science Foundation (NSF) grants to support the research, as well as a grant from Johnson Controls, Inc., a global company that provides products and services to optimize building operations, including energy systems.

His team is striving to devise better ways to analyze, integrate and index large volumes of data that will be used to produce simulations. Researchers use the simulations to derive accurate information and predictions necessary to design more effective systems.

Two NSF grants are providing \$500,000 for each of the two projects – the building/energy management system and the epidemic management system. A Johnson Controls grant of \$50,000 to ASU's Center for Embedded Systems – an NSF Industry/University Cooperative Research Center – also will provide the Center and Candan with research data and building energy systems domain expertise, and help to deploy the project.

Candan's work focuses on solving the "big data" computational challenges that arise from the need to model, index, search, visualize and analyze – in a scalable manner – large volumes of data sets from observations and simulations.

While very powerful simulation software exists, Candan

Sparky's Touchdown Tailgates

2014 Tailgate Schedule

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Oct. 25 at Washington

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alumni.asu.edu/stt.

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explains, the software presents two major challenges: creating models to support such simulations and analyzing simulation results are both extremely costly. Simulations involve hundreds of parameters, affected by complex dynamic processes operating at different spatial and temporal resolutions, he says. This means simulations and observations cover days to months of data, and may be considered at different granularities of space and time.

In addition to conducting his research, Candan is also helping to develop new graduate-level computer science studies with concentrations in “big data” systems. The program will help meet the growing need for data scientists and engineers who can design, build, implement and manage large data systems for industry and scientific discovery, he says.

The “big data” concentrations will enable students to gain expertise in designing scalable (parallel, distributed and real-time) systems for acquiring, storing, securing and accessing large-scale heterogeneous multi-source data over its life cycle, teaching them to use analytical tools to mine information from the data.

Archaeologists lend long-term perspective to food security issue

What role does pre-existing vulnerability play for people who experience a climate shock? Does it amplify the effect of the climate shock, or is the effect negligible?

Four Arizona State University archaeologists are looking into this as part of an international team examining how people can be most resilient to climate change when it comes to food security.

The group questioned whether vulnerability to food shortages prior to a climate shock – not the actual experience of the food shortage – is related to the scale of impact of that shock. The researchers found a strong relationship.

ASU President’s Professor Margaret Nelson of the School of Human Evolution and Social Change presented on the research in February at the annual meeting of the American Association for the Advancement of Science in Chicago. Her co-investigators in this research were professors Keith Kintigh, Michelle Hegmon and Kate Spielmann, all of the School of Human Evolution and Social Change in the College of Liberal Arts and Sciences.

The team used long-term archaeological and historical data from North Atlantic islands and the U.S. Southwest to form the basis of their understanding of changing dynamics in these areas. Each case in their study included information on evolving social, political and economic conditions over centuries, as well as climate data. The extended timeframe and global scope allowed them to witness changes in the context of vulnerabilities and climate challenges on a wide scale.

“The pattern is so consistent across different regions of the world experiencing substantially different climate shocks that the role of vulnerability cannot be ignored,” said Nelson.

Their findings support the argument for focusing on reducing vulnerabilities to climate shocks to boost resilience, Nelson said.

“Exposures to climate challenges and other environmental risks are not the sole causes of disasters,” she said. “People have unintentionally built vulnerabilities through decisions and actions in social, political and economic realms.”



President’s Professor Margaret Nelson is one of four ASU archaeologists to participate in an international study on climate shock and food security.

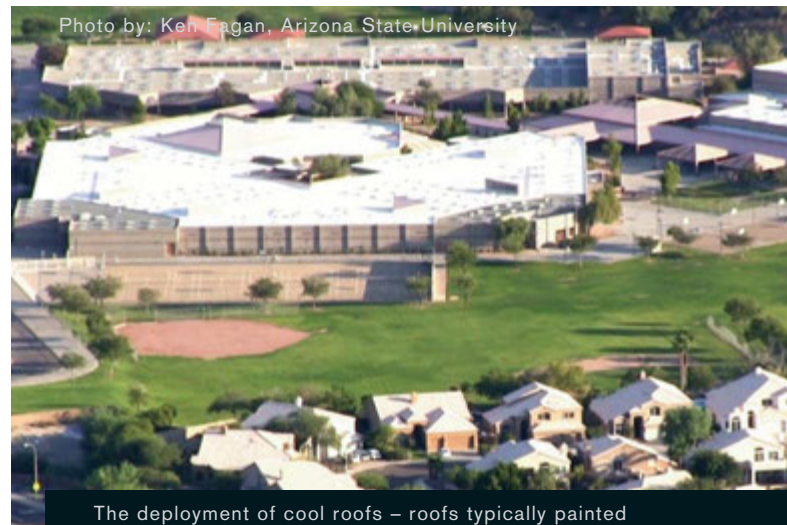


Photo by: Ken Fagan, Arizona State University

The deployment of cool roofs – roofs typically painted white – helps mitigate summertime temperatures, but in Florida and in the Southwest, such as in Phoenix (pictured), the roofs also have a negative effect on rainfall.

Research reveals effectiveness of urban heat-reducing technologies

Life in a warming world is going to require human ingenuity to adapt to the new realities of Earth. Greenhouse-gas-induced warming and megapolitan expansion are both significant drivers of our warming planet. Researchers now are assessing adaptation technologies that could help us acclimate to these changing realities.

But how well these adaptation technologies – such as cool roofs, green roofs and hybrids of the two – perform year-round, and how this performance varies with place, remain uncertain.

Now a team of researchers, led by Matei Georgescu, an assistant professor in Arizona State University's School of Geographical Sciences and Urban Planning and a senior sustainability scientist in the Global Institute of Sustainability, has begun exploring the relative effectiveness of some of the most common adaptation technologies aimed at reducing warming from urban expansion. Results of the new study indicate that the performance of urban adaptation technologies can counteract this increase in temperature, but also vary seasonally and is geographically dependent.

"This is the first time all of these approaches have been examined across various climates and geographies," said Georgescu. "We looked at each adaptation strategy and their impacts across all seasons, and we quantified consequences that extend to hydrology (rainfall), climate and energy. We found geography matters," he said.

Specifically, what works in California's Central Valley, such as cool roofs, does not necessarily provide the same benefits to other regions of the country, like Florida, Georgescu explained. Assessing consequences that extend beyond near surface temperatures, such as rainfall and energy demand, reveals important tradeoffs that oftentimes go unaccounted.

Cool roofs are a good example. In an effort to reflect incoming solar radiation, and therefore cool buildings and lessen energy demand during summer, painting one's roof white has been proposed as an effective strategy. Cool roofs have been found to be particularly effective for certain areas during summertime.

However, during winter, these same urban adaptation strategies, when deployed in northerly locations, further cool the environment, and consequently require additional heating to maintain comfort levels. This is an important seasonal contrast between cool roofs (i.e. highly reflective) and green roofs (i.e. highly transpiring). While green roofs do not cool the environment as much during summer, they also do not compromise summertime energy savings with additional energy demand during winter.

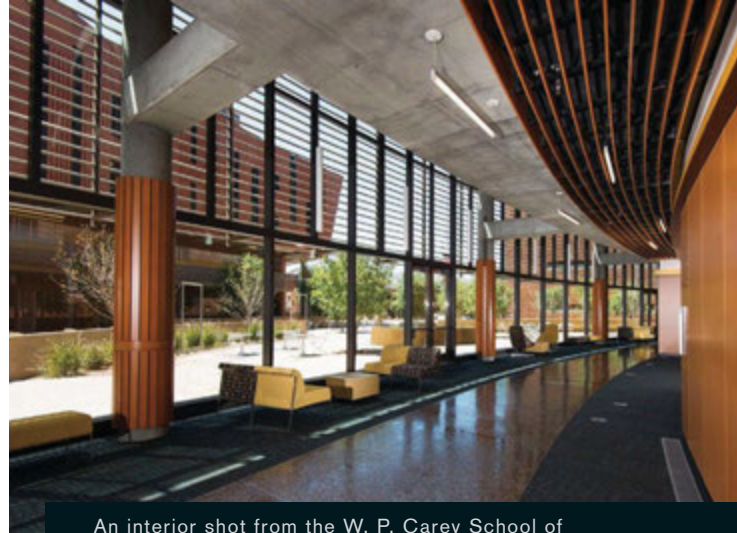
"The energy savings gained during the summer season, for some regions, is nearly entirely lost during the winter season," Georgescu said.

In Florida, and to a lesser extent southwestern states, there is a very different effect caused by cool roofs.

"In Florida, our simulations indicate a significant reduction in precipitation," he said. "The deployment of cool roofs results in a 2 to 4 millimeter per day reduction in rainfall, a considerable amount (nearly 50 percent) that will have implications for water availability, reduced stream flow and negative consequences for ecosystems. For Florida, cool roofs may not be the optimal way to battle the urban heat island because of these unintended consequences."

Georgescu said the researchers did not intend to rate urban adaptation technologies as much as to shed light on each technology's advantages and disadvantages.

"We simply wanted to get all of the technologies on a level playing field and draw out the issues associated with each one, across place and across time."



An interior shot from the W. P. Carey School of Business's newest building, McCord Hall. The school recently had its graduate programs ranked in the top 30 by U.S. News & World Report.

W. P. Carey School of Business ranks in top 30 again for graduate programs

For the seventh year in a row, the W. P. Carey School of Business ranks top 30 nationwide among full-time MBA programs in the U.S. News & World Report's annual list of best graduate schools. The school's evening MBA program also ranks Top 20 among part-time MBA programs.

"We're happy the new rankings confirm we're achieving consistent excellence here at the W. P. Carey School of Business," says Amy Hillman, the school's dean. "We have a phenomenal group of faculty, staff and students who repeatedly boost us to the top, year after year."

On the new rankings list, the W. P. Carey School's full-time MBA program comes in at No. 27, the best ranking for any Arizona school. The numbers are largely based on the positive reputation of schools among corporate recruiters – who offer students jobs – and among top administrators from peer business schools "in the know."

The W. P. Carey School's evening MBA program ranks No. 18 for part-time MBA programs nationwide. The evening program is offered in both Tempe and north Scottsdale, and it's the highest ranked part-time MBA program in Arizona. The school also offers other part-time programs not eligible for inclusion in this particular set of new rankings: an acclaimed online MBA program that U.S. News & World Report ranked No. 2 nationwide earlier this year, and a weekend MBA program that mixes online learning and campus classes every other Friday and Saturday.

The new U.S. News & World Report rankings also include other graduate-level specialties lists. The W. P. Carey School's renowned supply chain management program ranks No. 3 for supply chain/logistics. The information systems program ranks No. 12 in its category.

Sun Devils for life

The ASU Alumni Association welcomes the following new life members, who joined between Dec. 6, 2013 and March 16, 2014.

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- William G. Ashby '85 B.S.
- ❖ Lee Ann M. Ashley '81 B.S., '98 M.B.A.
- Lindsey C. Aycock '10 B.S.
- ❖ Denise E. Banks '03 B.S.N.
- Leslie F. Barnes '71 B.A.E.
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- Arkeba C. Batie '12 B.S.
- Christine E. Beagle
- Timothy P. Beagle '87 B.S.E., '94 M.S.
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- Aimee L. Clementi '09 B.S.
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Net victory

ASU Hockey wins national title

Photo by Michelle Hekle



The ASU Hockey Club won a national championship in the American Collegiate Hockey Association's Division 1, after their best season ever.

Four years ago, Greg Powers took over as head coach of ASU hockey. His vision was to win the national title. On March 11, he saw his vision fulfilled when ASU beat Robert Morris University 3-1 and won the program's first national championship.

The American Collegiate Hockey Association Division 1 national title was preceded by the best season in school history, with 38 wins and 2 losses.

The 2013-14 Sun Devils were the first team Powers, a three-time All-American goalie during his ASU playing career (1995-99), put together. The current seniors were in his first recruiting class.

"There's no senior class that ASU will ever have – as long as I'm here – that deserves to go out on top more than this one," he told the State Press student newspaper after the championship. "They are the builders of our program, they were the kids that came here when we weren't established, and they came here when all of this was just a vision. Those are the kids that made that vision a reality."

For more on ASU Hockey, one of many sports clubs offered through the university, visit <http://www.sundevilhockey.com/DI/>.



Macey Gardner is one of the top volleyball players in the Pac-12 Conference.

Hitting it hard

Junior volleyball player seeks improvement opportunities

Without question, Macey Gardner is one of the top volleyball players in the Pac-12 Conference.

The junior-to-be at Arizona State already has seen a number of accolades come her way, including being named to the all-conference first team in her first two years.

The outside hitter has 1,056 total kills, the 16th player in school history to reach 1,000.

All of that doesn't mean that the product of Gilbert High has stopped trying to improve.

There have been all sorts of off-season workouts and the implementation of two-player sand competition.

"Playing in the sand helps you get stronger – you don't

move the same way that you do on a normal surface – and you have to learn to really communicate with your teammate," Gardner said.

Gardner's team compiled a win-loss record of 19-14 for the 2013 season, but only 8-12 in Pac-12 play. The team was proud to make it to the opening round of the NCAA Tournament in Hawaii, first time the Sun Devils had achieved back-to-back trips to the NCAA Tournament since the 1999-2000 seasons.

Time at ASU has gone by quickly for Gardner.

"I was thinking the other day, "Oh my goodness, I'm going to be a junior already,"" she said. "That's a compliment to the great program that ASU is – you're always busy with something. The coaches are always pushing us to get better.

"It is a blessing to just come out and play. Volleyball is one of the great team sports and I have had a lot of great teammates help me. I just want to be the best I can for my team."

Running for the roses

Football quarterback sets sights on his senior season

On the surface, Arizona State's 10-4 football record in 2013 was quite an achievement.

But if you talk to Sun Devils quarterback Taylor Kelly, you get another perspective.

ASU lost its final two games, to Stanford in the Pac-12 Conference championship game and to Texas Tech in the Holiday Bowl. The way Kelly sees it, the Sun Devils should have been 12-2 and vows that his senior season in 2014 will be different.


"The way the season ended motivates me. I have a chip on my shoulder," Kelly said. "I want to play in the Rose Bowl. We want to go out and prove to the nation that we are an up and coming program."

The native of Eagle, Idaho worked to get in sync with his receivers and offensive linemen, most notably a new center, in the annual spring game on April 19.

Kelly passed for 3,635 yards and 28 touchdowns as a junior and rushed for 608 yards and nine TDs. For his career, he has passed for 6,705 yards and 57 TDs and has rushed for 1,108 yards and 10 TDs.

His goal is to play in the NFL, but feels he must get a little bigger and stronger. He hopes to add 10 pounds to his 6-foot-2 frame and play this fall at 215.

"I want to have a great year," he said. "If the team achieves its goals, I will achieve my personal goals."

A photograph of Sun Devil quarterback Taylor Kelly in action on the field. He is wearing a maroon jersey with "ASU" and the number "13" in yellow. He is holding a football in his right hand, ready to throw. He is wearing a maroon helmet with a yellow "S" logo. In the background, there is a blue banner with a white "S" logo. To the right, another player in a white jersey with the number "30" is visible. The scene is set on a football field at night or in a stadium with bright lights.

Sun Devil quarterback Taylor Kelly.



Drew Stankiewicz

Pulling out all the stops

Baseball junior brings “football mentality” to the diamond

There was a time when Drew Stankiewicz wasn't sure he wanted to be a Sun Devil.

His father, Andy, was a major-leaguer who played for the Arizona Diamondbacks in their first season in 1998 and was an assistant coach at ASU by the time Drew graduated from Gilbert High School.

“I didn't want to come here and have my dad give me everything. I wanted to make my own way,” Drew said.

He had agreed to play at Cal State-Fullerton, but there was a coaching change. He asked for his release, freeing him to go elsewhere. His dad, meanwhile, moved on to another job in the pros. (Currently, Andy Stankiewicz is head coach at Grand Canyon University in Phoenix.)

“My dad has always been an influence,” Drew said. “I considered other schools, but he said, ‘If you want to go to the College World Series, go to ASU.’”

He hasn't regretted his decision. He played in 31 games (20 starts) as a freshman, then became a full-time starter at shortstop a year ago as a sophomore, hitting .295 in 59 games.

He describes himself as a “scrappy guy (with a) football mentality ... (I) go 100 miles an hour, getting dirty. I love all aspects of the game.”

Stankiewicz was drafted by Colorado in the 40th round out of high school but did not sign. He believes he has a good chance to be drafted again this summer.

“I want to sign, but I know God has a plan for me,” he said. “If He wants me to go (pro), I will, and if He wants me to come back for my senior year, I will do that.”



Sara Tosti

Joint project

Junior soccer player steps onto healing path

To a soccer player, ankles and feet are as important as tires and wheels on a car. Without them, you are going nowhere.

That's why it was so important for Arizona State soccer player Sara Tosti to make sure her ankles were in primary working order as she prepared for her junior season, which is coming up this fall.

Tosti, from Santa Rosa, Calif., had reconstructive surgery on her left ankle in December and on her right ankle in early February.

She hopes she will be pain-free when the season begins and she can concentrate on the task ahead – helping the Sun Devils improve.

“I played all season (2013) with them like that, but it was tough,” she said. The Sun Devils had nine wins, eight losses and two ties during the fall 2013 season.

She had been a forward through her high school career, but when she came to ASU, she was asked to be a defender. As a sophomore, she moved back up front and found success, especially when she scored the team's only goal when ASU snapped a 73-game home winning streak by Stanford.

“I've learned a lot about the game since I've been here,” she said. “The speed of the players is quicker, and they're a lot more physical. You have to be as strong as you can and in good shape.”

This fall, she said, “it looks like we have a big class (of newcomers) coming in. It should help us, give us depth. I'm looking forward to it.”

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

ENTERPRISING AMBITIONS

Business-minded Sun Devils transform vision into action

“Value entrepreneurship” is one of the design aspirations of ASU’s New American University concept, and it aptly describes the institution’s long history of nurturing innovators. While the life of any startup company – whether it be a purveyor of fine chocolates, a manufacturer of casual footwear, or a biotech research leader – can be unpredictable, the 17 alumni profiled in this section have been prepared to win in the marketplace through their education at ASU.

IGNITING AUTHENTIC CHANGE

Jennifer Boonlorn '01 B.S.

Sarah Boumis '10 B.S.

If your vision of the fashion industry is glitz and glamour with little substance, you haven’t met Jennifer Boonlorn and Sarah Boumis. These ASU graduates are on a mission to share their philosophy that what you wear (and carry) can be a reflection of your deeper self.

“We are focused on impeccably designed products, but deeper than that, we want to inspire and ignite people,” said Boumis, who is CEO at Soul Carrier.

Soul Carrier’s “the authentic change” collection of handbags, with square, structured silhouettes, is inspired by Boonlorn’s Al Beadle-designed mid-century modern home. It includes a small clutch purse/tablet case, a cavernous weekend bag, and a trim, stylish yoga tote.

“I wanted just a pop of color, so that is where the watermelon and mint accents come in,” Boonlorn explained.

Boonlorn, the duo’s creative force, learned the importance of living everyday to the fullest through a catastrophic accident that happened during her days at ASU. The tragic incident took her parents but spared her life.

“I was in the car when my parents were killed,” she said. “It always gives me chills that I was not taken on

that fateful day, because it means I still have a mission to fulfill.”

With encouragement from her marketing professor, Beth Walker, Boonlorn entered the fashion world after graduation – studying at Parsons The New School of Design, interning for fashion giant Oscar de la Renta and the publication *Woman’s Wear Daily*, and creating accessories for Henri Bendel, an American upscale women’s specialty store based in New York City. Then she headed home to Phoenix and met with Boumis, who she calls, “The ultimate guard-dog of my vision.”

Boumis, who graduated from ASU in 2010, was a student in the W. P. Carey School of Business during the recent financial crisis and sees a definite positive aspect to the timing of her education.

“It ignited me on a path to understand more deeply the roots of the greed that led to the crisis,” she notes.

The duo believes that the spirit they and their team of ASU interns infuse into their products – as well as their ethical, sustainable manufacturing practices in Leon, Mexico – will resonate with the customers who choose to carry their bags.

“Helping to create an environment that allows people to create their best work and feel appreciated is essential,” says Boumis.

By Michael Hammett, a freelance writer living in Phoenix.





THE SWEET LIFE

Michael Barnes

"Who doesn't love chocolate?" laughs Chef Michael Barnes, the founder of Pieces of Chocolate, a boutique shop specializing in the sweet treat. "As a child, I was fascinated with chocolate. There was always something special when you walk into a chocolate store – you could smell it in the air, you can almost taste it right from behind the counter."

On the advice of a friend, who knew of his love for cooking, he interviewed with Scottsdale Culinary Institute. Two weeks later he was a culinary student. Halfway through the year-long course, he knew he wanted to specialize in chocolate. One day a sommelier came to class and did a chocolate and wine pairing. It was an "ah-ha" moment for Barnes.

"I realized the wine lovers such as myself need a chocolate specifically designed for tasting," he said. The result is his Cioccolato family – bite-sized, textured pieces of chocolate gently seasoned with gourmet sea salt.

He opened Pieces of Chocolate just outside of San Francisco's Bay Area in 2009, and credits ASU's football Coach Synder for preparing him for the trials and tribulations of owning a business. Barnes played both right and left guard at Arizona State from 1994 to 1998 and was a member of the team that made it to the 1997 Rose Bowl.

"He taught me to be mentally tough, I think that's the most important lesson in business. You're going to go through some really rough times, but it always gets better if you believe in what you're doing and your passion shows. You know what they say about passion, the money follows."

Pieces of Chocolate is Barnes' second business – his first involved creating culinary reference cards for aspiring chefs – and he's having great success. An admitted purist when it comes to the confection, he believes that when the ingredients are superior, they speak for themselves. The small pieces he produces are meant to be enjoyed on their own, but are easily paired with wine.

At a recent tasting in Livermore, Calif., he had a guest ask for a piece of Barnes' Ghost Pepper Cioccolato with Zinfandel.

"You always know it's a successful marriage when the eyes roll and the satisfaction washes over their face," Barnes says. "It's like I'm eating a Peppercorn steak," he said to me."

Barnes designed his Wine Country shop to be like a wine tasting room. Guests can come in and do a Cioccolato flight, just like a wine tasting.

"I offer all seven variations so people get a direct dose of my passion," he says. It's all part of the philosophy he's developed: "Eat what you like, drink what you like, and be happy and love one another, because life is too short to pair wine with bad chocolate."

By Holly Beretto, a freelance writer based in Houston.

Jen Bergmark's event management company, First Pick Planning, was born from a life-long passion for making things work out – even if what's being proposed initially sounds a little crazy.

"As long as I can remember, I've wanted to work for myself because I welcome problem solving," says Bergmark, who lives in Los Angeles. "I love helping people, so when a client comes to me with an outrageous idea, I will make every effort to make it come true."

Her company stages and coordinates events all along the California coast that range from birthdays, bridal and baby showers to fundraising/charity galas to weddings. One of her most challenging assignments was orchestrating a product campaign wrap party that featured the celebrity ambassador of the product being helicoptered into the party, along with live entertainment and a DJ. A sand volleyball court also needed to be set up.

And the location? A private mountaintop.

"Plus I only had two weeks to pull it off," laughs Bergmark.

Bergmark's remarkable can-do philosophy was honed by the experience she gained both before and after earning her degree in hospitality and tourism management from ASU. She said Victor Teye, associate professor of tourism, provided a lot of insight about the international travel industry, in particular.

"I learned a great deal about the travel industry from him," she said. "He convinced me to join the 2004 summer study abroad program that the recreation and tourism department was hosting in Australia, New Zealand and Fiji. It was such a great experience!"

After graduation, she worked for the local 2007 Super Bowl XLII team and also interned and was later hired by the Scottsdale Convention and Visitors Bureau (CVB).

"I saw some very creative marketing campaigns developed and executed at the CVB," she says. "I also learned how important client relations and networking are in relation to sales."

Since launching First Pick Planning in 2011, Bergmark has been making her clients' dreams come true and accumulating a steady stream of testimonials and awards.

"We just won Wedding Wire's 'Wedding Couples Choice Awards 2014', which means we are in the top five percent of LA event coordinators," she points out with pride.

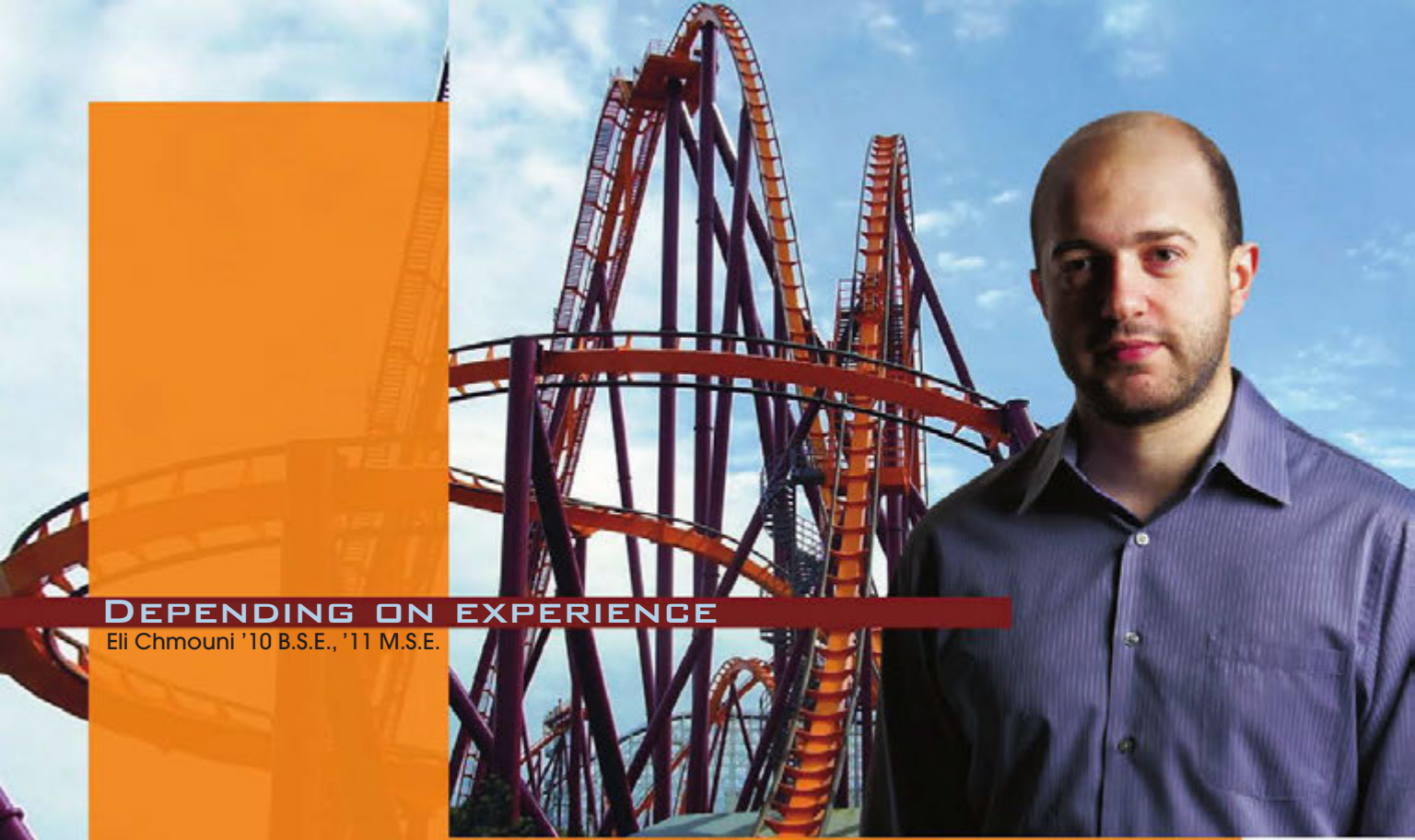
And that has made Bergmark's dreams come true, too.

By Oriana Parker, a Phoenix-based freelance writer.

CREATING MEMORABLE MOMENTS

Jen Bergmark '06 B.S.





DEPENDING ON EXPERIENCE

Eli Chmouni '10 B.S.E., '11 M.S.E.

His title is that of “Experience Creator,” as the founder of Scottsdale, Ariz.-based SKYWORLD, a design and production company that specializes in theme park attractions and creating unique experiences. The company is one of several startup businesses ASU alum Eli Chmouni kick-started since receiving his bachelor’s degree in mechanical engineering in 2010 and his master’s in the same field in 2011.

In addition to SKYWORLD, Chmouni has launched two other startups, BlueDream and AlphaStripe, with assistance from ASU’s Edson Student Entrepreneur Initiative. He raised more than \$500,000 in funding and grants to produce and launch AlphaStripe, a social media website for military veterans to support and share unique experiences.

Today, he and his team of four are in the business of creating experiences at SKYWORLD.

“I found that working in the corporate environment wasn’t for me,” Chmouni said.

Before being able to run his own startup companies, Chmouni admits he initially lacked the tools needed to raise capital and court investors to help get projects off the ground. The university’s entrepreneurial ecosystem nurtured his projects and helped him hone practical skills to further his companies.

“I’ve explored nearly everything ASU has to offer,” he said. “I’m a huge ASU fan and I value the program here and the mentorship opportunities,

but the exposure I got can’t be taught in a classroom.”

With the aid of Gordon McConnell, ASU assistant vice president for Innovation, Entrepreneurship and Venture Acceleration for the Office of Knowledge Enterprise Development, Chmouni successfully created a business plan and won a national competition for a \$50,000 grant through the Edson Student Accelerator program to begin AlphaStripe.

“Having that support was a game changer,” Chmouni recalled. “Nearly the entire (ASU) campus helped with the marketing. Knowing that 75,000 people are helping you to reach your goal makes a big difference.”

After AlphaStripe, he founded SocialCloud, which is comprised of a social network infrastructure that allows users to access a repository of available technologies and ideas shared by teams and account holders. The system helps users network and produce their ideas within weeks, instead of months or years.

While Chmouni has worked on his multiple business projects, he has also served as a faculty associate in ASU’s College of Technology & Innovation. It’s been an opportunity to both give back to the university and to take stock of his own professional growth.

“Throughout my experiences over the past few years, I can see how much I’ve advanced,” he said.

By Nathan Gonzalez, a freelance writer based in Flagstaff, Arizona.



MORE THAN SKIN DEEP

Trish Gulbranson '88 B.S.

Trish Gulbranson's philosophy is "become the best you can be." It's a motto she exemplifies as CEO/president of Derma Health Institute, a laser skin and health care center she created nine years ago.

Gulbranson considers ASU the launching pad for her success. Driven by the challenging accounting program at the W. P. Carey School of Business, Gulbranson graduated in 1988 and immediately went to work for a top accounting firm. She eventually left to work at a software company as its CFO, and she became CEO before the company was sold.

"I had so many people say I could start a business. I never really thought about it but then I realized when you have the background in finance, you can hire people who know what they are doing. I got my business skills and discipline from college," said Gulbranson.

After a year of research, she set her sights on the anti-aging industry. She started with a Phoenix-based medical spa franchise called Derma Care, which eventually shut down. She capitalized on the change of circumstances in a positive way, as it gave her an opportunity to expand her locations to include a full line of anti-aging services. She renamed the business the Derma Health Institute.

Derma Health has five locations across the Valley and employs 60 women. Going with the belief that true beauty is more than skin deep, it offers diet and nutritional counseling, Botox, Juvederm, B-12 shots and more. The company has made Inc. Magazine's annual list of the 5,000 fastest-growing private companies in the United States for three years running and is recognized as one of the top 100 Arizona companies.

An active ASU alumna, Gulbranson is a member of the President's Club and holds season tickets to the Sun Devils football and women's basketball games. She recently established the Scott Gulbranson Endowment Fund at the W. P. Carey School of Business in honor of her late husband.

"He was the wind beneath my wings, so this means a lot to me," said Gulbranson.

By Mary Parra, a freelance writer based in Sacramento, Calif.



TESTING FOR SUCCESS

Michelle Hanna '78 B.S.

Growing up as a self-described “Army brat,” Michelle Hanna '78 B.S. always loved science. So it is no surprise that she spent 13 years in academia, teaching and running research labs at UC Irvine College of Medicine and the University of Oklahoma. But in 1999, even after succeeding as a tenured biochemistry professor with prestigious research grants, she felt something was missing.

“Back then, academics were limited to hypothesis-driven research, and I wanted to be more innovative,” says Hanna, who majored in chemistry at ASU. Through the University of Oklahoma’s IP commercialization program, Hanna had begun forming a company to use compounds she invented for early cancer diagnostics, and her entrepreneurial instincts were kicking in.

In April 1999 while visiting family in Scottsdale, Hanna attended an ASU biotech conference, got inspired, and did something “only an entrepreneur would do,” she says.

“I was sitting in the sun at Coffee Plantation with my two kids when I decided that if I was going to start a company, I wanted to do it in Arizona,” Hanna explains. Recently divorced, with no financing and no business contacts in the area, Hanna filed incorporation papers for a company called Designer Genes (now RiboMed), then went back to Oklahoma and resigned. “What was I thinking?” she jokes.

After driving five U-Haul truckloads of equipment to Arizona, Hanna converted a bathroom in her brother’s warehouse into the company’s first wet lab, and secured grants to work with the National Cancer Institute on developing non-invasive, early cancer detection tests based on a pattern of DNA modification called methylation. Hanna’s breakthroughs also had implications for other biomarkers, and post-9/11, Homeland Security came calling, asking the company to develop tests for Botulinum toxin and other pathogenic bacteria and viruses.

The company flourished and Hanna became a fixture on Arizona’s fledgling biotech scene. A quest for more lab space drove Hanna to relocate the company in 2007 to San Diego, where it has remained.

Today, it’s clear that Hanna’s thinking back in 1999 was spot-on. RiboMed is now a leader in DNA methylation diagnostic and research solutions, with 11 issued and 19 pending U.S. and foreign patents; \$10 million in grants and contracts; and \$6 million in equity investments. Its clients include major universities and research institutes, pharmaceutical companies, and clinical labs.

While making the switch from academia to entrepreneurship was tough, it has clearly been the right choice for Hanna—and for the science of cancer detection and treatment.

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



IF THE SHOE FITS

Darin Kraetsch '91 B.S.

Flip Flop Shops CEO and entrepreneur Darin Kraetsch doesn't live in Tempe any more, but he uses his experiences from Arizona State University to spread sunshine, happiness, and flip-flops.

The Sun Devil alumnus worked his way through college, writing tickets for the campus police and chauffeuring comedians like Jerry Seinfeld and Jeff Foxworthy for Tempe Improv. He also "had this great job cleaning the aquatic center pools in scuba gear," Kraetsch says. The hard work and fun jobs paid off when he received a bachelor's degree in Justice Studies from ASU in 1991, making him the first person in his family to graduate college.

Lacking business skills, but realizing he "wanted to make people happy," he eschewed a law enforcement career to follow his bliss and open the first Cold Stone Creamery stores outside of Arizona. He even wrote some of its signature "tip" songs.

"Life takes you in unexpected places," Kraetsch notes.

He co-founded FFS Holdings, LLC, the parent company of Flip Flop Shops Franchise Company, LLC,

in 2007. Ranked 230 in 2012 on Entrepreneur's Franchise 500 list and recognized by INC 500, the company has more than 100 North American locations. Kraetsch is facilitating franchises as far afield as South Africa and Qatar.

Devoted exclusively to flip-flops, the company's laid-back attitude is the kind of joy-bringing brand that Kraetsch loves. Its flip-flops are stylish and diverse enough for business casual wear.

"It's all about the lifestyle, freeing your toes. I've worn flip-flops to work for seven years," he said. "I'm going to keep that streak going as long as customers will let me."

Kraetsch possesses passion to create and improve the company. He credits ASU with giving him opportunities to learn from professors and students.

"The thousands and thousands of diverse students who attended ASU shaped my personality," he says. "With such a large student body, there is unbelievable energy and opportunity to be involved with anything you want."

By Lara Herrington Watson, a Tempe-based freelance writer.



SMALL BUSINESSES, BIG PLANS

Clate Mask III '96 B.S.

You'll have to excuse Clate Mask III '96 B.S. for being a little bit obsessed with small business entrepreneurs. He started that way himself, and Infusionsoft, the company he helped found, counts helping small businesses and entrepreneurs succeed as its sole mission.

The Chandler-based company—which Mask co-founded in 2002 with now brothers-in-law J. Scott Martineau '00 B.S., and Eric Martineau—provides CRM, marketing, and e-commerce software solutions that help small businesses automate sales and marketing tasks. "Infusionsoft makes it easy for small businesses to get organized, attract more customers, grow sales, and save time," explains 41-year-old Mask, the company's CEO.

This laser focus on small business needs has propelled Infusionsoft's incredible growth since its founding: it now counts 23,000 customers and 500 employees; has secured three rounds of venture funding, including \$54 million from Goldman Sachs in January 2013; and nabbed a host of accolades including six consecutive years (2007-2013) on Inc. Magazine's Inc. 500/5000 List as well as being named "Best Small and Medium Workplace in US" by the Great Place to Work Institute in 2011 and 2013.

"I love entrepreneurs. I love their tenacity, creativity, innovation, and work ethic," explains Mask, a father of six who grew up in Mesa, and majored in economics at ASU before receiving his M.B.A and his law degree from Brigham Young University. "I'm passionate about helping small businesses succeed because I've experienced first-hand the pains and struggles that come with entrepreneurship."

Indeed, times were tough during Infusionsoft's early days. But Mask and his co-founders had an "aha" moment when they realized that small business owners of all stripes face the same underlying challenge. "We encountered so many companies struggling with sales and marketing and they were using multiple systems, none of which worked together. Because of that, they were disorganized, losing leads and strapped for time to manage everything," Mask explains. "We knew we had to create a web-based solution that would help small business conquer the chaos to get organized, grow sales and save time."

And they've done just that.

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

When Amy Jo Martin launched her company, The Digital Royalty, five years ago, her very first client was basketball superstar Shaquille O'Neal. She'd known him from her stint working as director of digital media and research for the Phoenix Suns.

"He was looking to grow his brand online," she explains. "So we gave him the foundation to do so." She developed a program called "Random Acts of Shaq-ness" that utilized the social media platform Twitter to help him connect with fans.

"At one point, we'd have him on a street and he'd tweet where he was, and the first fan to show up there where he was could get tickets to the next game," she said. "It was a great way for the fans to see he was the one behind the social media image we'd created."

That level of involvement is what she and her team provide to their clients around the world. More than branding and awareness, it's teaching company executives how social media works, and how to use it to help build both their marketing messaging and bridge the gap between the physical and the virtual world we inhabit. Martin and her team conduct social media classes, develop action plans and personalize each client's digital needs.

"It's not always easy for a huge corporation to humanize itself," she muses. "So, we offer multiple ways for firms to use these online tools to connect with their customers, to prove they can be nimble and flexible in the fast-paced social media sphere."

Martin says she started her company because she wanted to design her own day, and she loves the freedom and flexibility she has being at the helm of The Digital Royalty. She has 20 employees working in the company's headquarters in Las Vegas, and plans to launch an office in London.

But she says much of what she does wouldn't have been possible without what she learned at ASU.

"There is such an innovative approach to the marketing program in the business school," she says. "You really learn to think differently, to try new things, and you're exposed to such diversity on campus. It's a point of pride such innovative leadership is at our school."

By Holly Beretto, a freelance writer based in Houston.





THE GREAT OUTDOORS

Michael Palatnek '99 B.A.
David Stutz '01 B.I.S.

A summer sports camp put a pair of eight-year-olds in western Massachusetts on the road to becoming Sun Devils and business partners.

"I am from Boston and Michael was from New Jersey," Stutz said. "We went to a summer camp in western Massachusetts, which was right in the middle between our hometowns. (Later,) we both happened to transfer to ASU and went on to different careers."

Michael Palatnek, who earned a bachelor's degree in broadcast journalism, founded Coast to Coast Outdoor (C2C), an out-of-home advertising agency, in 2007. He previously had been general manager of Titan Los Angeles, a transit advertising company and worked for Clear Channel Outdoor as the vice president of new business development.

The venture gave Palatnek an opportunity to team up with childhood friend Stutz, who has a bachelor's degree in interdisciplinary studies.

"I started having conversations with companies and I told them I could help with their outdoor advertising campaigns from an unbiased perspective," he said. "Outdoor advertising is a unique industry featuring billboards, bus shelter ads (and many other venues). It's almost like buying a house in the sense that it's a real estate driven media."

Before joining Palatnek in his venture, Stutz had started OMG Direct, a direct response media firm, where he developed a media software system to track inventory and run back end analytics. Later that would become the foundation to C2C's software infrastructure.

"Learning to borrow ideas and concepts from one discipline and applying it to another really opened my eyes to being a more creative entrepreneur," Stutz said. "I attribute a lot of that to my ASU major – interdisciplinary studies."

As C2C expanded, Palatnek also called upon lessons learned at ASU. "Coming out west balanced out my personality (of a New Jersey guy)," he said. "I was able to get more in touch with the West Coast and dial into how many different people think."

As C2C moves forward in 2014, with clients such as Tiffany and Co., UGG and Comedy Central, some strategies work in multiple environments. "Keeping a clear, concise message is critical," Palatnek said. "It has to be quick and impactful. Sometimes the simplest messages are the best."

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



STAND-UP GIRL

Carrie Severson '00 B.A.

In January 2011, armed with only her savings and some funds from her 401(k) retirement account, Carrie Severson left her position at a Phoenix marketing agency and launched Severson Sisters to help address the problem of bullying among girls. Since that time, she and her associates have helped more than 1,000 young women connect to their inner “Super Girl” by emphasizing their creativity throughout Arizona and California.

The Severson Sisters organization provides programs that empower girls ages 7-14 as they deal with bullying and self-destructive patterns. Girls who participate learn self-esteem enhancing tools, how to develop and strengthen healthy relationships with their peers and a bullying solution method which helps them handle bullying scenarios in life. A team of psychologists and educators, including Severson’s sister, Holly Hammerquist, created an art-focused curriculum. The group is currently exploring plans to expand to New York City, as well as selected cities in the Midwest and the South.

Severson’s passion for this topic may be explained by the fact she herself was bullied as a teenager. She developed resilience by engaging in one of her favorite activities – dance. Being on stage lifted her self-esteem.

“This creative outlet was an important redeeming factor,” she stresses.

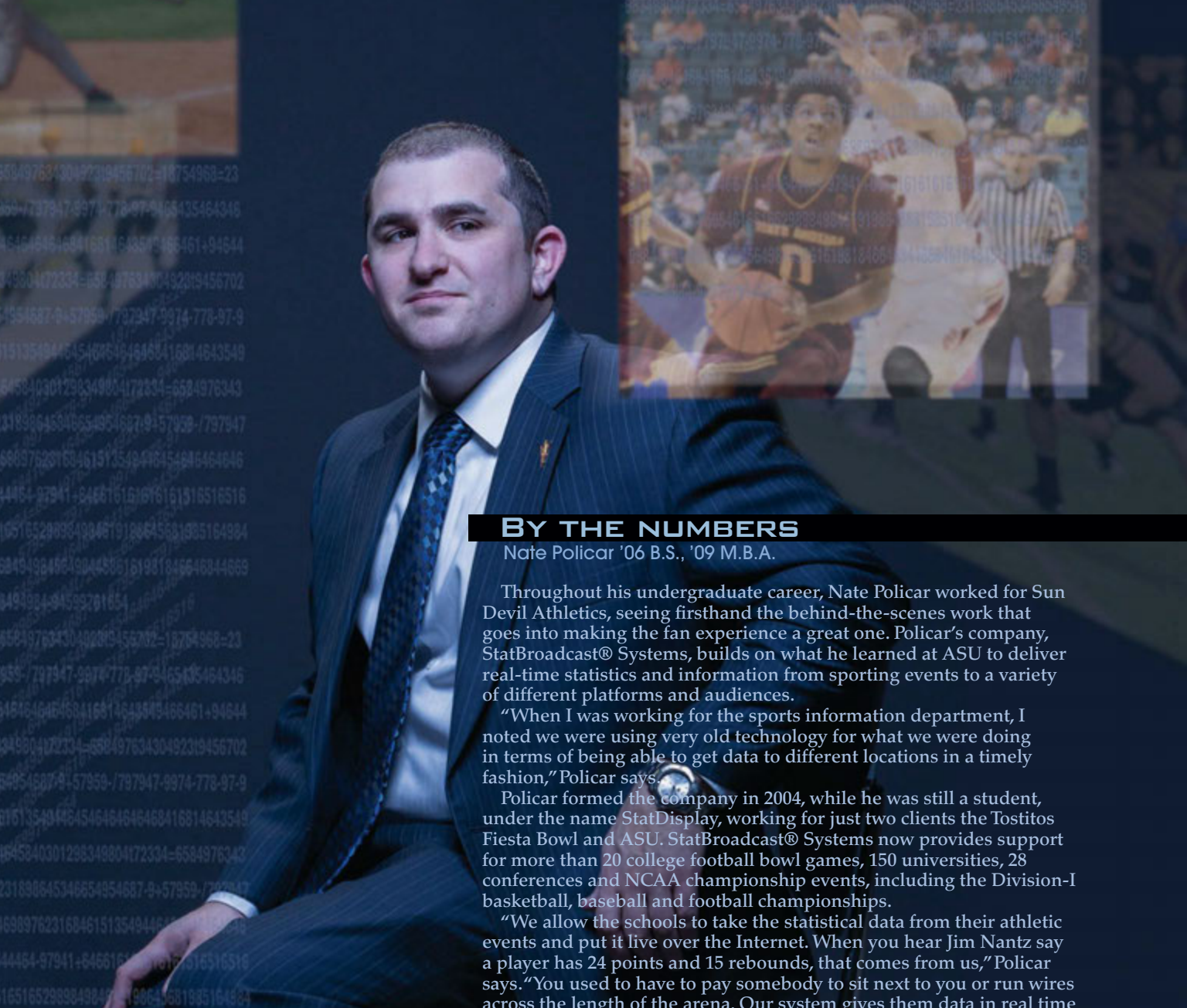
Severson’s organization has come a long way in a short time, some of it during a challenging financial climate, and it’s attracting its share of attention for that achievement. Two years ago, Severson was honored for her work through Sally Hansen’s “Best of You” recognition in New York City and was featured in the September 2012 issue of Glamour magazine. She was the first nonprofit to graduate from the prestigious APS Academy for the Advancement of Small, Minority- and Women-Owned Enterprises program. In January 2013, she was honored as the Young Non-Profit Professional of the Year for Phoenix by the local chapter of the Young Non-Profit Professional Network.

She was included in the 2013 Top 50 Power Women issue of New Made Revolution Magazine. Most recently, Severson was selected by USA Network and NBCUniversal as one of the 2013 “Characters Unite” award winners, which recognized nonprofits for their efforts in combating hate, intolerance and discrimination in their communities.

Severson credits ASU journalism Professor Bruce Itule, who was an advisor for the student newspaper The State Press when Severson was working for the publication, with helping her focus her ambitions. Itule encouraged Severson to tap into her creativity and do something for society.

As a result, she says, “We have a great partnership with ASU. We already signed up 15 interns from my alma mater!”

By Oriana Parker, a Phoenix-based freelance writer.



BY THE NUMBERS

Nate Policar '06 B.S., '09 M.B.A.

Throughout his undergraduate career, Nate Policar worked for Sun Devil Athletics, seeing firsthand the behind-the-scenes work that goes into making the fan experience a great one. Policar's company, StatBroadcast® Systems, builds on what he learned at ASU to deliver real-time statistics and information from sporting events to a variety of different platforms and audiences.

"When I was working for the sports information department, I noted we were using very old technology for what we were doing in terms of being able to get data to different locations in a timely fashion," Policar says.

Policar formed the company in 2004, while he was still a student, under the name StatDisplay, working for just two clients the Tostitos Fiesta Bowl and ASU. StatBroadcast® Systems now provides support for more than 20 college football bowl games, 150 universities, 28 conferences and NCAA championship events, including the Division-I basketball, baseball and football championships.

"We allow the schools to take the statistical data from their athletic events and put it live over the Internet. When you hear Jim Nantz say a player has 24 points and 15 rebounds, that comes from us," Policar says. "You used to have to pay somebody to sit next to you or run wires across the length of the arena. Our system gives them data in real time and allows them to update the fans and the viewers as the broadcast is going."

Academically, Policar bolstered his on-the-job experience by earning his bachelor's degree in information systems at the W. P. Carey School of Business. After graduating in 2006, he returned and completed an MBA in 2009. The two degree programs have helped his business in complementary ways.

"I learned a lot of the skills I ended up implementing into our system in terms of making a product that could be multiplied out to 150 schools. The modularization part of it came directly from the curriculum in (IS)," he says. "The MBA program helped prepare me for running my own business. As an operator of a small business it falls on me to do pretty much everything. I'm doing the accounting, marketing and sales, all while I'm doing the programming and working with the customers. All those fields I got into at W. P. Carey."

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

JUMPING INTO ACTION

Cynthia Valenzuela '11 B.I.S.

Cynthia Valenzuela and her husband found the idea for their company at a ski resort in New Zealand. What they found at ASU was start-up funding and a wide array of entrepreneurial expertise and support to take their company to the next level.

Valenzuela and her husband Matt Boyd are co-owners of Tempe-based KVZ Sports, Inc., which makes ski and snow apparel and features all-American manufacturing.

Valenzuela, a Phoenix native and Maryvale High School graduate, says a love of traveling and a love of action sports led her and Boyd to New Zealand, where they worked for a season at a ski resort. Seeing people pick up small souvenirs at the resort sparked an idea for a company that provided accessory souvenirs with logos from the resorts. Later, the idea evolved into creating branded apparel.

“Our specialties are neck warmers and bandana masks. But we do basketball jerseys and hockey jerseys and mountain bike jerseys and we’re moving from specific logo items for ski resorts into more of an apparel company for overall action sports,” she says. “Everything is made right here in Tempe and we’re proud of manufacturing in America.”

Valenzuela transferred from the University of Hawaii to ASU’s West campus, where she was studying communication when KVZ Sports received a \$14,000 grant from the Edson Student Entrepreneur Initiative in 2010.

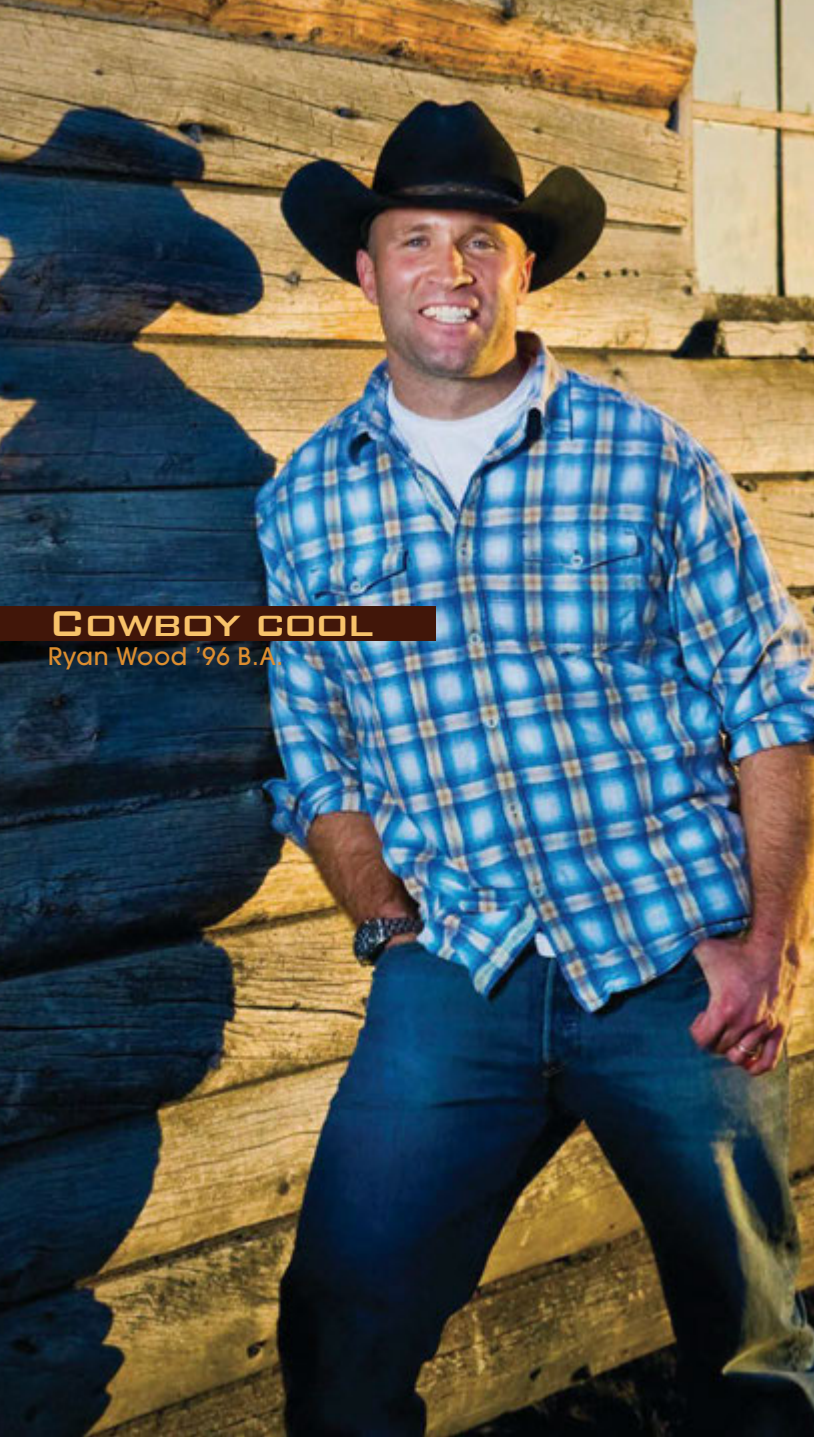
One of the most helpful aspects of launching her business while still a student was the practical, hands-on guidance she got as an Edson participant.

“What I like about the entire program is once you get into SkySong, it’s amazing. You have all these brains and all these ideas, and they’re with you at 1 a.m. working on your company. They’re all from different disciplines and to be in that kind of an atmosphere is amazing when you’re starting your business,” she says. “The best experience was being among all those entrepreneurs and learning what factors went into their success and how we can apply those to our business.”

Valenzuela graduated in 2011 and devoted her full energy to KVZ Sports. But she’s not forgetting her ASU roots.

“As we grow this company, we know who helped us, and we hold the torch for all of them. We want to make sure we help contribute back to those programs and help donate some of our success for the next generation of entrepreneurs,” she says.

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



COWBOY COOL

Ryan Wood '96 B.A.

Talk about a full resume: Ryan Wood has played fullback for the Dallas Cowboys, he co-founded sports apparel giant Under Armour and he now runs the Sweetwood Cattle Company.

A well-rounded and multi-skilled businessman, Wood says he learned a lot from all the phases of his life at Arizona State University. Lessons in teamwork and dedication came on the field. Lessons in history framed how he understands the past and makes business decisions for the future. And in daily campus life, he came into contact with people from all over America.

"Being at ASU, it's such a big university with a ton of diversity and was just great opportunity to expand your experience by learning from all kinds of different people," he says.

Wood, who graduated with a history degree and was drafted by the Cowboys in 1996, turned his departure from the NFL in 1997 into a new opportunity, joining with Under Armour creator Kevin Plank in the company's earliest days and in 10 years, helping to create an athletic apparel empire with nearly \$1 billion in sales.

"The opportunity at ASU to meet all kinds of different people from all kinds of different backgrounds from all over the county was a real benefit to me when I joined Kevin at Under Armour. We were a national brand so I had to travel all over the country and it really came naturally to me," Wood says.

Wood spent his last two years at Under Armour in Amsterdam, running the international operations. But the self-described mountain boy felt home calling and returned to Colorado, spending a year skiing and fly-fishing before the business itch caught up to him. Wood bought a 652-acre ranch in Steamboat Springs and started the Sweetwood Cattle Company and again found some relevance for his history degree.

"My major was and continues to be a part of how I understand business and life and how I set expectations for myself," he says. "I enjoy understanding the past to know how that can affect the future. With Sweetwood, I studied the history of the cattle industry. Steamboat has a rich history in beef and cattle and that understanding fueled my motivation for Sweetwood and continuing that legacy."

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





FULL PLATE

Julian Wright '95 B.A.

Given Julian Wright's degree in broadcast journalism, one might expect him to be found behind a microphone or in front of a camera, rather than behind the counter at a restaurant. Nineteen years after his graduation from ASU, however, he is known as the "Mayor of Mill Avenue," who is the owner of two successful restaurants near the ASU Tempe campus – The Handlebar Tempe, and La Bocca Urban Pizzeria + Wine Bar. Another La Bocca location recently was launched in the High Street area of CityNorth in Phoenix, across the street from Wright's company, Fork & Dagger, opened a fourth restaurant, Modern Margarita, in 2012.

The leap from broadcast journalism and the restaurant business is not as long as it might seem. As a student, he tended bar at the Buttes Resort in Tempe, then worked at various franchise restaurants, in every position from dishwasher to management trainee.

"When I realized it could be a profession, that there was money to be had, it was more on my radar," says Wright.

After wandering a bit, Wright found himself in Denver, as the assistant manager of a Z-Teca restaurant (now the Q'Doba Mexican Grill chain). Wright had his eye on upper management, and his ASU education helped him achieve it.

"The number one thing I learned at ASU was how to write from a business perspective," Wright said. "Here I was, the assistant manager of a burrito joint, emailing the CEO directly with my ideas. I couldn't have got his attention without that certain skill, and there were some very good lecturers at ASU."

Although he found working in a corporate structure interesting, Wright's entrepreneurial spark drove him to open his own place. He felt himself drawn back to Tempe and the ASU environment, where he opened a bar on Mill Avenue in 1999.

"I really liked the environment at ASU," he said. "Not just the campus – Tempe is a great place to go to college. And I think that taught me to stay focused. If you can get good grades in the face of temptation, you've proved some things – first that you can balance your work and social lives, and second, that you are capable of making good decisions."

And while education was significant in his success as an entrepreneur, so was learning from his experiences, he notes.

"I worked full-time my last two years at ASU, and I learned [that] all of your success rests on your own shoulders," says Wright.

By Dann Anthony Maurno, a freelance writer based in Salem, Mass.

MAKING A World of Difference

Strategic international partnerships export ASU's strengths across the globe

By Christopher Vaughan

Superficially, a university in Arizona and a university in Vietnam appear very different. ASU is an advanced research university in an arid part of the developed world, while Vietnamese centers of higher learning are attempting to modernize in a tropical, developing country. But in Vietnam and in many other places, ASU faculty and students are participating in partnerships with like-minded institutions that gain their strengths based on a shared view of how education can improve the economies and lives of those around the world.

Since Michael Crow took the reins of the ASU presidency a dozen years ago, he has found common ground and common purpose with international institutions. Under Crow's leadership, ASU has forged cooperative agreements with a number of universities internationally, creating programs that have won accolades from governments and educational groups.

While it is not unusual for universities to engage in international collaborations, the collaborative ventures that ASU has forged have illuminated how well ASU's mission and goals resonate with other educational



ASU President
Michael M. Crow

institutions around the globe. Of the eight design aspirations described in Crow's New American University concept, the last one explicitly prescribes global engagement. However, ASU's international strategic partners, along with ASU faculty and students, are finding that those principles can be applied anywhere.

In a sense, they are the principles of a New Global University.

Designing for the real world

In the case of ASU's program in Vietnam, ASU and Intel responded four years ago to a request for proposals from the U.S. Agency for International Development (US AID) to upgrade engineering education in Vietnam. The two institutions teamed up with eight Vietnamese universities to create the Higher Education Engineering Alliance Program (HEEAP).

"As a developing country, Vietnam needs to modernize everything, from telecommunications to energy to

construction. For that they need a lot of engineers," says Jeffrey Goss, assistant dean in the Ira A. Fulton Schools of Engineering and executive director for its Office of Global Outreach and Extended Education. "We worked with their engineering universities to train thousands of faculty members to more effectively teach engineering, as well as helping the universities upgrade their physical infrastructure."

All involved say HEEAP has been a huge success. Two years after the program's inception, Intel was given the U.S. Secretary of State's Award for Corporate Excellence for its part in the effort.

Why was ASU chosen by the USAID? In part, Goss explains, it was because of ASU efforts in areas such as sustainable construction and clean cities development, which address significant concerns in Vietnam. But existing research and scholarship is only part of it, Goss says. "One of the major reasons we were chosen was President Crow's New American University strategy. The transformation of ASU over the last decade has given us a model that we can adapt to help others," he asserts.

for the real world



Jeffrey Goss

The U.S. State Department award highlighted the benefits of HEEAP to Vietnam, but Goss says there are significant benefits from this brand of global engagement for the faculty and students of ASU.

“Programs like this are important to ASU in that it allows our faculty and students to engage in real world issues, and to grapple with global problems,” Goss says. He extols the benefits of the many other programs in which students have helped design bamboo-based wheelchairs for the physically impaired in developing countries, or helped rural villages in Africa build infrastructure for solar energy and other projects.

“We want to get students over there and working with the people directly affected by problems,” Goss says. “Not all projects the students do are global in nature, but we want them to work in sync with the projects that are globally oriented.”

The next phase of HEEAP in Vietnam will be to help develop a distributed learning platform so that students in one university can collaborate with those at other in-country universities—or even with students at ASU.

Common issues, mutual solutions

One of the most longstanding international collaborations of the Crow era has been the partnership with the Tecnológico de Monterrey in Mexico. The Tec, as it is known, is the largest non-profit educational system in Latin America and shares many of the same concerns as ASU.

“There are so many areas in which ASU and the Tec interact – in sustainable development, water management, city planning, energy research, and so on,” says Rafael Rangel Sostmann, who was president of the Tec for 27 years and who now is a special advisor to the president at ASU.

As with the collaboration in Vietnam, ASU’s expertise has given Mexican educators and students access to advanced technologies and concepts, such as planning visualization technology via platforms like ASU’s Decision Theater, which can help developing countries grow sustainably. “ASU, in coordination with Tec de Monterrey and IDB, is working on energy models for which the Decision Theater is a very important component,” Rangel Sostmann says.

“At the Tec we learned a lot from ASU about transferring knowledge to society and the commercialization of knowledge, and benefitted from programs like ASU’s Biodesign Center,” he adds.

But he also emphasizes the many benefits that have traveled the other way, from the Tec to ASU. “At the Tec we were using online learning to do outreach throughout Mexico 25 years ago, and we already had 14 technology parks where academia and industry could interact,” Rangel Sostmann says. “ASU took some of the ideas in those areas and then developed them in their own way, which is great.”

Rangel Sostmann has identified a few key areas

Common issues

for further pursuit, areas that can create huge economic development in both Arizona and in Mexico. "Sustainability studies differentiate ASU from other universities around the world, as well as water management," he says. Additionally, Rangel Sostmann is leading a partnership between ASU and the National Autonomous University of Mexico (UNAM). One of the topics of collaboration is technology commercialization.

Both ASU and the Tec also share a common outlook in their ideas about providing a high-quality education to many students who may not have many financial resources. "Another important area of shared experiences is the philosophy of having academic quality and offering distinctive and distinguished programs while being inclusive universities. I think that is a basic characteristic of how a university should be," Rangel Sostmann says.

Health care and public health are also areas that Rangel Sostmann and many others have identified as fields where ASU has the potential to create highly productive international collaborations. "The world needs to manage its health systems in a more sophisticated way," he says.

A healthy collaborative environment

Innovation in health care also is at the forefront of ASU's collaboration with Dublin City University (DCU) in Ireland. DCU and ASU are working together to open the International School of Biomedical Diagnostics, the first such school of its kind. The new school is slated to open later this year.

Arizona is home to some of the largest U.S. diagnostics laboratories and nonprofit institutes, as well as innovative diagnostic companies such as Ventana Medical Systems, Inc., headed by Mara Aspinall, president and CEO. ASU is a leader in the field, with its Virginia G. Piper Center for Personalized Diagnostics and the recently established National Biomarker Development Alliance. DCU hosts the Biomedical Diagnostics Institute, a world leader in the development of the next generation of diagnostics.

One of the phenomenal aspects of the partnership with DCU is how quickly it has taken off, say those involved in the collaboration. Although the presidents of ASU and DCU originally signed an initial memorandum of understanding in 2006, the specific accord that spelled out all the details, the Transatlantic Higher Education Partnership, wasn't signed until September 2013.

"It's all moving quite quickly," says Breda Kiernan, who was hired to evaluate and facilitate new joint projects under the partnership. "The new partnership is less than six months old, and already I have 35 projects on my desk." About a quarter of those already are up and running, another 25 percent are pursuing funding and about half are in the proposal stage, she adds.



Rafael Rangel Sostmann



Kiernan comes to the job with a perfect resume for sorting through and implementing the various projects. An analytical chemist, Kiernan also has a business degree and a lot of project management experience. "I've come to know a little bit about everything, which works quite well," she says.

In addition to the School of Biomedical Diagnostics, ASU and DCU have joint biodesign workshops every six months, at which faculty from one institution will visit the other for one or two full days to co-develop new design approaches to a particularly vexing problem.

Those at the DCU particularly are interested in joint projects on sustainability and the environment. Even water management is an interest, Kiernan says, although it might seem that Ireland, as an island nation, has plenty.

"There is lots of water, but the question is, is it drinkable," she said.

But as with the Tec and other international collaborations, the commonalities between the universities lie much deeper than common fields of study, Kiernan says. "Yes, we are both interested in transdisciplinary studies, entrepreneurship and innovation, but we also are deeply interested in making students more globally aware, and in serving diverse communities," she says.

Understanding flows both ways

As important as technological solutions are, sometimes the partnerships are more about increasing global awareness and understanding. Four years ago, President Crow was in China, speaking with America's ambassador to China at that time – John Huntsman Jr. – about the constraints that kept so many Chinese from really understanding American culture. What came out of that meeting was the development of the ASU-Sichuan University (SCU) Center for American Culture.

The nucleus of the center is inside of a building on the SCU campus, which provides a library and a meeting place. But the program's essence is found in the exchange of faculty members who cross the Pacific to lecture about American culture.

"The Chinese think they know a lot about American culture because they see movies and TV shows," says Kathryn Mohrman, who is director of the center. "As a result, they have a lot of misconceptions, like a belief that the United States is incredibly violent. Having American lecturers come over is an effort to give them a little more complex view."

About 20 American faculty members have traveled to SCU to lecture. "We've had several in literature, history and art, and some in music, film and media studies.

Kathryn Mohrman

Understanding



This spring we have lectures in environmental studies," Mohrman says.

The two universities make a good match, Mohrman says, because both universities are often considered to be outside of what is considered to be the academic elite. As a result, both universities naturally share the aspirations that Crow laid out. "When we talked to the Chinese about the New American University model, they said 'That's great - this is exactly what we are trying to do in terms of creating more access, working with people in the community and emphasizing entrepreneurship,'" Mohrman says. "And of course the final aspiration is to be globally engaged."

The program is considered to be such a success that the U.S. embassy now has funded 18 other centers throughout China. And though the program initially was set up to expose Chinese students to American culture, American professors are finding that their increasing ties with the Chinese are changing American views, too. "Several Americans have said that they have changed or expanded their research after learning what's going on in China," Mohrman says.

Over the last dozen years, the story has repeated itself over and over as ASU has strengthened or inaugurated

collaborations all over the planet: the design aspirations of the New American University turn out to be universally applicable.

"There is quite a bit of echo between the missions of (the Tec and ASU)," says Mark Wood, who has benefited directly from one of these partnerships. Wood studied and taught at the Tec before becoming a doctoral student in sustainability from ASU. He is now heading sustainability-related research and academic projects at Tec's Mexico City campus, many which include engagement with ASU.

He recently took part in workshops in Mexico in which ASU faculty from the Global Institute of Sustainability shared their experiences on how to teach sustainability across a wide span of disciplines. Faculty at his campus also are discussing collaborations with ASU's Decision Center for a Desert City related to water provider efficiency and quality, and considering partnering with the College of Public Programs to research the concept of "smart cities."

"It's very enriching to bring two perspectives and cultures together," Wood says.

Keepers of the flame

Film students
nurture their
creative sparks
at ASU

By Oriana Parker



Film and Media Studies lecturer Michael Green says “every film must start with a patiently crafted compelling human story.”

The road to succeeding in Hollywood, at the Sundance Film Festival, or any number of other important film centers is increasingly challenging. But aspiring ASU film students – who may be envisioning future careers ranging from actor to screenplay writer to director to technical advisor to film critic – have multiple advantages compared to their non-Sun Devil peers.

One of the hallmarks of both the Film and Media Studies (FMS) program within the Department of English in the College of Liberal Arts and Sciences (which has the critical study of contemporary media as one key area of focus) and the Film and Media Production (FMP) program in the Herberger Institute for Design and the Arts (which emphasizes training in film production techniques) is an emphasis on action – getting hands-on experience in making the oft-times perilous journey from translating a spark of an idea into a film that lights a wildfire of enthusiasm under its intended audience.

Theoretical understanding of the film medium and industry is important, but Sun Devil filmmakers also are able to participate in the process of making their own movies, and assisting in the completion of professional projects, very early in their academic career.



Michael Coleman says that his film studies at ASU have taught him to take the meaning of what he writes and films seriously.



Haley Kosan '11 B.A.

Beginning at the beginning with good writing

Just as it's very difficult to build a structure without a blueprint, film students quickly learn that creating a good screenplay is crucial to constructing a quality film. Both the FMS and FMP programs offer a number of writing classes for students, teaching them the fundamentals of crafting strong scripts for motion pictures, television and other media outlets.

Michael Green, a senior lecturer in the FMS program, asserts that strong storylines are actually rare in Tinsel Town, and says that focusing on a good script requires students laying aside a "run and gun" approach to shooting their movie.

"Because a strong story is rare in Hollywood, [FMS] screenwriting teachers – myself, Dan Cutrara and Chris Bradley – concentrate first and foremost on teaching students structure, character, plotting, theme and proper formatting," Green says. "Students are anxious to direct, shoot and edit their films, and because the writer has been traditionally devalued in the filmmaking process, they don't understand that every film must start with a patiently crafted compelling human story."

Michael Coleman, an FMS student set to graduate in May, enthusiastically agrees with the program's emphasis on honing one's writing skills.

"I learned how to think more critically," says Coleman, who has written and acted in several short films that appeared in the 52 Films/52 Weeks Festival last February. "I also learned to take the meaning of what I wrote and filmed seriously, especially in the cultural identity area," he continues.

Crafting a good script also can avoid misrepresentations of groups that have frequently not gotten their fair shake in films, Green notes.

"Cultural identity represented in film – in terms of race, gender, sexuality, class, etc. – can reflect traditional power structures that disenfranchise certain peoples," he says. "It's important that students are aware of the messages they are perpetrating through their writing, including the kinds of harmful stereotypes they may be perpetuating."

Finding money – and an audience

For filmmakers, regardless of skill level, who do not have access to a trust fund, raising money to finance their movie is mandatory. Haley Kosan '11 B.A., an FMP program alumna,



Adam Collis, professor of practice with Herberger's Film and Media Production program.



F. Miguel Valenti, Lincoln Professor of Ethics and founder of the Film and Media Production program.

said that she was introduced to multiple methods of financing as she wrote, directed and edited "The Understudy," her thesis film, which earned accolades for direction and cinematography at Columbia University's 2012 National Undergraduate Film Festival.

"I was made aware of crowdfunding platforms, such as Kickstarter and Indiegogo, at ASU," says Kosan. "These are great sources for anyone seeking financing for creative projects."

Discovering investment funds to ensure a film gets made is one half of what students need to learn on the money side of the ledger. The other half is attracting an audience that will help recoup those funds later. Kosan's film benefitted from ASU efforts to expose audiences to film projects executed by undergraduates.

Adam Collis, professor of practice with the FMP program, noted that "The Understudy" was part of the "15 into 50" initiative that aimed to place 15 ASU student films into 50 film festivals.

"To encourage submissions, I set up consultations between the students and film festival experts," Collis explained. "In the first year (2012) we had a huge uptick, not only in festival submissions, but also acceptances and even awards."

Working and learning alongside industry pros

Both film programs believe that highly successful industry professionals have much to contribute toward helping best prepare students for successful careers, and both provide opportunities for student filmmakers to blend classroom learning and their own productions with participation in professional-level projects.

"You can teach students how to make a film in a classroom, but the opportunity to get hands-on experience from professionals is priceless," says F. Miguel Valenti, the Lincoln Professor of Ethics and the Arts and the founding director of the FMP program. "We think this model of established filmmakers helping train the next generation of artists is a win-win for everyone."

One of the best examples of this "learning from the pros" approach was the new internship program featuring the creation of the film "Car Dogs" that was initiated in fall 2013. Nearly 100 ASU film study students, primarily from the FMP program, learned how to do pre-production tasks, shoot, edit

and publicize a feature film. This was the first exposure for many students to working with A-List Hollywood talent; the film stars comedian George Lopez, as well as Academy Award-winning actress Octavia Spencer. The interns worked alongside veteran professionals that included head grip Craig “Cowboy” Aines (“Happy Gilmore”), art director Edward Bonutto (“The Haunting in Connecticut”), production designer Scott Cobb (“Lost”), first assistant director Sean Hobin (“Breaking Bad”) and costume designer Maggie Morgan (“Men in Black”), as well as Oscar-winning cinematographer David Stump (“X-Men”) who is also co-teaching a cinematography class with Collis.

The “Car Dogs” experience brought a Hollywood-style production environment to the Valley. The FMS program, on the other hand, has offered students an all-expenses paid trip to the Sundance Film Festival in Park City, Utah, for the past three years. To date, 25 ASU students have established one-on-one contacts with professionals ranging from camera/sound operators to distributors to executives, and have attended student-only workshops with professors and alumni in the independent film industry.

“To the best of my knowledge, ASU is the only academic institution offering an all-expenses-paid trip of this magnitude,” says Associate Professor Kevin Sandler, director of internships for FMS. “Many students have been able to use contacts made during these trips as a springboard to secure jobs in the industry within a few months after graduation.”

Beyond work internships and networking opportunities, there also are frequent direct-from-the-pros learning opportunities orchestrated by faculty. The guest speaker series offered through the FMS program has featured presentations

by industry professionals such as Barney Rosenzweig, creator of TV’s “Cagey & Lacey,” and Olivia Thirlby, an actress in “Dredd 3D.” FMP students can chat with award-winning movie creators through the “Hollywood Invades Tempe” videoconference series. Screenings of films such as “Moneyball,” “The Help,” and “The Hangover” are paired with question-and-answer sessions with the filmmakers. The presidents of the Directors Guild of America and the Academy of Motion Picture Arts and Sciences also have made appearances in this series.

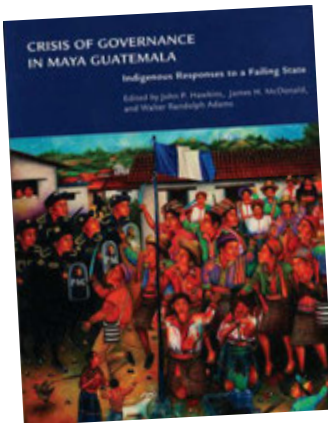
In the end, even in an industry as complex and multifaceted as that of film, ASU’s film study programs have a simple goal with their action-oriented curricula and initiatives: to provide students with the real-world tools to make a living in an intensely competitive field. Collis noted that the capstone film requirement in the FMP program was more than an academic exercise – it was essential to providing evidence that their graduates are well prepared to make their way in any cinematic environment.

“The capstone film requirement serves two critical functions,” he said. “It gives students the skill set and confidence to generate new works once they are out of school; and it gives them a calling card which they can use to introduce themselves to the industry.”

Oriana Parker is a freelance arts writer based in Phoenix.



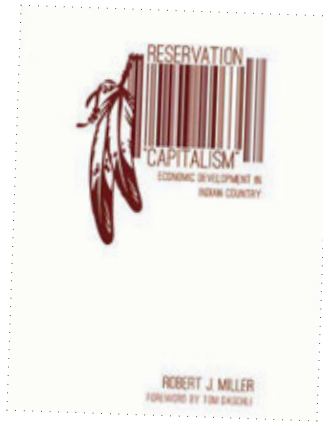
Associate Professor Kevin Sandler is director of internships for the Film and Media Studies program.



Crisis of Governance in Maya Guatemala: Indigenous Responses to a Failing State

Edited by John P. Hawkins, James H. McDonald '91 Ph.D., and Walter Randolph Adams. University of Oklahoma Press, 2013.

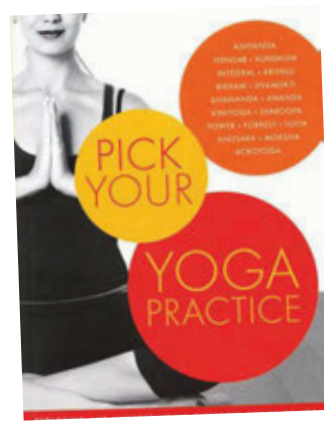
This collective ethnography is the collaborative project of undergraduate students and distinguished scholars from the undergraduate field school of Brigham Young University's Department of Anthropology. It provides an unflinching look at indigenous life in a country undergoing marked social change. Focused primarily on two K'iche' Maya communities in Guatemala's western highlands, the ethnographies present insights into the complexities behind violence that reaches across socio-economic groups. Through description and discussion of actual events, the work identifies multiple ways in which one culture overtakes another. Particularly intriguing and discouraging are the transactions that result when a new, external and chaotic power is overlaid on traditional ways of maintaining civility in society. This book will be of particular interest to readers who seek deeper understanding of marginalized communities.



Reservation Capitalism: Economic Development in Indian Country

By Robert J. Miller, University of Nebraska Press, 2012

Reservation Capitalism is both a historical work and a look toward the future. Grounded in understandings of the original private property rights, entrepreneurship and free market economics of Indigenous peoples and nations of North America, this work explores straightforwardly the racism; wealth, resource, and land ownership transfers; and imposition of external economic controls that created and help to maintain the poverty and despair known today among American Indians. The book avoids the traps of blaming, pity and recrimination. It is effectively realistic, pragmatic and hopeful in orientation toward the future and looks closely instead at the ways in which some tribes are rebuilding and re-establishing their prosperity and identity. A professor in the Sandra Day O'Connor College of Law, Miller is a citizen of the Eastern Shawnee Tribe of Oklahoma, the Chief Justice of the Court of Appeals of the Grand Ronde Tribe, and an experienced former practicing attorney in related fields of law. The work's straightforward style offers lay readers practical insight into the complexities of the topic.



Pick Your Yoga Practice: Exploring and Understanding Different Styles of Yoga

By Meagan McCrary '04 B.S., New World Library, 2013.

Yoga can be a confusing discipline for health-conscious newcomers who have heard about its physical, mental and spiritual benefits. McCrary, a graduate of the W. P. Carey School of Business and a certified yoga instructor, cuts through the mystery with extremely detailed, yet interesting and clear, prose about seven major schools of yoga practiced in the West, along with a roundup of other popular schools of practice.

In addition to several informative chapters that help provide the backstory of yoga in America, one of the most useful parts of this book is a chart that sums up the similarities and differences between all the types of yoga in just two pages. A great book for anyone who wants to find a yoga practice that's tailored to their individual needs, as well as for current yoga practitioners.



Cold Deck

By H. Lee Barnes '92 M.F.A.,
University of Nevada Press/West
Word Fiction, 2013.

Casino employee Jude Helms is a survivor. He escaped – barely – from the deadly MGM Grand fire in Las Vegas in 1980. Decades later, he's still scraping by, dealing cards to hopeful high rollers. After a series of misfortunes leaves him jobless and carless, he's more than happy to take a job offered to him by a woman friend. However, it quickly becomes clear that the new dealer job is not all that it seems, and that to protect himself and his children, he will have to step beyond the confines of survival thinking.

Barnes' writing is quick moving and vigorous, mimicking the pace of a busy night at a casino on The Strip. He's lived in Las Vegas for many years, and his background as a casino dealer and a private detective gives him special insight into the world his characters inhabit. The novel is a good pick for those wanting to explore Vegas' seamier side, or to follow the evolution of a "common" man forced into an uncommon situation.

2010s

Timothy W. O'Dell '13 B.A. announced the release of his book, "My Journey Through Time," that is available through amazon.com and other sites.

2000s

Meagan McCrary '04 B.S. author of "Pick Your Yoga Practice: Exploring and Understanding Different Styles of Yoga," also had an article about selecting a style of yoga practice published in the December 2013/January 2014 issue of *Aspire Magazine*.

1990s

Carmine Del Sordi '96 B.A. announced the release of his book, "Welcome to the Big Leagues: Nine Innings of Essential Tips for the Corporate Rookie," that he wrote to help a new generation succeed in the business world and thrive in life.

Stephen Warren '94 M.A. announced the release of his book, "The Worlds the Shawnees Made: Migration and Violence in Early America," by the University of North Carolina Press.

Suzanne R. Krauss '92 B.A., a marketing consultant, announced the release of her memoir, "To Vegas and Back," by Changing Lives Press.

1980s

❖ **Bonnie Bulla '84 B.S., '87 J.D.,** hearing master for the Eighth

Judicial District Court of Nevada, announced the publication of her new novel for young adults, "Vanquishing the Demon of Sloth," by Dorrance Publishing Co., Inc.

❖ **Kristine Jacob Hannah '84 B.Mus., '89 M.A.** announced the publication of her third novel, "The Lost Book of Anggird," under the name Kyra Halland. The work is available through online retailers.

Natasha Wing '82 B.S., author of the "Night Before" series for children, announced the release by Grosset & Dunlap of "The Night Before My Birthday," the 18th book in the series.

Bill Williams '80 B.S., a journalist, announced the release by AuthorHouse of "Murder by Guile," a crime story that is based on actual events.

1970s

Mary Virginia Swanson '76 B.F.A., '80 M.F.A., a photographer and leader in marketing fine-art photography, announced the release of the second edition of "Publish Your Photography Book" that she co-authored with Darius Himes.

Rosemary Morgan Heddens '70 B.A.E., '87 M.A. announced the publication of her book, "The Handy Helpers, A Rocky Start," the first in a series of books about children who help senior citizens in their town. Heddens was present at the Festival of Books in Tucson to sign the book, which is available on amazon.com.

Faculty and Staff

Maureen Daly Goggin, professor of English, announced the release of the book she co-edited with Beth Fowkes, "Women and the Material Culture of Death," by Ashgate.

Melissa Pritchard, professor of English, announced the release of her new novel, "Palmerino," by Bellevue Literary Press.

Awards and Recognitions

Dexter Booth '12 M.F.A. was recognized for his latest poetry collection, "Scratching the Ghost," when the work was listed by the Library Journal as one of its top 12 poetry titles of 2013.

Robert Krut '99 M.F.A., who teaches in the Writing Program and College of Creative Studies at the University of California, Santa Barbara, received the Melissa Lanitis Gregory Poetry Award from Bona Fide Books for his recently released collection, "This is The Ocean."

Hugh Martin '12 M.F.A., Stegner Fellow and poet, participated in two events during ASU's Salute to Service Week last November: a discussion of his military service and his poetry that included works from his collection "Stick Soldiers," and in a collaborative work presented by the Herberger Institute for Design and the Arts' School of Film, Dance and Theatre, the Pat Tillman Veterans Center, and the Office of Veteran Academic Engagement.

Ticket to excitement

Alumni events provide thrills for all ages

By Liz Massey



Sun Devil geographic chapter leaders gathered for a meeting at Old Main in early April.

When the ASU Alumni Association says that they want to connect “Sun Devils for life,” they’re not kidding. The organization knows that ASU connections extend across multiple generations, and starts spreading Sun Devil happiness from birth onward. The association has programs for children of ASU Alumni Association members (and we run those cute baby pictures in Class Notes), welcoming events for new ASU students, a “spirit, pride and tradition” group for current students, a group for alumni under 35, plenty of career mixers and special events for alumni in the prime of their lives, and we honor older graduates with the Golden Reunion during Spring Commencement, which celebrates the 50th anniversary of the class’s graduation from ASU.

Here are highlights of association-sponsored activities from the past few months.

Signature events honor golden grads, salute service activities

In March, more than a dozen Alumni Association chapters – from San Diego to Washington, D.C. – participated in the ASU Cares Day of Service, an annual service initiative that encourages civic involvement among Sun Devils. Activities ranged from mural painting and helping with city park cleanups to sorting food bank donations. This focus on saluting service continued the next month when 34 alumni

chapters hosted “shadow runs” in conjunction with Pat’s Run in Tempe on April 26. Nearly 2,500 Sun Devil alumni, friends and supporters of the mission of the Pat Tillman Foundation gathered at local parks and other places to conduct their runs and honor the Tillman legacy.

In May, the spotlight turned to the class of 1964, who came back for Spring Commencement as part of their Golden Reunion celebration.

Dozens of alumni enjoyed tours of the newest buildings and research facilities on Tempe campus, participating in the undergraduate Commencement ceremony, a special dinner held in their honor, and the Golden Circle induction ceremony.

Mud, fingerprint and running shoes for younger Sun Devils

The Arizona State Young Alumni group also honored the Tillman legacy by hosting a running team at the Pat’s Run race in Tempe.

Members of the Student Alumni Association (SAA) and their friends who are current ASU students got down and dirty on April 5 at the 30th annual Oozeball mud volleyball tournament. As has been the case in recent years, the tournament was a huge success, drawing 150 students on 16 teams.

Junior Sun Devils and their parents and grandparents had their own celebration of ASU pride on March 22, when they participated in Fingerprint the A. More than 100 people, including 50 children, made their way up Hayden-Tempe Butte to turn the letter “A” gold, under the watchful eyes of the SAA “A-Team,” which keeps the A painted gold during the school year.

Additional events

Career-minded Sun Devils were able to expand their list of professional connections this spring at a series of networking mixers hosted by Alumni Career Resources. The Maroon and Gold Professional Network and Women In Business groups hosted events at Salut Kitchen Bar, the Carson Ballroom at Old Main, and Buffalo Wild Wings, all in Tempe.

The U Devils, the group for ASU Alumni Association members who are also faculty or staff at the university, had their annual appreciation events during the spring months, which included a “U Lucky U Devils Day” on St. Patrick’s Day that rewarded U Devils who visited Old Main on that day with a free ASU collegiate (Sparky) license plate; a special networking mixer on April 1; and the always-popular U Devils U Paint event facilitated by the Brush Bar staff on May 22.



Participants in SAA’s 30th annual Oozeball mud volleyball tournament got down into the dirt.



Dozens of families made their mark on an ASU landmark during the Sun Devil Generations Fingerprint the A event.



Sun Devil ladies enjoy a career mixer hosted by Women in Business.



Participants in the ASU Travel & Tours trip to Alaska in July 2013 enjoyed the natural wonders of the Pacific Northwest, as well as each other's company.

A journey to knowledge

Alumni-sponsored travel provides lifelong education

Learning isn't something that just happens in a classroom, or through a computer screen. For many, the entire planet is part of their curriculum. Some of the most memorable experiences involve the human element – getting to know fellow travelers, lecturers, guides, staff and local community members at a destination.

People who enjoy learning something new when they travel often find that getting to know the art, music, culture, industry, politics and community life of a country or region allow them to experience the heart and soul of a place from the most credible source—the people who live there.

Sun Devils who love to expand their education through travel can take advantage of the many itineraries provided by ASU Travel & Tours, a program of the ASU Alumni Association. ASU Travel & Tours works with a variety of vendors to provide experiences that educate, entertain and inform alumni about the culture, history and significant landmarks of the area they are visiting.

But don't just take our word for it. Here are some reflections from alumni who have returned from recent trips sponsored by ASU Travel & Tours, as well as information from representatives from two tour companies used by the association.

Must-see stops, one-of-a-kind experiences

Rudy Burgoz '64 B.A.E. took an ASU Travel & Tours cruise to the Panama Canal at the beginning of the year and came back with a wealth of information about this monumental feat of engineering.

"We had a lecturer who had been an administrator for the Panama Canal who spoke to us while we were traveling through the canal and afterward," he said. "We also saw the cranes that are building a new parallel canal that is being created to accommodate the largest cruise ships and tankers."

Stacy Fiorentinos, founder and president of Classic Escapes, a boutique travel company specializing in educational, nature and cultural journeys, said the alumni travelers her company typically serves are "looking to expand their knowledge of a destination with expert guides and unique experiences." Consequently, their trips usually incorporate have-to-see-sites with unique experiences not found in off-the-shelf trips.

Extending education throughout life

Another draw for travelers on alumni-sponsored trips is that they often have a special focus on providing an in-depth look at the culture and history of the region being visited.

Mike Maglione, senior director of business development for the tour operator GoNext, notes that "lifelong

learning" and "experiential living" are two key goals of alumni travelers who journey with his company.

Kathy Paul '72 B.S. discovered how these two concepts blended during the ASU Travel & Tours cruise to Alaska that she took last summer. The cruise, hosted by ASU Alumni Association President Christine K. Wilkinson, had 26 participants who were Sun Devil alumni.

"I loved taking the historic White Pass Railway from Skagway to the Canadian border, and found each small town charming – Juneau, Ketchikan and Skagway," she said. "I have a much better perspective of the vastness of Alaska."

Everything is better together

An unexpected benefit for alumni travelers is that their trip-mates often provide some of the education and unique perspectives during the trip.

Nichole Silva, director of sales at Classic Escapes, noted that when she worked previously at an alumni association travel program, she found that initially, alums would choose a trip beforehand based upon the attractiveness of the destination.

"But after going on the trip, they said what they enjoyed the most, and what would make them go on another trip, was their fellow alums," she said.

Ann Janke, who also took the trip to Alaska with ASU Travel & Tours last summer, noted that she and her husband were able to meet a variety of people from all walks of life through the trip.

"I sure saw a lot of maroon and gold clothing running around the ship," she remembers. "The highlight of the trip was experiencing the on-shore excursions during the day, then getting together with our ASU family for dinner and talking and laughing about our daily experiences."

Sun Devils who are curious about the world can have the experts in education travel arrange the details for them with ASU Travel & Tours. Standard destinations such as Europe and domestic trips within the United States will be offered, along with exciting destinations such as Antarctica, Galapagos, Amazon, Southeast Asia, Vietnam, Kenya and India. For more information, or to book a trip today, visit <https://alumni.asu.edu/travel>.

By Liz Massey, managing editor of ASU Magazine.

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Reports from the Sun Devil Nation



More than 500 runners participated in the Pat's Run shadow run orchestrated by the Greater New York alumni chapter.

Greater New York

We had a record-breaking 530 runners join us for our Pat's Run shadow run! Our route started at Pier 84 and took us 4.2 miles to end at the World Trade Center complex. After the run, we celebrated at the Irish American Pub & Restaurant.

Special thanks go out to our signature sponsor, Ernst & Young; our volunteers; and to our shadow run captain Jason Alberts in making this event an amazing success! You can see photos from the run and keep up with all our events by visiting www.facebook.com/NYSunDevils.

This summer, we're looking forward to greeting New York's newest ASU students at our Sun Devil Send-Off. Join us to welcoming the newest Sun Devils to our community!

Contact: Josh Cohen, info@nysundeils.org.

Austin

It's been a great spring for our chapter. We hosted networking mixers once a month for alumni to be able to mingle and stay in touch. In March, we again partnered with the Capital Area Food Bank to provide them with many non-perishable items as part of our contribution to ASU Cares. Our Pat's run shadow run was a huge success in April; we met early in the morning at Lady Bird Lake to enjoy a brisk run/walk with other Sun Devil alumni and supporters.

Last month, we hosted our annual golf tournament, and this time we invited other Pac-12 schools to join in the competition. Later this month, we will be enjoying our annual wine tour through the wineries in Driftwood.

As we look forward into summer, we're excited about our Sun Devil Send-off, scheduled for June

in Coal Vines. It always is exciting to meet the future of ASU!

Later in the year, we'll host our annual dinner cruise and pub crawl events, as well as our football season game-watching parties. Stay connected with us for all the events!

Contact: Autumn Mesanko, Austin.sundeils@gmail.com.

Chicago

The weather outside was frightful this winter, but it didn't discourage our alumni from meeting!

We started the winter by watching the ASU men's basketball team beat DePaul and participating in an after-game event with Coach Herb Sendek. We also partnered with the local alumni chapter of Colorado University for a men's basketball game watching and bags tournament.

Later in the winter, we hosted a spin class and a visit from W. P. Carey School of Business Dean Amy Hillman. We did a service project with the Greater Chicago Food Depository as part of the ASU Cares initiative and helped support the organization's mission of "no one goes hungry." We also paid tribute to the legacy of Sun Devil Pat Tillman by hosting a shadow run in conjunction with Pat's Run in April.

We look forward to seeing more Chicagoland Devils out at events such as the Pac-12 volleyball tournament, our annual summer Cubs Outing and, of course, the start of football season!

Contact: Steve Mindel, asuchicagoalumni@gmail.com.

LGBT Devils' Pride

Our chapter wants to thank everyone who attended our second annual scholarship benefit dinner in early March. We had the honor of hearing Neil Giuliano – accomplished ASU alumnus, former mayor of Tempe, and current CEO of the San Francisco AIDS Foundation – deliver the keynote speech and award our second Community Leadership Scholarship to Hayden Hilliard. Many local artists, performers, businesses, and ASU campus partners participated in the event by providing sponsorships. With everyone's assistance, this event was a success!

We're currently preparing for our end-of-the-school-year brunch. If you'd like to become involved with our chapter, visit alumni.asu.edu/chapters/lgbt-devils-pride.

Contact: Gabriel Escontrías, Jr., Gabriel.Escontrias.Jr@gmail.com.

Los Angeles

We've had a busy winter and early spring with a happy hour and networking event, a wine tasting co-hosted with the W. P. Carey School of Business, volunteering at the LA Ronald McDonald House for ASU Cares, supporting ASU baseball in Long Beach and at UCLA, and holding our sixth annual Pat's Run shadow run – this time in Hermosa Beach. And if that weren't enough, we visited the Pantages Theater in Hollywood to take in the Broadway musical "The Book of Mormon."

As we go to press, we're gearing up for our May 16 golf tournament in Irvine. Other events this summer will include a picnic before an outing to the Hollywood Bowl, our annual trip to Dodger Stadium

(which will include a meet-and-greet), and our traditional Sun Devil Send-Offs. More details on these events can be found at <http://alumni.asu.edu/chapters/los-angeles>.

Contact: Eddie DeVall, devall@aol.com.

Los Diablos

Our chapter celebrated its 30th anniversary on Jan. 30, at Ditka's Restaurant inside the new Vee Quiva Hotel & Casino. The Gila River Indian Community Wellspring Project presented a \$10,000 check to our chapter, which will be used to create a 30th Anniversary Founders Scholarship. More than 60 people attended the celebration, including the governor and lieutenant governor of the Gila River Indian Community, Gregory Mendoza and Stephen Lewis; U.S. Rep. Ed Pastor, a founding member of the chapter, and his wife Verma; ASU Alumni Association President Christine K. Wilkinson; and many board members for Los Diablos.

For more information on our chapter, visit <https://alumni.asu.edu/chapters/los-diablos>.

Contact: Tania Torres, tania@torresmarquez.com.

National Capital

Another great spring is underway for the National Capital Chapter. Our softball team is once again participating in the Capital Alumni Network leagues. We love playing on the fields near the National Monuments and having George, Abe and the gang giving us their support! DC-area alums can contact Jon Lyons at jonlyons21@gmail.com to join in the fun.

We volunteered with Hands on DC for our ASU Cares project in March. We enjoy visiting the schools in the urban core and painting murals that the children look forward to seeing every day.

In April, we held our annual Pat's Run shadow run to honor the great Pat Tillman. We had 104 participants, including many men and women in the DC area who are on active duty, who participate to show support for the Tillman Foundation!

As this issue goes to press, we are looking forward to kicking off the summer with our Crabfeast on May 18. Last year we had our largest crowd



Members of the Los Diablos chapter celebrate the establishment of a new scholarship with Alumni Association president Christine K. Wilkinson (second from left).



National Capital chapter members volunteered by painting murals at schools for their ASU Cares service project.



LGBT Devils' Pride members at their annual scholarship dinner.



The Los Angeles chapter volunteered recently at the LA Ronald McDonald House for ASU Cares.

to date and introduced a silent auction and giveaways to raise money for our scholarship program. We raised more than \$1,400 through these tools and are looking to break that record this year!

You can learn more about our chapter through our Facebook page at www.facebook.com/groups/dcsundevils/.

Contact: Scott Gore, scott_gore@hotmail.com.

Ohio

For our ASU Cares event, the Ohio Sun Devils participated in the Kick Butt Columbus Cleanup on March 29. This great event helped clean up the roadways near Columbus. Besides helping out the community, we got to spend quality time with other Sun Devils! Afterward, everyone celebrated a hard day's work at the Old Bag of Nails across the street from Wolfe Park.

In April, we hosted a Pat's Run shadow run. This year, we bested our previous attendance record from 2013 and had 174 participants! It was wonderful to see Sun Devils come out and show their pride for a great cause.

Contact: Robin Kimbrell, Rkkm19@aol.com.



The Greater Philadelphia chapter celebrated the ASU Hockey Club's national championship victory.



The Twin Cities chapter during their Lake Minnetonka boat cruise.



White Mountain chapter members prepare for their June steak fry and golf tournament extravaganza.

Greater Philadelphia

Philly Sun Devils were all over the Delaware Valley this spring! We started off the year with our own bowling team, DEVILicious, at Lucky Strike in Center City Philadelphia. In February, we traveled west to the Valley Forge Casino Resort for our first casino night event.

During the first week of March, we headed south to Newark, Del., to cheer on the ASU men's hockey club in the ACHA Championship tournament; we attended four games in five days, and we were there when they won the Murdoch Cup for the first time in the program's history. What a thrill!

Also during March, we returned to south Philadelphia to volunteer at Philabundance as part of ASU Cares. We spent our time boxing food for local families in need. In April, we tried out a new location at West Goshen Community Park in West Chester, Penn., for our Pat's Run shadow run.

Follow us on Facebook to see where we'll be next! We're planning an ASU night at a Phillies baseball game, a Sun Devil Send-Off in Paoli for incoming ASU students, and a family picnic in Ambler. Get all the details at www.facebook.com/PhillySunDevils.

Contact: Fernando Torres, PhillySunDevils@gmail.com.

Twin Cities

Sun Devils in the Twin Cities participated in ASU Cares in March by helping to stock the shelves at Second Harvest Heartland. We had a great time giving back to our community and meeting new friends.

In April we held a shadow run in conjunction with Pat's Run in Tempe. We held our run at Lake Calhoun, with help from our community partner, ATK. This great event was open to the public and we were proud to welcome runners from all over the area!

Our Lake Minnetonka boat cruise is just around the corner! You can mingle with fellow alumni and friends as we cruise Lake Minnetonka, enjoying a wonderful dinner and beautiful views. This is our signature event and this year, it will be held on June 28 – you can order tickets at our website, <http://www.asu.edu/alumni/twincities>.

Contact: Kate Lyons, twincitiessundevils@gmail.com.

White Mountain

Our chapter is looking forward to seeing all of our maroon- and gold-clad friends at our Steak Fry and Golf Tournament weekend, slated for June 20-22 at the Pinetop Country Club. Join us for an unforgettable experience in the White Mountains, where former players, coaches, and university/community leaders will celebrate our shared Sun Devil heritage! The weekend agenda includes many wonderful opportunities to show your spirit – including Heritage Night, the golf tournament itself, and the Saturday Night Steak Fry, which is always epic. Participate in one or all of these memorable events! For additional details and registration, go to: alumni.asu.edu/chapters/white-mountain or www.facebook.com/whitemountainsundevils.

Contact: Dave Lyons, dlyons@arrow.com.

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Earning her stripes

Robyn Barfoot '00
B.S.

By Michael
Hammett



Midway through her undergraduate degree, Robyn Barfoot scaled a barrier at a zoo – following a friend’s lead – and stuck her hand through a chain-link fence to pet a large female tiger. “I was young and stupid,” she says. “But it was a defining moment, a moment of connection – [the tiger] knew I wasn’t there to hurt her.”

Barfoot changed majors to biology and wildlife conservation at ASU, which she considers an expressway to her current life. She credits the faculty with providing doses of reality to clarify her dreams.

“The professors were amazing,” she said. “They didn’t sugar-coat things – they said, ‘this is hard work.’”

She cut her professional teeth at the Wildlife World Zoo, west of Phoenix, and today is general curator for Cougar Mountain Zoo, near Seattle – home to one of the top tiger exhibits in the country. The move from Phoenix to Seattle offered some vocational challenges. “(In Arizona) I was always worried about dehydration – for me and the animals.” Seattle’s challenges include earthquakes, ice and snow, high winds and summer heat waves.

Barfoot recently made her second sojourn to India, to educate the children of 17 villages about the plight of the tiger, and why they should care. There’s a great deal of urgency to her mission, as illegal hunting has erased 97 percent of the world’s wild tiger population.

“You don’t want to offend and say what they are doing is bad,” she says. “You suggest that instead of hunting the tiger, you protect them and bring tourism and economic opportunity.” She calls this majestic cat an “umbrella species” that stands guard over our ecosystem, fostering environmental balance.

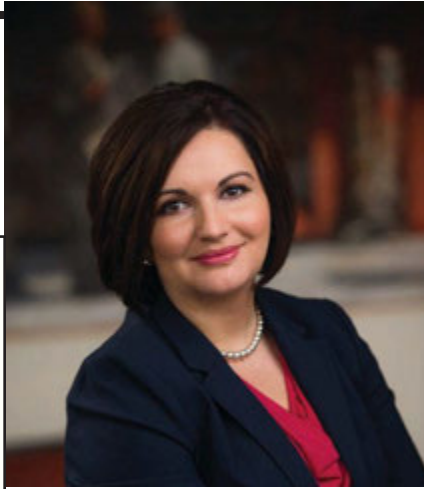
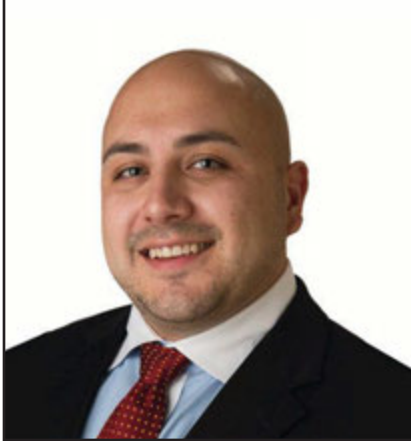
“If we protect tigers, we protect humans,” she said.

A career opportunity took her away from Arizona, but her Sun Devil license plate holder on her vehicle is a reminder of where her journey began: “ASU told me I could do this.”

Michael Hammett '91 B.A., is a Phoenix-based freelance writer.

Heather Horrocks '11 J.D.

recently joined the Phoenix law firm of Gammage & Brady. She previously served as a law clerk for Andrew D. Hurwitz, who was Vice Chief Justice of the Arizona Supreme Court and then a justice on the Ninth Circuit Court of Appeals.



A litigation attorney, Knight joined the Phoenix law firm of Aiken Schenk Hawkins & Ricciardi, P.C.

◆ **William H. Knight '13 J.D.**

2010s

Chad Garland '13 M.M.C., most recently a correspondent for Cronkite News Service in Washington, D.C., accepted a temporary position as a reporter with the Associated Press to cover legislative sessions in Oregon.

Elizabeth Kozlowski '13 M.A., previously Windgate Curatorial Fellow at the ASU Art Museum, accepted a position as curator for the Houston Center for Contemporary Craft.

◆ **Geoffrey O'Kane '13 B.S., '13 B.A.** accepted a position as senior financial analyst in Dell Computer's Financial Development Program in Austin, Texas.

Jeremy Muller '12 D.M.A.; Ann Morton '08 B.F.A., '12 M.F.A. and Kathleen Velo '74 B.A. were awarded \$3,500 Artist Research and Development Grants from the Arizona Commission on the Arts in support of their project-related work.

Meghan Prudencio '12 B.S. joined Tempe-based Higher Ed Growth as publisher services manager.

Som N. Dahal '11 Ph.D., previously staff engineer/scientist at Idalia Solar Technologies, accepted a position as senior research scientist with Natcore Technology, Inc.

Mary Vaughn '10 M.L.G., previously with the national property tax division of Republic Services, accepted a position as director of property tax services with Cushman & Wakefield. The company

has expanded its National Property Tax Service group to offer Phoenix-based coverage of the Southwest.

Kolin Porter '10 B.I.S. joined Tempe-based Higher Ed Growth as director of media.

Jason Stackman '10 B.S. is founder of the PHP and internet software development company, ArrowSuites, and co-founder and vice president/head of technology for TicketsBite, a traffic ticket protection company in Las Vegas.

Brandie Doyle '06 B.S.W., '06 B.A.

was promoted to circulation services department head at Russell Library in Middletown, Conn. She previously worked for the organization as the business and career resources librarian.

**2000s**

Ashley Hill '09 B.A. and Brittany Hill '08 B.F.A., known as "The Jeep Girls," launched a new tour, the American Legend Artist Series. They are partnering with fashion designer Nanette Lepore in this tour, which is a celebration of U.S. artists, storytellers, designers and historical sites.

Casey S. Blais '08 J.D., associate attorney with Burch & Cracchiolo, is serving a one-year term as president of the Maricopa County Bar Association Young Lawyers Division.

◆ **Chelsea Maddox '08 B.A.**, previously with Healthcare Trust of America, joined Cushman & Wakefield of Arizona as director of brokerage services for its healthcare practice group.

Reginald Miles '08 M.Ed. was promoted to manager of academic and student services for Barrett, The Honors College on ASU's Downtown Phoenix campus.

◆ **T. J. Shope, Jr. '08 B.S.**, who serves currently in the Arizona House of Representatives from District 8; **Kristen Benedict '03 M.S.**, professor of agriculture at Central Arizona College; and **Travis Robinette '93 B.S.**, CEO of Sun Life Family Health Center in Casa Grande, Ariz., were added to the Wall of Success at the Signal Peak campus of Central Arizona College.

Adam Carlson '07 B.S.E., chief technology officer; **Eric Flottmann '01 B.A.**, chief operating officer, and ◆ **Frank Healy '01 B.S.**, president and CEO, are the founders of Higher Ed Growth, a marketing company that specializes in enrollment leads for post-secondary education institutions.



previously celebrity project coordinator for Make-A-Wish in Phoenix, Timmerman was promoted to program services manager with Make-A-Wish Central New York.

Amanda (O'Neil) Timmerman '07 B.S.

Rich Beissel '06 B.A., formerly lead editor, was promoted to COO with Manley Films in Phoenix.

Brittney Cunningham-Miller '06 B.S., '09 M.S.T.C., an instructional designer for ASU Online, announced the launch of Girls in Tech Phoenix, a nonprofit organization affiliated with Girls in Tech global and dedicated to engaging, educating and empowering women in technology. She also will serve as managing director of Girls in Tech Phoenix.

Wesley Benally '06 B.S. was promoted to audit and consulting manager with REDW LLC.

◆ **Craig Relyea '06 M.B.A.**, previously senior vice president of global marketing at Disney Interactive Media Group, accepted a position as senior vice president of content strategy and marketing with LeapFrog Enterprises, Inc.

Janelle Tassart '06 B.S., '09 M.N.P.S., previously development and communications manager for Gompers Rehabilitation Center in Phoenix, accepted a position as director of community relations with the Greater Phoenix Chamber of Commerce.

Nick Baker '05 B.S. was promoted to senior vice president of global partnership sales at AEG.

Brittany Jaeger '05 B.S. was promoted to convention services associate manager with the Greater Phoenix Convention and Visitors Bureau.

David Wilkins '05 B.S. helped produce and was the star of "Time Machine," the winning entry in the 2014 Doritos Crash the Super Bowl contest. The submission was aired during the Super Bowl

game on Feb. 2 and Wilkins and his team won the contest's \$1 million prize.

Trevor Bush '04 M.B.A. was promoted to senior vice president of Arizona retail banking with Washington Federal.

Jennifer Walsh Hammer '04 B.S. accepted position as associate vice president/legal counsel for government affairs and as executive director of the Health Care Council with the Illinois Chamber of Commerce.

Philip (Lock) Kresler '04 B.A., auctioneer and director of private sales with Christie's Auction house in London, recently sold the most expensive piece of art in history, a Francis Bacon Triptych for a purchase price of \$127 million.

Colleen Pyra '04 B.A., formerly chair of the City of Phoenix Women's Commission, accepted a position as director at the Colon Cancer Alliance in Washington, D.C.

Paul Boyer '03 B.A., '11 M.A., District 20 representative in the Arizona House of Representatives, received the Outstanding Alumni of the Year award from Paradise Valley Community College.

◆ **Gabriel Escontrías, Jr. '03 B.A., '06 M.Ed., '12 Ed.D.**, assistant to the executive vice chancellor and provost for Maricopa Community Colleges, received the City of Tempe Martin Luther King Diversity Award for his work in education.

Justin LeMaster '03 B.I.S., formerly with Cassidy Turley in Phoenix, accepted a position in industrial advisory services with Cushman & Wakefield, also in Phoenix.

Tara Zaffuto Mullins '03 M.F.A., artistic director of Panoramic Dance Project at North Carolina State University, collaborated with Willie Hinton and L.D. Burris to choreograph "Operation Breadbasket," a mixed media modern dance set to the 1967 Martin Luther King, Jr. speech, "Where do we go from here?," as well as gospel and soul music and a commissioned interview with Robert J. Brown.

Darien Evans '02 J.D., general counsel for imortgage, was voted to a three-year term on the Valley Youth Theatre Board of Directors.

Stephanie Fierro '02 B.S. was named senior counsel attorney at the Frutkin Law Firm in Scottsdale, Ariz.

◆ **Gabriel Montaña '02 Ph.D.**, Center for Integrated Nanotechnologies at the Los Alamos National Laboratory, was elected president-elect of the Society for Advancement of Hispanics/Chicanos & Native Americans in Science board of directors.

Chantal Regan '02 B.S., formerly affiliated with RMS McGladrey, Inc., joined the Duluth office of WIPPLi CPAs as a senior accountant.

Vince Yanez '02 M.S.W., formerly executive director of the Arizona State Board of Education, joined the Arizona Community Foundation as director of the organization's Arizona Venture Fund for Quality Education.

Cynthia Bejarano '01 Ph.D., professor of criminal justice at New Mexico State University, was named a Regents' Professor by that university in recognition of her outstanding contributions to the university's mission and contributions to education, research, extension education and public service.

James T. Hippel '01 M.B.A., formerly senior vice president and CFO for Mirion Technologies, Inc., accepted a position as CFO for Techne Corp.

Ben J. Himmelstein '00 B.A., '04 J.D. joined the Frutkin Law Firm as senior counsel attorney.

Billy Lane '00 B.A., a residential real estate agent, joined the San Francisco-based Climb Real Estate Group as a sales associate.

Edward Salanga '00 J.D., a partner in the Phoenix office of Quarles & Brady LLP, was named chair of the office's litigation and dispute resolution group.

Kendra Wall '00 M.Ed., formerly with Vanguard Properties in the Mission District of San Francisco, joined the Climb Real Estate Group, also in San Francisco, as senior sales associate.

◆ **Kelsey J. Knowles '01 B.S.**

An attorney with Belin McCormick, P.C. in Des Moines, Iowa, Knowles was elected to a second year on the law firm's management team.



A senator representing Arizona's District 20, Yee was named a Republican National Committee Rising Star.

Kimberly J. Yee '01 M.P.A.

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1990s

Eight ASU alumni are CEO's of companies named to Deloitte's 2013 Technology Fast 500 list that recognizes leaders in hardware, software, telecom, semiconductors, life sciences and clean technology. The ASU alumni whose companies were recognized for technological innovation, entrepreneurship and rapid growth are **Sean Barry '93 B.S.** of Bridgevine, Inc.; **Brian Gentile '92 M.B.A.** of Jaspersoft Corporation; **James Triandiflou '92 M.B.A.** of Relias Learning; **Chet Kapoor '90 B.S.E.** of Apigee Corporation; **Tim Miller '89 M.B.A.** of Rally Software Development Corp.; **Diana P. Friedman '84 M.A., '89 M.B.A.** of Sesame Communications; **John McDermott '83 B.S.** of Endologix, Inc.; and ♦ **Thomas R. Evans '76 B.S.** of Bankrate, Inc.

♦ **Sharma Hammond '99 B.S.**, previously general counsel for Abengoa, accepted a position as program director for Arizona Land and Water Trust.

♦ **Juan Marquez '99 Ed.D.**, professor of computer information systems at Mesa Community College, retired after 30 years of service to the Maricopa County Community College District and was awarded faculty emeritus distinction.

Thalia Williams '98 B.A., a Level 4 Arizona Credentialed Prevention Professional, accepted a position as program director for DrugFreeAz.org.

Fernando Sarmiento '97 M.S.E., formerly office director for the Phoenix location of Greeley and Hansen, was promoted to managing director of the firm's new Latin American operating group.

Michael Sather '97 B.S. was promoted to commercial marketing manager with California-based Solatube International, Inc.

♦ **Sheldon Blumling '95 B.S.**, a partner in the Irvine, Calif., law offices of Fisher & Phillips LLP, became chair of the Employee Benefits Practice Group on Jan. 1.

Jennifer Campbell '95 B.S., previously community services director for the city of Maricopa, Ariz., accepted a position as assistant city manager of Glendale, Ariz.

Ike Devji '95 B.A., '00 J.D., an asset protection attorney, joined the law firm of Davis Miles McGuire Gardner, PLLC in an of-counsel capacity.

Ryan Smith '95 B.A., '98 J.D., an attorney with Brownstein Hyatt Farber Schreck, became a shareholder in the law firm.

Julian Wright '95 B.A., founder of Fork & Dagger Restaurant Group, announced the opening of a new La Bocca restaurant in Scottsdale, Ariz.

Gary Spanner '94 Ph.D.

Manager of the economic development office at Pacific Northwest National Laboratory, Spanner received the Amigo Award from the Tri-Cities (Washington) Hispanic Chamber of Commerce in recognition of his efforts to make positive change in the community.



♦ **Shana Ellis '92 B.S., '97 M.P.A.**

accepted a position as president and CEO of The Centers for Habilitation in Tempe, Ariz. In addition, she received from Tempe Leadership the Outstanding Community Leader Award, the organization's highest honor, in recognition of her contributions to the Tempe community.

Margaret Koppen '90 B.S.

accepted a position as general counsel of CyraCom, International, Inc., a national language services company in Tucson, Ariz. She also serves as adjunct professor at the University of Arizona School of Law where she teaches contract drafting.



Senior vice president and general counsel with Skanska USA Building, Inc., Haden received with his team a "Best Practices for Strategic Management" award from the Daily Report for the department's effective working structure.

Clay Haden '93 B.S.

Jason Bernstein '94 B.S., is now senior counsel at AEG Live, a provider of live entertainment and sports around the world.

Mark Dannettel '94 M.Arch. became a principal in the Los Angeles office of Thornton Tomasetti, where he leads their building skin consulting practice on the West Coast and the Pacific Rim.

Vince Femiano '94 B.S., formerly with Transwestern, accepted a position as vice president with CBRE's Healthcare Services Group in Phoenix.

Glenn Hamer '94 J.D., president and CEO of the Arizona Chamber of Commerce and Industry, joined the board of directors of the Arizona Charter Schools Association.

◆ **Victor Mendez '94 M.B.A.**, administrator of the Federal Highway Administration, was appointed acting deputy secretary of the U.S. Department of Transportation.

Malachi Van Tassell '94 M.Tax., currently an adjunct assistant professor of accounting at St. Francis University in Loretto, Pa., was named president-elect of the university and will assume that position when the current president concludes his tenure at the end of the 2013-2014 academic year.

Beth Fiorenza '93 B.S., '97 M.P.A., previously executive director of Tempe Community Action Agency, accepted a position as chief operating officer with Experience Matters.

John McLoughlin '93 B.A., owner and founder of Cellar 433 in Wilcox, Ariz., uses innovative methods in his vineyard and creates unique wines from the grapes produced there. He has also a tasting room in Jerome, Ariz.

◆ **Daniel Torrens '92 B.A.**, formerly a partner at Turley, Childers and Torrens, accepted a partnership at the law firm of Shorall McGoldrick Brinkmann.

Ken Truitt '92 J.D., division director of the Alaska Pioneer Homes in Juneau, Alaska, was appointed to the Alaska Veterans Advisory Council by the state's governor, Sean Parnell.

Doug Zanes '92 B.S., co-founder of Zanes Law, announced the opening of law offices in Glendale, Ariz., the fifth office in the state for the law firm.

Patricia Becker '91 M.S., a doctoral candidate at Widener University, is an instructor in the Division of Nursing at Immaculata University.

Michelle Lee Flores '90 B.A., a partner in the Los Angeles law offices of Fisher & Phillips, was included on the 2014 Southern California Super Lawyers list.

Tom Sanders '90 B.S., owner of a multi-inspector home inspection business in the Phoenix area, accepted a position as contract administrator/supply chain services with Banner Health.

1980s

Dean R. Olson '89 B.S. accepted a position as production artist with Integer Group.

George Hoffman '88 M.P.A., city manager for Apache Junction, Ariz., received the 2013 Dwight W. Patterson Lifetime Achievement Award by East Valley Partnership in recognition of his 25 years of leadership in the East Valley.

Abbas Johari '88 M.T.E.C., '98 Ph.D., professor of computing and technology at Cameron University in Lawton, Okla., received two awards from Association for Educational Communications & Technology: the Presidential Award in recognition of service to the Educational Technology Research and Development Journal and the International Division Distinguished Service Award.

Jeff Shawcross '88 B.S. was promoted by MagMutual Insurance Company to regional vice president for business development for Virginia.

Andrew Novetzke '87 B.S. was promoted to president of U.S. Nameplate Company that is headquartered in Mt. Vernon, Iowa.

Cameron A. Scott '87 B.S., previously vice president network planning and operations with Union Pacific Corporation, was promoted to executive vice president-operations.

Julie Frisoni '86 B.A., formerly interim assistant city manager for Glendale, Ariz., accepted a position as assistant manager with that city.

◆ **Bob Last '85 B.S.E.**, vice president of marketing, communications and compliance at FEV, Inc., joined the SAE Foundation Board of Trustees for a three-year term.

Kevin Poorten '85 M.H.S.A., CEO of KishHealth System in DeKalb, Ill., was elected as chair of the Illinois Hospital Association's Board of Trustees for 2014.

◆ **John Snider '85 B.S.**, managing director of RBC Capital Markets, joined the board of directors of the Arizona Charter Schools Association.

John G. Cox '84 B.S., executive vice president of pharmaceutical operations and technology for Biogen Idec Inc., was elected to the board of directors of Repligen Corporation, a biopharmaceutical company.

◆ **John Roberts '83 B.S.**, previously senior vice president and marketing manager with First Community Financial, joined The PrivateBank as managing director in asset-based lending in the southwestern United States.

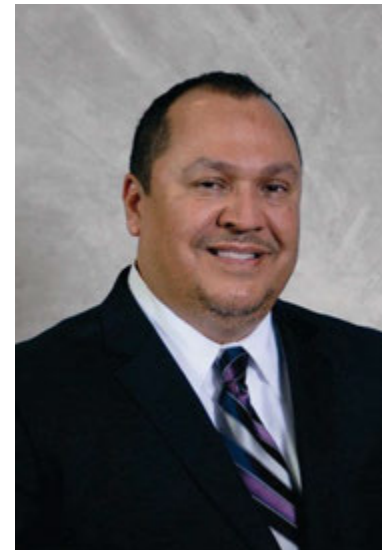
Craig Doyle '82 B.S. accepted a position as president of Sequence Media Group in Scottsdale, Ariz.

◆ Virginia Counts '88 B.S.E., '98 M.S.E.



Strategic sourcing program manager for the Cardiac Rhythm Disease Management business unit on the Tempe, Ariz., campus of Medtronic, Inc., Counts received the Fellow Grade Award from the Society of Women Engineers in recognition of her continuous service to the advancement of women in the engineering profession.

Mark Mazon '84 B.S., '92 M.P.A.



Previously municipal court administrator for the city of Phoenix, Mazon accepted a position as president and CEO of Friendly House, a program that provides social services to families, new immigrants and Arizona residents.



Director of music at the South Dakota School of Mines & Technology, Feiszli was named 2013 U.S. Professor of the Year for the state of South Dakota by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

Dr. James Feiszli '83 D.M.A.

◆ **Robert Casarona '83 B.S.**

Partner-in-charge of the Cleveland office of Roetzel & Andress, LPA, Casarona was named a 2014 Ohio Super Lawyer by Ohio Super Lawyers magazine.



James Alan Soto '71 B.S., '75 J.D., presiding Superior Court judge in Santa Cruz County, Ariz., was nominated by President Obama to serve on the United States District Court for the District of Arizona.

1960s

◆ **Maureen Miland '69 B.S.N.**, professor emerita at Seattle University and nurse at a free clinic, was inducted into the Washington State Nurses Association Hall of Fame. She received the Public Health Nursing Award in 2005.

Joann Yeoman Tongret '66 B.A. '96 M.A., a resident of New York City, was honored as co-recipient of the first George C. Wolfe Fellowship awarded by the national Society of Directors and Choreographers.

1950s

Louis Ocvirek '59 B.A.E. retired after 35 years of teaching and coaching. He lives in Tucson.

Bob Alter '81 B.S., formerly vice president at SCG, LLC/FORT Properties, Inc. in Atlanta, accepted a position as senior vice president with Jones Lang LaSalle in Central Florida.

◆ **Kenneth Thomas '81 B.S., '97 M.Ed.**, is retired from careers as a U.S. Navy officer and in education and resides in Poulsbo, Wash.

Steven W. Goldfarb '80 B.S., formerly with the Oremland/Goldfarb Group, moved his financial services practice into the Washington, D.C. office of Janney Montgomery Scott, a leading full-service wealth management, financial services and investment banking firm. Goldfarb serves as assistant vice president/wealth management.

Mindy Korth '80 B.A., formerly executive vice president of investment properties, accepted a position as executive vice president with Colliers International in Phoenix.

1970s

◆ **MaryAnn Misenhimer '79 B.S.N.**, formerly a palliative care nurse at Sutter General Hospital in Sacramento, Calif., retired from nursing after a 40-year career.

Ron McArthur '78 M.H.S.A., CEO of Summit Healthcare Regional Medical Center, received the American College of Health Care Executives (ACHE)

Regent's Award in recognition of his significant contributions to the advancement of health care management excellence and the achievement of ACHE's goals.

Cynthia (Fox) Thomas '77 B.S., retired from her career in commercial real estate investment and management and resides in Poulsbo, Wash.

Ken Jaeger '76 B. Mus. was named musical director and conductor of the City of Glendale (Ariz.) Summer Band prior to the 2013 summer concert season. He also serves as editor of the Arizona Music Educators Association's professional journal, the Arizona Music News.

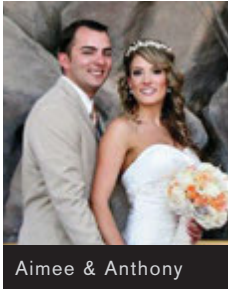
Mari Matsuda '75 B.A., civil rights leader and professor of law at the University of Hawai'i at Manoa, received from the Asian American Legal Defense and Education Fund a 2014 Justice in Action Award in recognition of her achievements and contributions in advancing justice and equality.

Lawrence Enyart '72 B.Arch., '77 M.Arch., president of LEA – Architects, LLC, was honored with the American Institute of Architects Arizona Sustainable Firm of the Year Award in recognition of his more than 10 years of sustainable work as an architect. In addition, Enyart, his firm and clients were honored by the U.S. Green Building Council with three "Heavy Medal Awards" for Design Excellence.

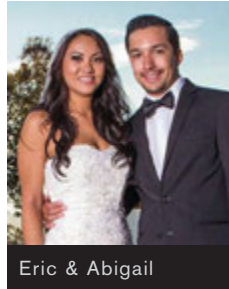
◆ Active, dues-paying member of the ASU Alumni Association

	How to submit class notes
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	Email: alumni@asu.edu
	Post Office: ASU Alumni Association, Attn: Class Notes, P.O. Box 873702, Tempe, AZ 85287-3702

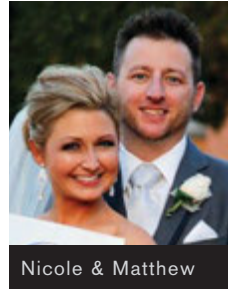
sun devil marriages



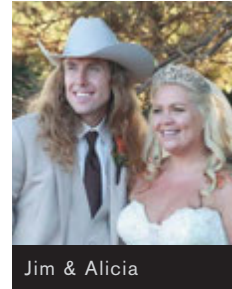
Aimee Gregorin Palaia '10 B.A. and **Anthony Palaia** were married on May 4, 2013, at The Wild Horse Pass in Chandler.



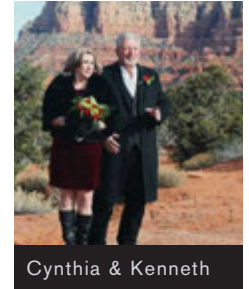
♦ **Eric Mulvin '08 B.S.** and **Abigail (David) Mulvin '10 B.S.** were married on Aug. 31, 2013, in Los Angeles. The couple is at home in Phoenix.



♦ **Nicole D. (Almond) Anderson '04 B.A., '09 M.Np.S.** and **Matthew C. Anderson** were married on Jan. 4, 2014, at Old Main on ASU's Tempe campus.



Jim Sienkiewicz '02 B.F.A. and **Alicia Payne** were married on Oct. 4, 2013, at the Timber Cove Inn, Sonoma County Coast, Calif.



Cynthia L. (Fox) Thomas '77 B.S. and ♦ **Kenneth Thomas '81 B.S., '97 M.Ed.** were married on Jan. 13, 2013 at Bell Rock in Sedona, Ariz. The couple is at home in Poulsbo, Wash.

♦ **Sharma Hammond '99 B.S.** and ♦ **Daniel Torrens '92 B.A.** were married on April 14, 2012, in Phoenix. The couple is at home in Scottsdale.

sun devil births



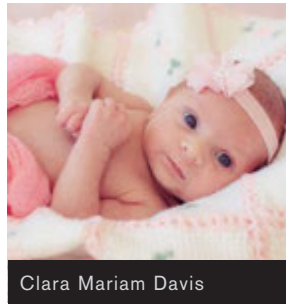
Jaxson Tillman Alvarado



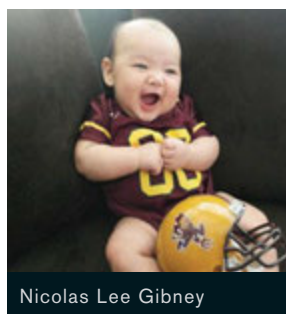
Kennedy Angelina Burford

Jaxson Tillman Alvarado was born to ♦ **Jaclyn (Singer) Alvarado '01 B.A.** and ♦ **Jeff Alvarado '03 B.A.** on April 26, 2013. He joins big brother Sawyer Hayden Alvarado, who was born July 26, 2009.

Kennedy Angelina Burford was born to **Brittney Burford '04 B.S.** and **Graham Burford** on Nov. 16, 2013, in Los Angeles.



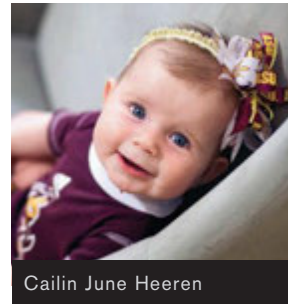
Clara Mariam Davis



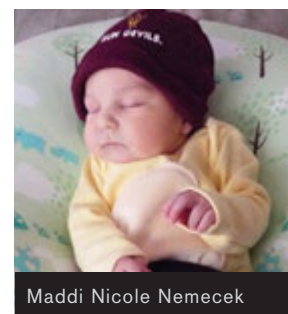
Nicolas Lee Gibney

Clara Mariam Davis was born to ♦ **Rachel (Yetter) Davis '06 B.I.S., '09 M.A.** and **Mark Davis** on Nov. 22, 2013.

Nicolas Lee Gibney was born to **David Gibney '04 B.S.** and **Katie Clark** on May 5, 2013, in Chandler.



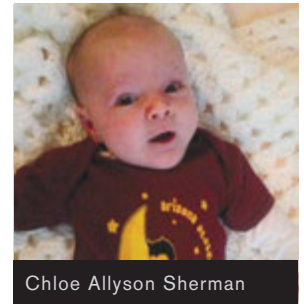
Cailin June Heeren



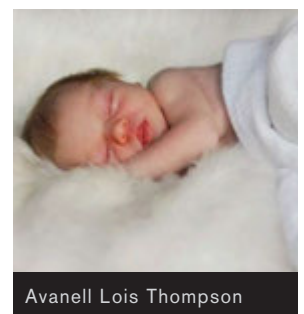
Maddi Nicole Nemecek

Cailin June Heeren was born to **Matt Heeren '02 B.S., '05 M.A.** and **Cinda (Rakes) Heeren '03 B.S.** on April 1, 2013.

Maddi Nicole Nemecek was born to **Cali (Garrison) Nemecek '09 B.A.E.** and **William Nemecek** on Dec. 25, 2013, in San Diego.



Chloe Allyson Sherman

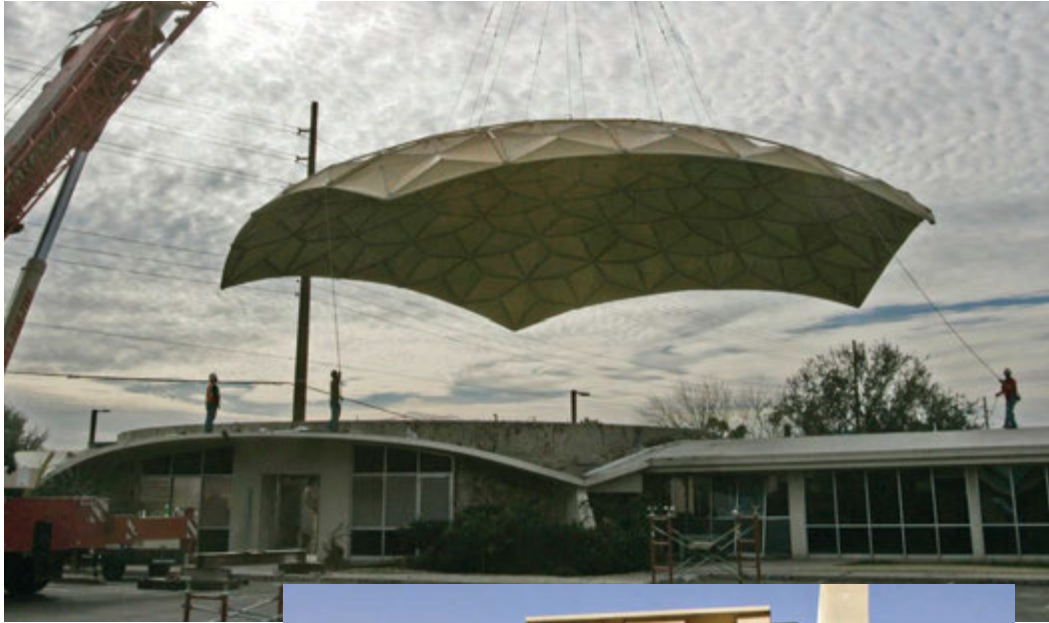


Avanell Lois Thompson

Chloe Allyson Sherman was born to **Zachary Sherman '01 B.A.** and **Erin Miller '01 B.A.** on Dec. 29, 2013, in Boston.

Avanell Lois Thompson was born to **Karyn Rhodes Thompson '05 B.A.** and **Shane Thompson '04 B.S., '10 M.B.A.** on September 14, 2013, in San Diego.

sun devil
snapshot



The Golden Dome comes home ... again

For more than 40 years, the glittering geodesic “golden dome” on the building at Rural Road and Apache Boulevard in Tempe was a beacon to those entering the southeast side of the original ASU campus. The building underneath the iconic roof began its life in 1962 as the Valley

National Bank, designed by architects at the firm Weaver and Drover. In 1989, it became the ASU Visitor Information Center. In 2006, when the building was demolished to make way for Barrett, the Honors College at ASU’s living-learning complex, the dome was saved and put into storage.

In an amazing bit of repurposing, the dome, made from more than 100 diamond-shaped panels, was reborn in 2009 as an outdoor shade structure/event ramada at the Vista Del Sol student housing development built by American Campus Communities.

Whether you know the dome as cover to a bank, the gateway for campus newcomers, or simply a lovely place to hang out with friends, there’s no doubt that this dome signals “home” to Sun Devils.



Photos courtesy University Archive, Arizona State University Libraries, and ASU News.

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The advertisement features a background of Earth from space. In the foreground, a hand holds an iPad displaying an aerial view of the ASU campus. A finger is pointing at the screen. The text is overlaid on the left side of the image.