

ASU

MAGAZINE

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

**Which way
to economic recovery?**

2009-2010 arts calendar

**Saying goodbye
to Walter Cronkite**

Sustained effort

**ASU experts
study how
to make
eco-friendly
behavior
second nature**



SEPTEMBER 2009 | VOL. 13 NO. 1



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ASU MAGAZINE

The official publication of Arizona State University
Volume 13, No. 1

PUBLISHER
Christine K. Wilkinson

EDITOR-IN-CHIEF
Tracy Scott

MANAGING EDITOR
Liz Massey

ART & DESIGN DIRECTOR
Robert Cao-Ba

SENIOR GRAPHIC DESIGNER
Karen Windsor-Worrel

GRAPHIC DESIGNER ASSISTANT
Alyssa Yatabe
Jaclyn Baird

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

WEBMASTER
Benita lafrat

PRINCIPAL PHOTOGRAPHY
Tim Trumble
Tom Story

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



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

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



THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 13, No. 1, September 2009

HIGHLIGHTS

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Crossing the divide between understanding the importance of habits that promote ecological sustainability and actually engaging in those habits is trickier than it first appears. Researchers and leaders all across the university are evaluating the best ways to encourage individuals, businesses and governments to go "green" in a way that lasts.

30 Risky Business

The explosion of affordable mortgage alternatives during Arizona's most recent real estate boom ultimately led to the state's current economic struggles. ASU experts are studying factors that contributed to the severe recession gripping the state at present, and proposing solutions to avoid a repeat in the future.

CORRECTION:

In the May 2009 issue, Ashlea Deahl was incorrectly identified as managing editor of Phoenix Magazine ("The Real Deahl"). She is the magazine's editor-in-chief.

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That's the way he was

Walter Cronkite, ASU's
journalism school
namesake, dies at 92



Walter Cronkite, the legendary television broadcaster once known as the “most trusted man in America” and the namesake for ASU’s journalism school, died July 17 at the age of 92.

Born in St. Joseph, Mo., Cronkite began his career as a news writer and editor for Scripps-Howard and United Press. He was a correspondent for United Press during World War II. In 1950 he joined CBS as a television correspondent. He was named anchor of the “CBS Evening News” in 1962, and the following year launched network television’s first 30-minute newscast. He reported on the pivotal stories of the era – the assassination of John F. Kennedy, the battles over civil rights, the Vietnam War, the Apollo moon landings and the Watergate scandal.

Cronkite stepped down from the anchor desk at CBS News in 1981. In 1984, the journalism program at Arizona State University was named in honor of Cronkite after Tom Chauncey, the longtime owner of the CBS affiliate in Phoenix and a leading supporter of journalism education at ASU, contacted his old friend in an effort to advance the program. An endowment on behalf of the program was soon established in Cronkite’s name, and the school naming followed.

After the school naming, Cronkite became intimately involved with ASU, advising the journalism school’s leadership, meeting with students and faculty, and traveling to Arizona each year to personally give the Walter Cronkite Award for Excellence in Journalism to a media leader.

“One of the great pleasures in my life has been watching Walter together with his students,” said journalism dean Christopher Callahan. “Though separated by generations, the bonds are deep and real. Walter told a group of Cronkite students during his last visit to campus how much he cherished them and the school. And they knew he meant it, because they felt the same way.”

Callahan noted that the school had benefitted substantially from Cronkite’s participation and from the reputation associated with his name.

“Walter Cronkite was and will always be journalism’s gold standard,” he said.

ASU President Michael M. Crow ordered all flag’s at ASU’s four campuses to be flown at half-mast for a week following Cronkite’s death to honor the landmark journalist.

“Walter Cronkite’s legacy will be experienced for years to come through the ASU school that bears his name,” Crow said. “Students who learn the craft of journalism at the university are held to the same basic tenets that Cronkite exemplified throughout his career – accuracy, timeliness and fairness.”

University News Briefs

ENGINEERING GRADUATE PROGRAMS MOVE UP IN NATIONAL RANKINGS

ASU's Ira A. Fulton School of Engineering moved upward in eight of 10 areas in which its graduate school programs are ranked nationally by U.S. News & World Report magazine. The school now has three graduate school programs that rank in the top 25 in the nation and seven programs that rank in the top 35.

The civil and environmental engineering program ranking moved to 21st place from 26th a year ago. Aerospace, bioengineering, materials engineering, computer engineering, industrial engineering and chemical engineering programs all moved up in the rankings, and the school's industrial engineering program now ranks 16th in the nation.

Overall, the engineering school ranks 25th among graduate programs at public universities.

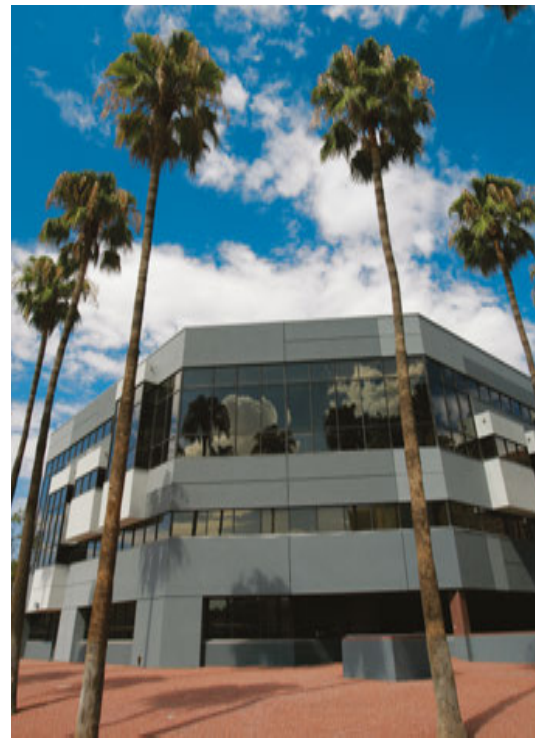
NURSING SCHOOL READIES NEW BUILDING, CHANGES NAME

ASU's School of Nursing and Health Innovation recently wrapped up

construction for a \$39 million complex on ASU's Downtown Phoenix campus. The copper-covered building at 550 N. Third St., which opened in August, was completed to fill a critical need for space, according to Dean Bernadette Melnyk.

The community wanted a building that has presence, said lead design architect Mark Kranz of SmithGroup, the firm that worked on the project. A fire staircase that faces Third and Fillmore streets will be enclosed in frosted glass and will glow at night. The building has a copper skin, a nod to Arizona's mining roots, that won't turn green because there is less moisture in Valley air than in other climates, Kranz said.

The building is just one of many changes for the school, which recently changed its name to reflect its consolidation of several health-related programs belonging to the former School of Applied Arts and Sciences. Along with the proposed Health Sciences program, the Exercise and Wellness and Nutrition departments have become part of the new college in its mission to become more transdisciplinary.



The new nursing school building.

ASU "OFFICIAL" ROCK PILE REACHES 10,000

What weighs 2,600 pounds, would fill a Smart Car to overflowing, and comes from all over the world?

Answer: 10,000 rocks.

This summer, the Rock Around the World (RATW) program at Arizona State University received its 10,000th piece of planet Earth contributed by members of the general public. The landmark rock is a fist-size piece of weathered quartz collected from the bed of the Manumati River, west of Kathmandu, Nepal. It was sent by Mahesh K., a 17-year-old student at Xavier Academy, Kathmandu.

"Day after day, I'm amazed by the variety that arrives in the mail," says RATW founder Philip Christensen. He is the



director of the Mars Space Flight Facility and Regents' Professor of geological sciences in the School of Earth and Space Exploration, part of the College of Liberal Arts and Sciences.

The RATW program launched when Christensen casually made a suggestion that people send rocks to ASU for study at a NASA news conference in January 2004, and an avalanche of contributions followed. The program routinely receives 50 to 100 rocks a month.

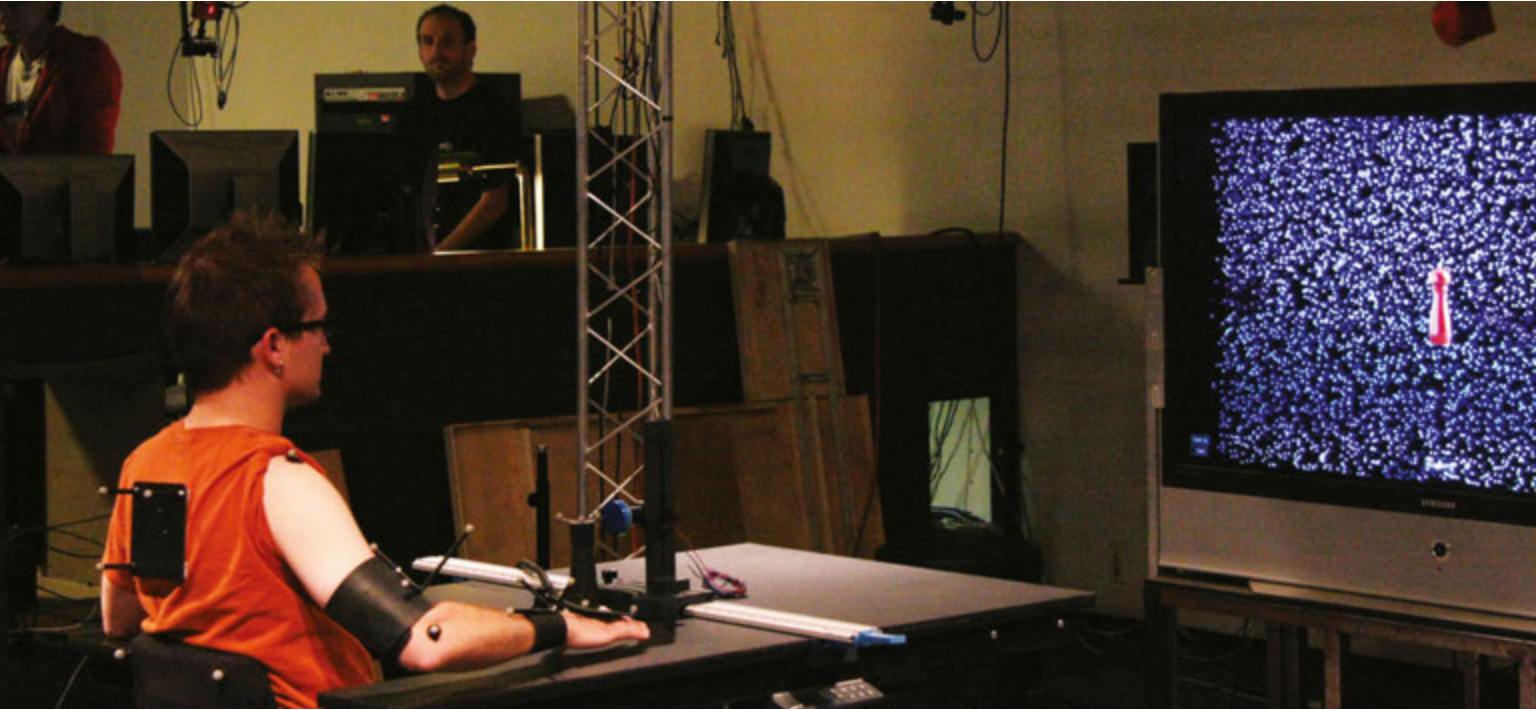
"And they're not just from school kids, either," Christensen said. "We've gotten rocks from people in their nineties — and from future geologists less than a year old."

RATW10000 joins 9,999 others sent to the Mars Space Flight Facility on ASU's Tempe campus since the Rock Around the World program began. The rocks, collected by adults, schoolchildren, and all ages in between, have come from 80 countries — and every continent is represented, including Antarctica.

On arrival, each rock is given a five-digit ID number and photographed next to a ruler, then placed in a separate plastic bag with whatever documentation the sender supplies. This usually includes photos, copies of maps, and the sample's latitude and longitude as derived from GPS or Google Earth.

After processing, the numbered rocks are archived permanently in a special storage space built to preserve them and make them available for access by scientists as needed.

To learn more about the RATW program and see where the rocks have come from, visit <http://ratw.asu.edu>.



REHABILITATION SYSTEM SUPPORTS STROKE PATIENTS

People who suffer strokes and Parkinson's disease patients must undergo extensive physical therapy to relearn use of their limbs. To assist patients with their physical therapy, researchers in the Arts, Media and Engineering (AME) program at Arizona State University have utilized cutting-edge research to develop a computerized Mixed Reality Rehabilitation system.

Following four years of academic research and implementation in a laboratory setting, AME installed a scaled version of the Mixed Reality Rehabilitation system at the Rhodes Rehabilitation Institute at Banner Baywood Medical Center in Mesa. The Banner Baywood-AME partnership has allowed 30 stroke patients at the facility to take part in a study of the system.

While using the Mixed Reality Rehabilitation system, patients receive immediate feedback on their movement performance as well as direction for improvement. Patients engage with audiovisual scenes, enabling them to

practice physical movements that expedite their recoveries.

The system does not replace physical therapists, but complements and enhances physical therapy at the clinical setting and allows continuous rehabilitation training at home. A future goal is to get the Mixed Reality Rehabilitation system into an adaptable, portable low-cost platform that patients can use in their homes, giving patients freedom to continue their rehabilitation training between sessions with trained medical professionals.

"Our system encourages patients to be actively involved in their rehabilitation in the clinical setting and the home and helps them in everyday life," says Thanassis Rikakis, AME director. "The collaboration among researchers puts the project at the leading edge of today's trend of employing virtual-reality technology in medical rehabilitation."

For more information about AME, visit <http://ame.asu.edu>.

RESEARCH STORIES SITE DEBUTS

After 23 years, ASU's Research Magazine printed its last 58-page

magazine this spring—a richly illustrated, four-color publication. It has featured the best of research and creativity at the University by the top writers in our community. But in a University that prides itself on sustainability and has dealt with increasingly leaner budgets in the past year, it was time to move ASU's research stories to an online publication.

"The print magazine has served us well," says R. F. "Rick" Shangraw, ASU Vice President for Research and Economic Affairs, "but our readers, both in recruitment and retention, are electronically wired and they expect media-rich communications."

The new electronic publication, Research Stories, will include features that humanize ASU's vast body of research—from the clean labs of the Flexible Display Center to the bronze pours in the sculpture studio—and also include video clips, slide shows, podcasts and audio. The site will be updated weekly.

To view the Research Stories electronic publication, visit <http://researchstories.asu.edu>.

SCIENTISTS NAME 'DIVING BEETLE' FOR COLBERT

"What has six legs and is way cooler than a spider?" asks a riddle on the cover of a birthday card sent to Stephen Colbert by entomologists Quentin Wheeler at Arizona State University and Kelly Miller at the University of New Mexico. The answer - *Agaporomorphus colberti* - is a diving beetle from Venezuela named by Wheeler and Miller to honor Colbert, the satirical host and



executive producer of Comedy Central's "The Colbert Report."

Knowing Colbert's fondness for recognition and for presents (his show has a regularly occurring segment titled "Who's Not Honoring Me Now"), the scientists sent the political satirist a framed print of the beetle as a birthday gift to mark his 45th birthday on May 13.

Wheeler and Miller are no strangers to shameless promotion, especially when it comes to shining attention on biodiversity and the field of taxonomy. The pair have named beetles to honor the late rock 'n roll legend Roy Orbison and his widow Barbara; for fictional "Star Wars" character Darth Vader; and for former President George W. Bush, former Vice President Dick Cheney, and former Secretary of Defense Donald Rumsfeld.

Wheeler is director of the International Institute for Species Exploration at Arizona State University, in addition to being a university vice president, dean of ASU's College of Liberal Arts and Sciences, and a professor in the School of Life Sciences. Miller, a former student of Wheeler, is an assistant professor of biology at the University of New Mexico and curator of arthropods at UNM's Museum of Southwestern Biology.

More information about *Agaporomorphus colberti* is at: <http://www.mapress.com/zootaxa/2008/i/z01859p068f.pdf>.



BUSINESS CLASS

ASU remembers former business dean L. William "Bill" Seidman, 1921-2009

Former FDIC chairman, popular CNBC commentator and former Arizona State University College of Business Dean L. William "Bill" Seidman was remembered in May by ASU and the worldwide business community as a leader who made great contributions to the economy and higher education. He died May 13 of complications from pneumonia at the age of 88.

Seidman served as a top economic advisor to President Ford and later led the federal response to the savings and loan crisis of the 1980s as chairman of the Federal Deposit Insurance Corporation. He served as the business school dean at ASU from 1982 to 1985.

Before his passing, ASU and the W. P. Carey School of Business honored Seidman by naming its economic research center the L. William Seidman Research Institute in his honor in 1992. Two groups that Seidman created during his time at the helm of the business school also continue to flourish: the Dean's Council of 100, a national group of prominent business executives who advise the school; and the Economic Club of Phoenix, the pre-eminent area forum for the exchange of ideas about business and the economy.

"We are truly saddened to hear about the passing of Bill Seidman," said Robert E. Mittelstaedt, dean of the W. P. Carey School of Business at Arizona State University. "He dedicated most of his life to serving his country and contributing to the growth of the education and business communities both here in Arizona and around the world."

"I think it is easy to identify the point in our history that the original College of Business at ASU began its transition from a regional business school to an emphasis on both the local and national/international business communities, and this was clearly during Bill's time as dean," says Dennis Hoffman, economics professor at ASU and director of the L. William Seidman Research Institute. "Bill helped us make the first major step toward being the highly ranked W. P. Carey School we are today."



ADDRESSING THE BIG QUESTIONS

ASU to unveil details of its Challenges Project at Homecoming

After more than a year spent gathering input from students, faculty, staff members and the public, the university will unveil the initial set of challenges for its Challenges Project at ASU at Homecoming 2009.

The university unveiled its conceptual framework for the initiative earlier this year at Founders' Day hosted by the Alumni Association and in a cover feature in the March 2009 edition of ASU Magazine. The Challenges Project will be a university-wide expression of everything the university is doing to help Arizona, our nation and the world solve the most urgent challenges of our times.

ASU's commitment to embodying a New American University means the institution is committed to addressing big questions, said Christine Wilkinson, university senior vice president and secretary and president of the ASU Alumni Association.

"Everything ASU does, from preparing students for success as learners and leaders to developing biofuels or inexpensive new vaccines, it does with an eye on real-world impact," she noted.

The challenges, drawn from more than 400 internal suggestions from university personnel and an equal number collected at a Web site introducing the project to the general public, are phrased in question format. Some of the suggestions

for the major challenges, drawn from research that ASU is already engaged in, include:

- How do we encourage more children to study math and science?
- How can we reduce heat buildup in our cities?
- What can we do to improve quality of life for the aged?
- How do we diversify Arizona's economic base?
- What do our origins tell us about the future?

Other suggestions for inclusion in the project have run the gamut from questions aimed at improving education at all levels to those relating to sustainability, economic prosperity, health, human rights, diversity, and community. The challenges call for exploration of the foundations of knowledge in science, the humanities and the arts.

The wide range of input that has been contributed makes the Challenges Project "deeply authentic," ASU President Michael Crow said.

"We believe the Challenges Project demonstrates the compelling work ASU is doing on multiple fronts and enhances public understanding of how we are evolving the New American University and why it is important to them. We hope it will encourage their participation in this revolutionary effort," Crow said. For more information, visit <http://asuchallenges.com>.



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From left: Bruce Rittmann and Dieter Schroder,



Michael Saks and James Elser.

AT THE TOP OF THEIR GAME

University names Regents' Professors, presents Faculty Achievement awards

Five exceptional ASU professors at the top of their careers have been named as ASU Regents' Professors for 2009 by President Michael Crow and Elizabeth D. Capaldi, executive vice president and provost. Their selection was ratified by the Arizona Board of Regents on May 1.

This year's honorees are: Jane Buikstra, professor of bioarchaeology in the School of Human Evolution and Social Change, College of Liberal Arts and Sciences; James Elser, professor of ecology in the School of Life Sciences, College of Liberal Arts and Sciences; Bruce Rittmann, professor in the Department of Civil and Environmental Engineering and the Biodesign Institute, Ira A. Fulton School of Engineering; Michael Saks, professor of law and psychology, Sandra Day O'Connor College of Law; and Dieter Schroder, professor of electrical engineering, Ira A. Fulton School of Engineering.

"In making this award to these five outstanding researchers, it reminds us of the remarkable research that is conducted daily throughout this university," says Capaldi.



Jane Buikstra

The rank of Regents' Professor is the highest faculty honor bestowed by the university in honor of their accomplishments and the quality they have brought to ASU.

Additionally, the university recognized nine faculty members with the third annual Faculty Achievement Awards. Winners were nominated by their deans and the awards are designed to recognize the top intellectual contributions by ASU faculty.

The 2009 winners of the Faculty Achievement Awards include Steven Corman, School of Human Communication; Fernando Ponce, physics, College of Liberal Arts and Sciences; Scott Decker, School of Criminology and Criminal Justice; Sally Kitch, women and gender studies, College of Liberal Arts and Sciences; Henry Sodano, mechanical and aerospace engineering, Ira A. Fulton School of Engineering; Andrei Belitsky, physics, College of Liberal Arts and Sciences; John Risseeuw, School of Art, Herberger Institute of Design; Susan Larson, elementary education, Division of Teacher Preparation; and Patricia Murphy, School of Letters and Sciences.

The nine individuals were honored at a reception on May 7 in the Carson Ballroom of Old Main.

CLICK HERE FOR COLLABORATION

ASU Community Connect site empowers communities

Social embeddedness is a key part of the New American University, but beyond agreement that there should be active collaboration between a university and the community that surrounds it, many members of the general public may not be aware of the many ways in which they may work with Arizona State University to address the pressing problems in their neighborhood, city or state.

In response to this situation, the university recently upgraded its ASU Community Connect site (<http://community.asu.edu/>) to become a media-rich, interactive, user-friendly portal to ASU's community-oriented resources.

According to Kimberly Loui, associate vice president and executive director for the Office of University Initiatives, this new community portal makes it easier for Web site visitors from the Phoenix metropolitan area and around the state to connect and collaborate with university programs. "Citizens and community organizations asked us to make ASU resources more transparent and more accessible," Loui said. "The breadth and depth of ASU can be overwhelming. So, this site makes it easier to get information about ASU programs and services. And that information, we have found, really empowers Arizona communities, organizations and families."

The new site offers easy-to-access "pathways" on its home page to information aimed at educators, entrepreneurs, nonprofit organizations, families, and

other populations. It provides links to search ASU's summer programs and community outreach database, as well as a news feed about ASU programs and events, a repository of videos and photos, and the Community Exchange blog for posting opportunities, resources, and stories.

Loui said the revamped site would enable a wide range of community members to access ASU's assets in a format and manner that's convenient for them.

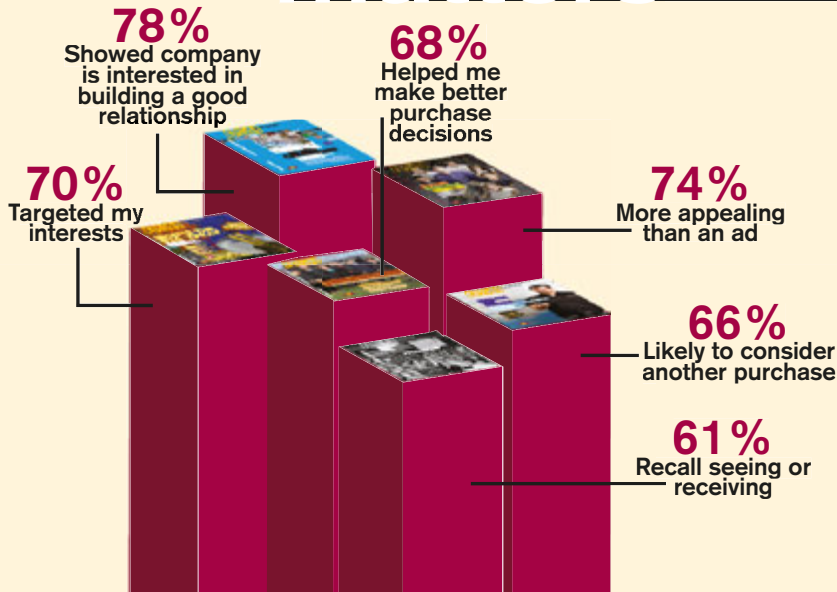
"Arizona State University's success is closely linked with the vitality of communities," Loui said. "And that's what social embeddedness at the New American University is all about—mutually beneficial relationships, working with each other to address the challenges before us. How do we build healthy communities? In part, by creating a space where the university and community members can connect with each other. ASU Community Connect is a great tool to empower all of us with the information we need to do that."

For more information about ASU Community Connect, visit the site at <http://community.asu.edu/>.

Kimberly Loui



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Pete Garcia

SOCIAL STUDIES

Pete Garcia receives Medal of Excellence at Commencement

Pete C. Garcia, president of The Victoria Foundation and long-time advocate for the Valley Hispanic community, received the Arizona State University 2009 Medal of Excellence at the 2009 University Commencement on May 13.

Garcia was honored for his history of civic engagement and leadership within the many diverse communities of Arizona, particularly underserved populations. His efforts have resulted in many cost effective improvements in the quality of life and quality of place within Arizona.

The University Medal of Excellence recognizes the local, regional or occasionally, national efforts and impact of individuals toward improving the quality of human understanding and civilization in areas that may or may not follow from the older tradition of the academy. Medal of Excellence recipients are selected by the university president following nomination by members of the university community and review by an internal university committee.

Garcia grew up in the Marcos de Niza Projects in Phoenix, raised by a single mother who taught him the value of hard work and modeled empathy for others to him. Those early days in the projects inspired him to a life work of public service.

After receiving his bachelor's degree in education from ASU in 1971, Garcia worked as a reading teacher. He later received a master's degree in public administration from the University of Southern California, then joined Chicanos Por La Causa (CPLC) as an economic development specialist. He later worked for Valle del Sol as President/CEO before returning to lead Chicanos Por La Causa in 1984.

Under Garcia's leadership, CPLC became one of the nation's largest community development corporations, providing programs and services in education, economic development, affordable housing, and social services. In 2007, he received the National Hispanic Heritage Hall of Fame Award for Leadership from the National Hispanic American Educational Fund and the Raul Yzaguirre Community Leadership Award from Valle del Sol. Last year, Garcia was selected as one of 10 recipients of the AARP "Inspire Award."

Garcia currently leads the Victoria Foundation, an organization that provides micro-grants to local organizations to improve the status of Latinos in Arizona through affordable housing, economic development, education and scholarships, international exchange, and faith-based initiatives.

HEAD OF THE CLASS

Collegiate Scholars Program gives high school seniors a taste of ASU

Local high school students are getting a jump start on college through an ASU partnership that allows them to take courses from ASU professors while still in high school. More than 200 local high school students have already applied to the ASU Collegiate Scholars Program this year. The high school students will be eligible to take university-level courses this fall at an ASU campus.

The Collegiate Scholars program began in 2006 as part of the "Sun Devil Promise" package of college preparation initiatives developed to increase the number of Arizona students who attend ASU. Students who participate in the program must be high school seniors who are on track to graduate, who meet requirements to attend ASU and are interested in an university course that is connected to their major or career goal. The courses are taught by ASU faculty at an ASU campus, and students receive university credit for taking them. Over the past three years, more than 100 local high school students have taken ASU courses through the Collegiate Scholars Program while concurrently enrolled in high school.

Courses offered through the program include a mix of classroom-based and online programs. They range from Chinese and Latin language classes, calculus, statistics, and linear algebra, to introductory classes in engineering, art history, urban studies, social work, and philosophy.

The cumulative grade-point average students enrolled in the program on their ASU coursework to date is 3.37. Three-quarters of the students who have participated in the program have gone on to attend ASU and maintained a GPA of 3.3.

Mark Duplissis, executive director of high school relations at University Student Initiatives, which oversees the Collegiate Scholars Program, said it fulfilled an important role in helping high school students get ready to do college-level work.

"The Collegiate Scholars Program provides an opportunity for high school students to get an early start and benefit from the ASU college experience," he said. "By encouraging them to get an academic head start on their career path, we also raise the confidence level of students, demonstrating to them that yes, they can succeed in a university setting."

For information on the Collegiate Scholars Program, visit the program's Web site at <http://promise.asu.edu/csp>.



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The ASU Alumni Association welcomes the following new life members, who joined between April 8 and June 9, 2009

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A hole in (number) one
 Diving in
 Making practice perfect
 Staying on track
 Line drive
 Soft serve



A hole in (number) one Women's golf team captures NCAA Championship

Determined and focused, the ASU women's golf team claimed their first NCAA Championship since 1998 in May, after a thrilling performance at the Caves Valley Golf Club in Owings Mills, Md.

The top-ranked Sun Devils came from 11 shots behind after the second round to win by eight shots over second-place UCLA. The 2008 NCAA Individual Champion, Azahara Munoz, paced the Sun Devils throughout the NCAA tournament and tied for fourth. Carlota Ciganda and Jaclyn Sweeney tied for 11th.

The Sun Devils squad had a roller coaster of a year as assistant coach Missy Farr-Kaye was diagnosed with a recurrence of breast cancer in July. She was able to travel beginning in March, when her treatment concluded. For her courage throughout the season, Farr-Kaye was given the Kim Moore Spirit Award.

This victory is head coach Melissa Luellen's first NCAA championship as a head coach. It is the fifth NCAA team championship in her family as her mother, Dale McNamara, won four at Tulsa; the pair may be the first mother-daughter combination to win NCAA championships at different schools. Luellen was named SkyCaddie NGCA National Coach of the Year, an award her mother won in 1985.



ASU's women's golf team celebrates their NCAA championship.

The Sun Devils won five tournaments during the season, including taking the NCAA Fall Preview in early September and a win at The Derby Invitational. The Sun Devils began the spring winning the Northrop Grumman Regional Challenge. The Sun Devils concluded their season with five tournament wins, three runner-up finishes and a total of 11 top-five tournament finishes.

This year's win adds to the string of Sun Devils NCAA team titles won in 1990, 1993, 1994, 1995, 1997 and 1998.

DIVING IN

Dorsey Tierney-Walker hired as swimming/diving head coach

Dorsey Tierney-Walker has been named the head coach of the Arizona State University swimming and diving program, Senior Associate Athletic Director Dawn Rogers announced May 19. Tierney-Walker will be only the second head coach in ASU's history to direct both the men and women's swimming teams.

Tierney-Walker recently served as the women's head coach of the successful Auburn University program. In her four years at Auburn, the Tigers have won two NCAA Championships and two SEC Conference titles. Prior to her time at Auburn, Tierney-Walker served as the women's head coach at Indiana University for seven years.

She was named Big Ten Coach of the Year in 2001 and 2002 and led the Hoosier swimmers to 99 All-American honors, and led her swimmers to a ninth place finish at the NCAA Championships in 2005. In her last four years at Indiana, Tierney-Walker's swimmers broke every school swimming record.

Tierney-Walker grounds her coaching in a successful past as an athlete. She won four gold medals at the Pan-Am Games and was also an Olympic Trials finalist in 1988 and 1992. Tierney-Walker swam for the University of Texas, leading the Longhorns to two national championships and collecting 16 All-American honors.



Dorsey Tierney-Walker

MAKING PRACTICE PERFECT

New indoor facility augments basketball programs' reach

The men's and women's basketball teams couldn't have experienced better timing this year—not only did the two squads put together the best combined records in school history, they were able to start building their teams for next year immediately after the NCAA championships in the privately funded Weatherup Center—a state-of-the-art practice facility that offers spacious coaches offices, film rooms, a training area, classrooms and equipment rooms that rival any school in the nation.

Thanks in large part to the largess of one couple, lead donors Craig and Connie Weatherup, the 49,000-square-foot facility, located just east of Rural Road and just north of University, includes two full-size practice courts,

one for men and one for women, which allows both teams to practice at the same time. The Weatherup Center also will give the Sun Devils a place to practice both as a team and in individual skill workouts when Wells Fargo Arena is being used for university ceremonies or other Sun Devil sporting events.

"Simply put, the Weatherup Center possesses the technology and amenities needed for both basketball staffs to continue the positive trajectory of their teams in a very efficient manner," said Dawn Rogers, ASU Senior Associate Athletic Director. "Environmentally, proper structural planning will lead to a 45 percent decrease for energy consumption and 30 percent for water, while the wood in the floor is certified by the Forest Stewardship Council. It is a building built for the future in the present."

STAYING ON TRACK

Track team successfully defends Western region crown

Sprinter and relay runner Charonda Williams played crucial roles in three championships as the Arizona State University track and field team closed out competition at the 2009 NCAA West Region Championships held May 30 at Hayward Field in Eugene, Ore.

The Sun Devil women scored 95 points to successfully defend the West region crown they won last year. In the men's team race, USC took the regional crown with 97 points and were followed in the Top 5 by Oregon, Washington State, ASU and Stanford.

Williams and Sarah Stevens were instrumental in helping the women repeat as the team champions. Williams won the 100m dash in 11.16 seconds and the 200m dash in 23.03 seconds, while also joining forces with Dominique' Maloy, Kayla Sanchez and Jasmine Chaney to win the 4x100m relay in 44.36.

Stevens, won the discus event and claimed the shot put crown with a toss of 17.01 meters, as well as placing second in the hammer throw.



Charonda Williams

**LINE DRIVE**

Baseball team places third in 2009 College World Series

The ASU baseball team ended its post-season championship run June 19 with a 4-3 loss to the University of Texas in the 2009 College World Series. The loss meant that the Sun Devils tied for third in the series, following an excellent season in which the Sun Devils had 51 wins and 14 losses overall. In the opening round of the series, a four-run 10th inning lifted the Sun Devils to a 5-2 win over North Carolina, with pitcher Mitchell Lambson earning the win, going three innings out of the bullpen and allowing three hits and one run while striking out five.

The team then took a hit against Texas, falling 10-6 and faced North Carolina in an elimination game. A grand slam by Kole Calhoun led the team to a 12-5 win over North Carolina and pitted them against Texas once again.

It was the 21st time in school history and the third time in the last five seasons the Sun Devils have gone to the College World Series.

**SOFT SERVE**

Softball team closes out season with World Series appearance

ASU's women's softball squad, the defending national champion, ended its run with a fourth straight trip to the Women's College World Series in late May, ending the season with an overall record of 47-19.

The 10th-seeded Sun Devils opened its series with a 7-3 win over Missouri May 28. The win put them in line to compete against Pac-10 rival Washington on May 29, against which they lost a 1-0 heartbreaker in eight innings, despite pitcher Hillary Bach's seven shutout innings.

In their third and final WCWS game, another masterful performance from Bach and a two-run home run from infielder Katie Crabb weren't enough to keep ASU's season alive, as the Sun Devils fell in a tough 6-2 loss to No. 4 Alabama.

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sustain

**ASU researchers
discover keys
to promoting
habits for a
healthier planet
By Lee Gimpel**



Change

ing

“A SUSTAINABLE SOCIETY CONSIDERS THE INTERCONNECTEDNESS OF ENVIRONMENTAL, ECONOMIC, AND SOCIAL SYSTEMS; RECONCILES THE PLANET'S ENVIRONMENTAL NEEDS WITH DEVELOPMENT NEEDS OVER THE LONG TERM; AND AVOIDS IRREVERSIBLE COMMITMENTS THAT CONSTRAIN FUTURE GENERATIONS.”

– ASU'S GLOBAL INSTITUTE OF SUSTAINABILITY



Attaining sustainability, or at least moving toward it, isn't complicated. After all, how hard is it to take so many of the small-but-important steps that add up to a healthier planet? Turning off unused lights and electronics? Committing to a slightly shorter shower? Choosing local produce? It all seems so easy. But it isn't. If it were such a piece of cake, there'd be markedly less discussion about this whole sustainability thing.

Beyond Belief



and Behavior

Change

There is an old cliché preached to incoming university classes: You have come to this school not to memorize names and dates but to learn how to think.

Of course the university's sustainability degree programs teach students how to think about sustainability across disciplines, be it business, engineering or policy, and these students will be a hot commodity in a sustainability-hungry career market. However, Bonny Bentzin, director of sustainable business practices, believes that the university has a responsibility that must reach more than just the limited pool of sustainability students. Beyond the classroom, an eco-consciousness should suffuse the whole university to the point where all graduates have taken it to heart.

"I often tell students, 'I can't tell you what choices to make because they're personal decisions. But what I'm going to try to do is to make you more aware,'" says Bentzin.

Incoming students are indeed more aware of the issues around sustainability than their predecessors. Bentzin estimates that five years ago, maybe 10 percent of students knew what the term sustainability meant, but today that figure is closer to 50 percent.

But difficulties in translating understanding into action remain.

For example, each April, Pat's Run, is held to honor the memory of ASU alum Pat Tillman. With such a large event, even a small sustainable change – like setting out recycle bins next to regular trash cans – should be easy and have a big impact. After all, there were 20,000 thirsty participants and, second, recycling an aluminum can saves 96 percent of the energy used to make a can from ore. That's a mountain's worth of potential earth-friendly savings.

Although putting recyclables in a special bin sounds simple, Bentzin notes that people are often oblivious to the different cans; they'll put recyclables in the non-recyclable bins and vice-versa, contaminating both and harming the sustainable intent. During Pat's Run, student volunteers stood near trash cans just to make sure that the swarm was using the right ones.

"It's incredibly difficult to do these large, institutional changes," says Bentzin.

If people can't seem to distinguish between what belongs in a blue recyclable bin and what belongs in a trash bin, achieving higher-order sustainability metrics can seem like a pipe dream. Which brings one back to the initial question: How do you get people to get beyond wanting to act in sustainable ways and actually do it?



Active and

Some of the how-to-encourage-sustainable behavior debate can be resolved with technology, which bypasses the thinking-doing puzzle. Jay Golden, director of the National Center of Excellence on SMART Innovations, has a number of projects in the works that don't require people to act, to turn off their lights, to throw recyclables in the right bin. For example, research from SMART (Sustainable Materials and Renewable Technologies) has looked at nanofluids for direct-absorption solar thermal collectors and redesigning pavement to optimize thermal conductivity to alleviate heat build-up in



Passive

Change

cities. Tangible innovations like these are what make news; it is the building that turns off its own lights, based on occupancy levels, that generates excitement, not the person who simply flicks a switch when walking out of a room. However, says Golden, the headlines-grabbing material or technology changes cannot stand alone.

“Certainly technology [innovations] all have a behavioral aspect to them,” he says.

While Golden is working with industry to create products that are more sustainable – he’s special advisor for sustainability for the Dial Corporation – he’s also working to create a sustainable scorecard to help consumers understand to what degree a product is sustainable so they can make their own informed choices. In the same vein, Eric Williams, research director for the Center for Earth Systems Engineering and Management, is looking at product labeling and e-waste. We might think of how much energy our computer monitor uses, but we’re generally oblivious to how energy and how many materials went into building the monitor, shipping it across the globe and then dealing with it at the end of its lifecycle. Williams’ scorecard helps remind consumers that all products exact an ecological toll from inception to landfill (or recycle bin).





Kevin Dooley, professor, W.P. Carey School of Business

Beyond the decisions of everyday consumers buying computer monitors and detergent, tremendous effort needs to go into educating large-scale decision-makers like corporations and governments. Big organizations can accelerate behavior change in big ways. So Golden's research about pavement cannot stay locked inside a seldom-read academic journal; researchers must find ways to educate and persuade decision-makers to understand their discoveries – and then apply them.

“Even if consumers changed their behaviors more radically, it's not the main driver. It's how society as a whole is organized and the assumptions that we make about how to live in concert with earth and each other,” says Kevin Dooley, professor of supply chain management at ASU's W. P. Carey School of Business.

After all, it's one thing when a single household switches to compact fluorescent light bulbs – but it's a whole different league when Wal-Mart does it and then sets a standard for its myriad suppliers. When ASU simultaneously issued free bus passes to students and raised parking fees, all of a sudden a lot of people started taking public transit. Such mass behavior changes can have ripple effects too; Bentzin speculates that once someone foregoes having the all-important car on campus, it can promote thinking about the feasibility of other big-leap actions.



At the Center for the Study of Law, Science, & Technology, director Andrew Askland is looking at the legal framework around sustainability. On a micro-level, lawyers may work on protecting new inventions, setting up start-ups and looking over contracts. On a macro-level, much of society's behavior around sustainability choices is influenced by laws at every level of government. Askland is looking at preferential treatment – such as tax breaks – for certain power sources and how a change in regulation might tilt the balance toward wind and solar and away from oil and coal. Instituting a graduated fee for greater water usage might dissuade desert-dwellers from cultivating a lush, green yard rather than xeriscaping. Such legislated change also comes into play for Rebecca Tsosie, executive director of the Indian Legal Program at the Sandra Day O'Connor College of Law. Tsosie notes that many of the world's surviving indigenous cultures are the most susceptible to climate change because their lands are often the most likely to experience drought or flooding, potentially leading to the extinction of these cultures. Indigenous cultures therefore have – or should have – a disproportionate interest in sustainability. Yet, because they live in so many regions, in so many states, in so many sovereign nations, it is untenable to try to implement rapid sustainability changes in each of the



Framing

Change

lands and communities that surround them, especially in still-developing countries like Peru and Brazil. Instead, Tsosie sees hope in bringing many peoples and nations together at one table and agreeing to broad sustainability accords such as the 1992 Earth Summit in Rio de Janeiro and the more recent Kyoto Protocol.

As with Askland and Tsosie and their voluminous legal codes, a lot of what has to happen to make sustainability a reality is not the result of the sexier scientific side, such as solar panels and nanoparticles. Robert Cialdini's work on the topic has shown that it's possible to produce significant behavior change to foster sustainability without writing new laws

or investing in new fuels and new technologies. Cialdini, emeritus Regents' Professor of Psychology in the College of Liberal Arts and Sciences, has been looking at cultural norms and how changing the messaging around sustainability can make it a way of life.

It's not quite as simple as saying that "everyone else is doing it" but his research has shown that people do measure themselves against others when it comes to sustainability choices. As a result, cutting electricity usage may be less about new light bulbs and motion sensors and more about people wanting to be like their neighbors who turn off their lights. In one study, hotel guests showed a marked



Rebecca Tsosie,
executive director, Indian Legal
Program, Sandra Day O'Connor
College of Law

increase in reusing their towels with a simple change in the wording of a card in the bathroom asking them to do so. Another study among California consumers showed that people will use less energy if they believe their neighbors are conserving as well.

In the spirit of Cialdini's research, Bentzin says that the university is trying to integrate normative efforts in the form of Campus Metabolism (<http://cm.asu.edu/>), an integrative mapping tool-cum-information dashboard that gives users – who have, heretofore, been in the dark about campus energy use – a better understanding of how small actions and single buildings can affect the larger university's power consumption. Based on this information, the School of Theatre and Film, a part of the Herberger Institute for Design and the Arts, recently took a hard look at re-engineering its energy usage in an effort to “green up” all the candlepower it uses to put actors in the limelight.

Fulfilling Sustainability

sustainability

Tools such as Campus Metabolism enable sustainability, but cannot be a standalone panacea. People should change their light bulbs, but they need to also change their daily routines and attitudes. To this end, says Williams, it's important to introduce sustainability as a concept or overarching behavior, rather than a checklist.

Bit by bit, the legion of sustainability efforts that start at ASU are chipping away at unsustainable habits in Tempe and around the world. But as they succeed, what they are doing will seem less novel.

Today there are K-12 students who are following ecology curricula developed by Monica Elser, education manager at the Global Institute of Sustainability. When they – and others their age, who will

grow up with sustainability labels on products and a fleet of hybrid vehicles to choose from – enter ASU as freshmen over the next few years, they will expect that sustainability is integrated into the campus to the point where living in a smart building and taking public transit will be *de rigueur*; they will likely just think of it as living a normal life, not being sustainable per se. It is likely that when they take their places at ASU, the School of Sustainability will be one of many across the country; there won't be a handful of sustainability-specific degrees but all programs will build in sustainability as a matter of course.

And maybe, just maybe, they'll always throw their recyclable bottles and cans in the blue bins.

Lee Gimpel is a freelance technology writer based in Richmond, VA.

ASU Alumni Association, School of Sustainability team up to teach Sun Devils how to "Go Green, Live Green"

The Arizona State University Alumni Association will partner with the ASU School of Sustainability this fall to present "Go Green, Live Green," a series of presentations that address the personal side of sustainable living.

Each session in the three-part series will cover a different aspect of sustainable living. On Tuesday, Sept. 15, the first session will focus on sustainability at home. Participants will learn how to conduct audits of their use of energy, water and food as well as tips related to sustainable products, transportation and home improvement methods.

Sustainability at work will be the focus of the second session, slated for Thursday, Oct. 15. ASU experts will discuss sustainability and the supply chain, marketing, legal issues, as well as how to use one's business as an instrument of change.

The final session of the series, to be held on Thursday, Nov. 19, will explore sustainability as a community issue, including sustainability's intersection with development.

All three sessions will take place from 7:30 to 9 a.m. The Sept. 15 and Oct. 15 sessions will be held at the Fiesta Resort, 2100 S. Priest Drive, Tempe; the Nov. 19 session will be held at the ASU Art Museum, Mill Avenue and 10th Street, Tempe. Tickets are \$20 for Association members and \$25 for non-members. Participants also may pre-register for the series; the cost is \$50 for members and \$65 for non-members.

To register for the series, visit http://www.asu.edu/alumni/rsvp/gogreen_livegreen.html.

By Amy Roach Partridge

risky

business



University experts investigate the recession's causes and speculate on cures



When he moved to Arizona in 2004, W.P. Carey School of Business Dean Robert Mittelstaedt had a choice to make about the mortgage for his new house: go with a traditional, fixed mortgage at an interest rate of 4.75 percent, or opt for an adjustable mortgage with an extremely low rate of about 3 percent. Conservative by nature, Mittelstaedt chose the fixed-rate mortgage. “I thought, why take a risk with an adjustable loan when I can get a really great long-term rate?” he recalls.

Unfortunately for the economy of

Arizona and the country at large, his was not the pervasive homebuyer story of the last few years. Instead, it was the explosion of affordable mortgage alternatives aimed at subprime borrowers who did not qualify for conventional mortgages. Whether they needed low monthly payments and didn’t understand the consequences of their loan; were trying to capitalize on cheap rates to buy an investment property; or were sold on the American dream of home ownership by less-than-honest mortgage brokers, Americans in droves signed up for risky loans.

Interest-only; balloon payment; negative amortization; low-interest/low qualification; no-documentation—these loans all spread like wildfire.

“It was all about how to get a monthly payment to fit into your budget, and many people did that by moving to nontraditional financing,” says Jay Butler, associate professor of real estate in the Morrison School of Management and Agribusiness. Indeed, from 2004-2006, 30 to 40 percent of all mortgages in the Phoenix metro area were considered subprime, says Butler.

Bust to boom to bust

"It was all about how to get a monthly payment to fit into your budget, and many people did that by moving to nontraditional financing," says Jay Butler.

"People are not retiring, so the labor market is incredibly tight," according to Nancy Jurik.



While we all know the collapse of that subprime mortgage market wiped out trillions of dollars from the economy and spun the country into recession, the details of how we got there are still sometimes fuzzy. Did the free markets simply run amok? Was promoting home ownership a bad economic policy? Did politicians fail to keep the capitalists in check? Did homebuyers get in over their heads?

All of the above is the likely answer. "This collapse was the result of a massive culture of people taking risks they didn't understand. It was

not only the corporations who engaged in risky behavior; it was homebuyers and the government too," explains Mittelstaedt.

Bust to Boom to Bust

According to ASU's financial experts, the current recession is solidly rooted in the country's last major recession. After the stock market plummeted in the early 1990s, people were searching for the next investment vehicle. As the country bounced back from recession and interest rates remained low, real estate seemed a perfect fit, and the seeds for

a housing boom were planted. Real estate prices around the country gradually crept up, with growth states like Arizona, Nevada, California and Florida leading the way.

Arizona was an obvious growth destination, thanks to its plentiful and affordable housing options. Early '90s home prices in Phoenix topped out in the low \$200,000s for new mass-produced homes, according to Butler. In addition, the state's booming economy and healthy job market made it a magnet for relocation. "Arizona's strong economy and favorable housing



prices in the early '90s attracted a lot of people. For four years in a row, population here grew at 3.5 percent—three times faster than the nation,” says Lee McPheters, research professor of economics in the W. P. Carey School of Business, and director of the school’s JPMorgan Chase Economic Outlook Center.

By 2003, the housing boom was in full swing across the country, with home prices overall increasing by 30 percent per year and surging 76 percent in Arizona from January 2004 to July 2006. As it became clear that real estate was driving the economy,

everyone seemed desperate to grab a piece of the proverbial pie—and developers were happy to oblige, filling in any available land with housing. In the valley, that sent entry-level buyers on a “drive till you qualify” flight to suburbs on the outskirts of the metro area, which saw the highest growth rates.

“There was already a very strong demand for housing in Arizona driven by economic expansion; then the housing boom kicked in and the market became artificially inflated,” McPheters explains. Those artificially inflated prices eventually became

unsustainable. Home sales activity peaked during summer 2006 and began inching downward in 2007. “Prices have been in freefall ever since,” Butler says.

Where Do We Go From Here?

Now, as we ponder the old adages we forgot about during the boom—what goes up must come down; all good things must come to an end—we are searching for clues as to what happens next. Arizona has become ground zero for recession fallout. Employment in Arizona decreased by 6.6 percent from one year ago

So where do we go from here?

"Arizona's strong economy and favorable housing prices in the early '90s attracted a lot of people. For four years in a row, population here grew at 3.5 percent—three times faster than the nation," says Lee McPheters.

(the second-worst rate of all U.S. states, behind only Michigan), and since April 2008, companies located in the state have shed 175,700 workers. In addition, Arizona posted the nation's second-highest foreclosure rate in February. "This is the worst Arizona has ever seen in terms of job loss, retail and auto sales loss, state budget problems, bankruptcies, and foreclosures," McPheters says.

And while these problems have impacted a large swath of the population, lower-income citizens are faring the worst. "People in the most vulnerable positions are getting hit

the hardest and they may have the toughest time recovering from this recession," says Nancy Jurik, a professor with the School of Social Transformation within the College of Liberal Arts and Sciences whose research examines economic justice issues relating to small businesses, poverty, and wealth accumulation. "People losing their homes are disproportionately the poor, elderly, people of color, and single-parent families," she explains. And, unfortunately, people in these groups may not get another chance to be homeowners.

Students and recent graduates make up another vulnerable

population that has been severely impacted by the recession, facing an extremely competitive job market where they are vying for positions along with experienced workers who have been downsized.

"Also people are not retiring, so the labor market is incredibly tight," Jurik explains.

Small businesses and our nonprofit organizations are also suffering disproportionately, says Jurik, noting that business owners are placing themselves on furloughs, and accepting pay in barter as dramatic ways to cut costs.

How long will these grim circumstances continue?

ASU as Economic Engine

"Prices are declining now at a slower rate. This area is a bargain once again for first-time homebuyers or relocaters," explains Karl Guntermann.

Economic forecasts show that the official recession—defined as two consecutive quarters of negative economic growth as measured by GDP—will likely come to an end in 2009. But the average American will not feel relief right away because slow job growth and high unemployment will last into 2010, McPheters explains. "Labor markets aren't going to come back early because businesses will be skeptical about adding workers until they are certain this is a real recovery," he says.

Ironically, recovery for Arizona may hinge on the housing market.

Here's a glimmer of hope: in February 2009, Phoenix metro home prices dropped by 37 percent, but preliminary numbers from the Arizona State University Repeat Sales Index (ASU-RSI) show the decline in March leveling off and then decreasing to 34 percent in April. "This indicates that prices are declining now at a slower rate," explains Karl Guntermann, the Fred E. Taylor Professor of Real Estate at the W. P. Carey School of Business and the researcher who puts together the ASU-RSI.

In addition, Guntermann's data for February 2009 puts the Phoenix metro

median home price at \$121,000—a price not seen since April 1999. While this number is not good news for existing homeowners, it puts Phoenix back on the map as a prime spot for affordable housing, which has always been one of Arizona's cornerstones for growth. "This area is a bargain once again for first-time homebuyers or relocaters," Guntermann notes.

ASU as Economic Engine

Another possible avenue for Arizona's recovery is the university itself. Despite having to make up for an \$88 million shortfall in state



funding, the university is still a major economic engine for Arizona. "You cannot underestimate the importance of a university as a source of talent and resources for expanding business," McPheters says.

By its very nature of producing educated citizens, ASU will "continue to attract jobs and businesses looking to move to Arizona to hire the talented people we graduate," says Dennis Hoffman, university economist and director of the L. William Seidman Research Institute. The university is also in a position to study the causes and effects of the

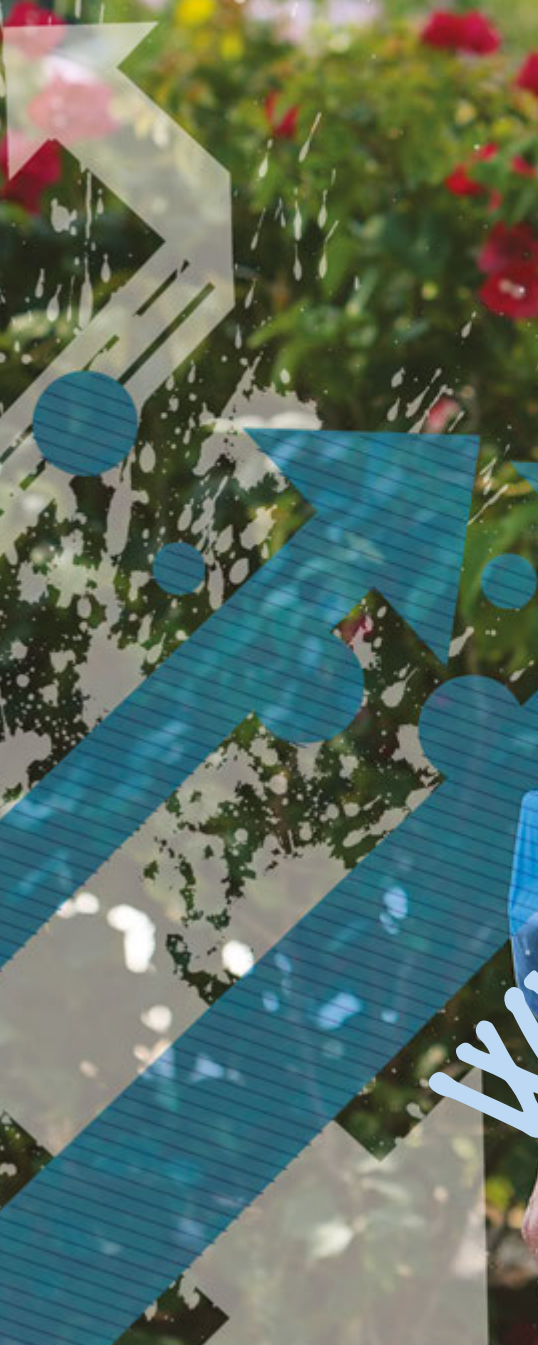
recession, and act as a resource for the local community.

Hoffman, for example, has been a lead consultant to the Arizona Office of Strategic Planning and Budgeting since 1983. "We forecast the state's economy and how much revenue the state will have to work with to manage its budget," explains Hoffman. Today, much of Hoffman's time is directed at helping area organizations seeking federal stimulus dollars. "We're writing grants and helping estimate job creation numbers associated with every grant that is being submitted

out of ASU to the federal government," he explains.

The university has also stepped up its efforts to make important economic data publicly available through tools like the ASU-RSI, and a monthly economic forecast posted on the JPMorgan Chase Economic Outlook Center's web site. ASU faculty members are also working with state congressional committees, area businesses, and local government offices to offer suggestions for economic recovery.

ASU's most valuable contribution, however, may be in helping the



When an owner puts in the effort to take better care of their property, which has been shown that everyone should own their own home, a cultural idea that we've developed at Pappas is a wonderful ideal. It makes for better overall neighborhoods," says Robert Mittelstaedt.

general public to understand the root causes behind the economy's collapse—in hopes of avoiding some of this risky behavior in the future. Mittelstaedt, for one, likes to begin with the underlying social philosophy that more people should own their own homes. This idea helped spur the housing frenzy, led to major changes in the structure of the mortgage industry, and was ultimately part of the housing market's demise.

When Good Ideas Go Bad

"We've developed a cultural idea that everyone should own their own home, which is a wonderful ideal. It has been shown that homeowners take better care of their property, which makes for better overall neighborhoods," says Mittelstaedt. But pursuing home ownership as a social policy led to unintended consequences: the rules for how people could qualify for loans were loosened, and homebuyers got in over their heads buying houses they could not afford, he explains.

As a way of boosting home ownership, government-sponsored mortgage guarantors Fannie Mae and Freddie Mac were structured to provide more and more capital to housing markets to make it possible for people to get homes. But, although Fannie and Freddie were supposed to enforce mortgage standards while boosting home ownership, they didn't do their job correctly, says Marie Sushka, professor of finance in the W.P. Carey School of Business.

"Not everybody should have a mortgage and own a home. Some people don't qualify to make the necessary payments, and they don't understand the risk involved. It's the banking system's responsibility to tell people when

they don't qualify for mortgages, and the banks failed to do that," explains Sushka.

In addition to a loosening of mortgage lending standards, the rules regarding mortgage holding were also loosened. Starting in the early 2000s, banks and savings-and-loan institutions (S&Ls) were increasingly allowed to sell off, or collateralize, their mortgages to third parties in order to free up capital. "Banks and S&Ls began packaging mortgages into what are known as derivatives or securitized assets—they bundled different classes of mortgages together, sliced them into pieces and sold them to investors everywhere including pension and mutual funds, insurance companies, even foreign governments," explains Sushka.

"In essence, commercial banks began acting like investment banks," Sushka adds. It was a good idea that went awry. When banks are burdened by holding mortgages for 30 years apiece, it eats up their capital and lessens lending capabilities, so "selling mortgages off to Fannie and Freddie and others was supposed to be a way to get the risk of a mortgage off a bank's balance sheet and keep capital flowing," Sushka says. But this newfound freedom made banks less concerned about assessing risk. "They got a fee for originating the mortgage, and that was their main motivation," Mittelstaedt says. "This structural change in the industry caused people to take huge risks and affected their judgment."

Sushka also calls into question the judgment of the Federal Reserve System—the United States' central bank, which regulates the U.S. monetary and financial system. In addition to loosening the mortgage lending and holding rules, Fed

regulators loosened their approach to overseeing the banking industry, which allowed these risky practices to flourish. "The climate in the banking industry had always been constant regulation; banks hated it, but it was normal," Sushka explains. "Then the Fed's philosophy became, 'Leave the market alone, they know what they are doing.'"

But "leave the market alone" allowed companies like Countrywide, AIG, Citibank and others to delve further and further into these complicated alternative-financing deals, where the strategy was increasing risk exposure to yield higher returns. Eventually, as we know all too well, the risks outweighed the returns, and the economic house of cards came crashing down.

Back to Basics

Now, it seems the way to move forward, both in Arizona and across the nation, may be to look back—to the days when banks assessed risk rationally and regulators held a firm grip on the financial industry.

"After the abuses that went on in the banking industry, it is clear that we need regulation. We need to enforce the rules," Sushka says.

And the mortgage industry needs to return to the tried-and-true idea it began with: to qualify for a mortgage, you have to be able to afford the property you are buying. "We have to go back to conservative lending standards," says Mittelstaedt. "If you have good credit, a stable income and a down payment, you can qualify. It's a very simple system." A simple system that went terribly off course.

Amy Roach Partridge is a freelance business writer based in Ossining, N.Y.



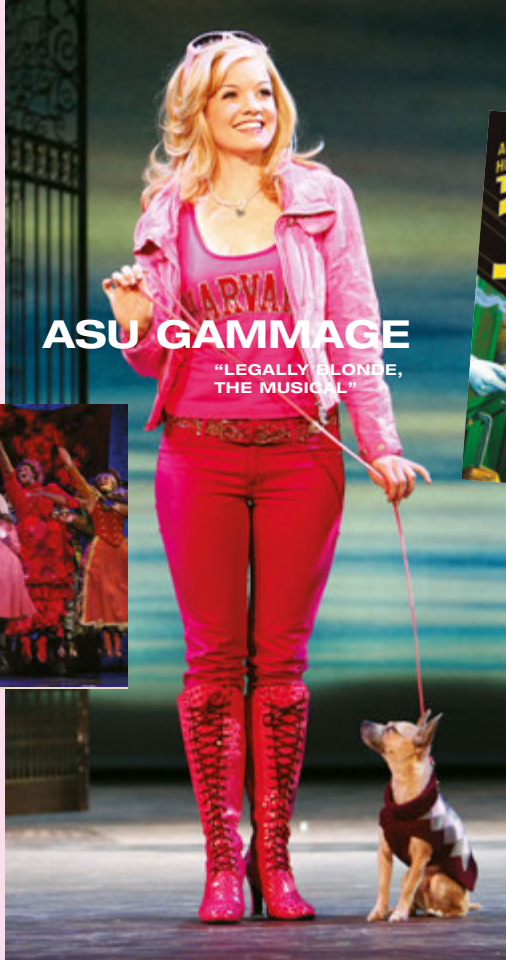
Live on stage

ASU mounts a robust 2009-2010 performing arts season

By Oriana Parker

ASU GAMMAGE

"LEGALLY BLONDE, THE MUSICAL"



Impressive in terms of the quality as well as quantity of their offerings, ASU's arts venues continue to thrive, despite a sluggish economy. Encompassing numerous disciplines, the university will produce events during the 2009-10 season that range from shows direct from Broadway to concerts featuring dynamic local musicians.

The listings that follow are a sampler from a bursting-at-the-seams Sun Devil arts calendar.

ASU GAMMAGE

BROADWAY ACROSS AMERICA ARIZONA

"LEGALLY BLONDE, THE MUSICAL"

Sept. 22-27, 2009

The hilarious MGM film that's now a smash hit musical, "Legally Blonde" tells the story of sorority star Elle Woods, who proves that being true to yourself never goes out of style. New York Magazine calls the show a "feel-good song and dance juggernaut."

"LITTLE HOUSE ON THE PRAIRIE"

Dec. 8-13, 2009

The inspirational stories of Laura Ingalls take on a brand new frontier in this uplifting new musical. Melissa Gilbert, who played Laura for 10 years in the much loved television series, continues to enhance her legacy by starring as Ma.

"AUGUST: OSAGE COUNTY"

Jan. 5-10, 2010

Winner of the 2008 Pulitzer Prize for Drama and the Tony® Award winner for Best Play,

"August" tells the story of an extended Oklahoma clan forced to confront unspoken truths and astonishing secrets. The formidable matriarch Violet is played by Academy Award-winner Estelle Parsons.

"MARY POPPINS"

Feb. 11-28, 2010

Combining the P.L. Travers original stories and the beloved Walt Disney film, this Tony® Award-winner is everything you'd hope for in a Broadway musical and more.

ALFRED HITCHCOCK'S "THE 39 STEPS"

April 20-25, 2010

Winner of two Tony® Awards, Broadway's most thrilling and riotous comedy smash combines Hitchcock's masterpiece with a juicy spy novel and adds a dash of Monty Python.

All events are staged at ASU Gammage, Mill Avenue and Apache Boulevard, Tempe. For a complete listing and/or tickets, call the ASU Gammage Box Office at (480) 965-3434 or visit www.asugammage.com.

HERBERGER INSTITUTE FOR DESIGN AND THE ARTS

Dance

THE DANCE ANNUAL
March 5-7, 2010 / Galvin
Playhouse

Showcasing a wide range of creative work from students, faculty and guests, this annual event features performances, media-based work, installations and community projects.



Film

**FIFTH ANNUAL
STUDENT FILM
FESTIVAL**
April 26-27, 2010/ Harkins
Valley Art Theatre, Tempe

An exciting array of short films created by students, presented in both competitive and showcase formats.

Guitar

MICHAEL LORIMER
Oct. 8, 2009 / Katzin
Concert Hall

A virtuoso protégé of guitar great Andres Segovia, Lorimer often combines traditional classics and Americana with early music performed on a Baroque guitar.

Lyric Opera Theatre

"TURN OF THE SCREW"
Oct. 2-3 and 9-10, 2009 /
Evelyn Smith Music Theatre

Based on the Henry James classic tale, a devoted young governess fights demonic ghosts in an effort to save the souls of two children in this dramatic English opera.

**"SWEENEY TODD,
THE DEMON BARBER
OF FLEET STREET"**
Nov. 19, 21 and 22; Dec. 2, 4
and 5, 2009 / Evelyn Smith
Music Theatre

Sweeney Todd is back in London and out for revenge in Stephen Sondheim's deliciously sinister musical!

Mainstage Theatre

"BONE PORTRAITS"
Nov. 6-7, 12-14, 19-21, 2009 /
Galvin Playhouse

Vaudeville-style staging and circus ringmasters create an unusual ambiance in this play by Deborah Stein celebrating Thomas Edison's invention of the X-ray machine.

"DREAMING DARWIN"
Feb. 4-6, 2010 / Studio 133,
Nelson Fine Arts Center

A work-in-progress by Lance Gharavi, based on the letters of Charles Darwin, whose theory of evolution continues to inspire controversy.

**"THE DEATH AND LIFE
OF SHERLOCK HOLMES"**
April 16-18, 22-25, 29-30 and
May 1-2, 2010 / Galvin Playhouse

Arthur Conan Doyle and his daughter create a fictitious detective to solve mysteries both real and imagined in this work by Susan Zeder.

Organ

BEAUTY AND BRAVURA
Feb. 21, 2010 / Organ Hall

Violinist Katie McLin joins organist Kimberly Marshall in a program showing the rich tones and technical virtuosity of two of the world's oldest instruments.

String Quartet

ST. LAWRENCE STRING QUARTET
Nov. 5, 2009; Feb. 5 and April
13, 2010 / Katzin Concert Hall

This Grammy-nominated ensemble delights music lovers with three concerts during the 2009-2010 performing arts season.

For tickets and/or complete event listings, call (480) 965-6447 or consult the Herberger Institute Web Site at <http://herbergercollege.asu.edu/calendar/>.



KERR CULTURAL CENTER

"DAY OF THE DEAD"
Oct. 18, 2009

Famed artist and performer Zarco Guerrero celebrates this ancient holiday with unique and often hilarious stories "starring" his exotic masked characters.

"TO LENNY, WITH LOVE"
Jan. 22, 2010

A tapestry remembering Leonard Bernstein, America's most beloved composer and conductor, created by interweaving chamber music, classical works and Broadway songs with the recollections of friends and colleagues.

"THE JAZZ DIVAS"
March 3 and 4, 2010

Featuring four divas – each a star in her own right! – performing together, this terrific event delivers wonderful contrasts and superlative entertainment value.

**"A RARE PATTERN," STARRING
MARGOT KIDDER**
March 26, 2010

An original theater/classical showcase, highlighting music, poems and literary works created by women who lived from the 1880s through 1940.

All events will be staged at the Kerr Cultural Center, 6110 N. Scottsdale Road. For a complete listing and/or tickets, call the box office at (480) 596-2660 or visit www.asukerr.com.

WEST CAMPUS HIGHLIGHTS

Mixed Media

"PLAGUE ROUND"

Fall 2009, IAP Gallery

Exploring the features of decay and corrosion, this sound site-installation is created by IAP faculty member Barry Moon.

Music Theatre

"IT'S ONLY LIFE"

Oct. 15-18 and 22-25 / Second Stage West

The Arizona premiere of a new music theatre revue by Broadway composer

John Bucchino is directed by IAP faculty member Jeff Kennedy.

Other New College of Interdisciplinary Arts and Sciences events, presented by the Division of Humanities, Arts and Cultural Studies' Interdisciplinary Arts & Performance program, include IAP student senior projects in November and IAP directing workshop presentations in December.

For more information on these West campus events, call the IAP Arts Line at 602-543-ARTS (2787).

Oriana Parker is a Scottsdale-based freelance writer.

PUT MORE DRAMA IN YOUR LIFE WITH ASU GAMMAGE AND THE ASU ALUMNI ASSOCIATION

This year, the Alumni Association is partnering with ASU Gammage to bring you a whole year's worth of special events in conjunction with Gammage's 2009-10 Broadway season! From a Bruiser Look-A-Like contest to quizzes, craft projects and scavenger hunts, there's lots to do and explore before the performance. Visit the ASU Alumni Association Web site (<http://asu.edu/alumni>) as the season progresses for more information.

Lyric Opera Theatre Season of Light & Dark

2009

Britten: Turn of the Screw

Music by Benjamin Britten
Libretto by Myfanwy Piper,
after a story by Henry James
Oct. 2, 3, 9, 10 at 7:30 p.m.

Music Under the Stars!

An evening of FREE music
for kids and families!
Nov. 6 at 7:30 p.m.

Sondheim: Sweeney Todd, The Demon Barber of Fleet Street

Music and Lyrics by Stephen Sondheim
Book by Hugh Wheeler
From an adaptation
by Christopher Bond
Nov. 19, 21 at 7:30 p.m.
Nov. 22 at 2 p.m.
Dec. 2, 4, 5 at 7:30 p.m.

2010

25th Annual Putnam County Spelling Bee

(In a joint production with
Phoenix Theatre)
Music and Lyrics by William Finn
Book by Rachel Sheinkin
Conceived by Rebecca Feldman
Jan. 29, 30, 31 at 7:30 p.m.
Feb. 3, 5, 6 at 7:30 p.m.
Feb. 7 at 2 p.m.

Rossini: La Cenerentola (Cinderella)

Music by Gioachino Rossini
Libretto by Jacopo Ferretti
English Translation by Arthur Jacobs
March 4, 5, 6 at 7:30 p.m.
March 7 at 2 p.m.

Workshop Production: Rocky Horror Show

Book, Music and Lyrics by
Richard O'Brien
April 15 at 11:59 p.m.;
April 16 at 7:30 p.m. and 11:59 p.m.;
April 17 at 7:30 p.m.; April 18 at 2 p.m.;
April 23 at 11:59 p.m.;
April 24 at 7:30 p.m.

ASU Herberger Institute
FOR DESIGN AND THE ARTS
ARIZONA STATE UNIVERSITY

All performances take place in the Evelyn Smith Music Theatre at the ASU Herberger Institute School of Music on the ASU Tempe campus. Tickets are \$7-\$22 and are available online at: <http://herbergerinstitute.asu.edu/calendar/tickets.php>, or by calling 480.965.6447.

Sweeney Todd and the 25th Annual Putnam County Spelling Bee are presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI, 421 West 54th Street, New York, NY 10019, Phone: 212.541.4684, Fax: 212.397.4684, www.MTIShows.com. Turn of the Screw is presented through special arrangement with Boosey & Hawkes, Inc., publisher and copyright owner. The Rocky Horror Show is presented through special arrangement with Samuel French, Inc. All authorized performance materials are supplied by Samuel French, Inc., 45 West 25th Street, New York, NY 10001, Phone: 212.206.8125, Fax: 212.206.1429, www.samuel french.com.

SHELF IMPROVEMENT

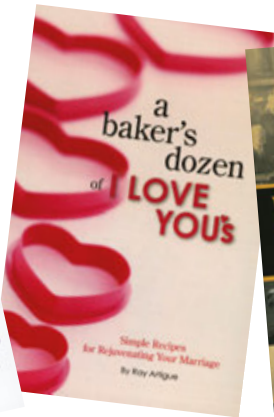
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



The Denim Diet: 16 Simple Habits to Get You Into Your Dream Pair of Jeans

*By Kami Gray '88 B.A.,
New World Library*

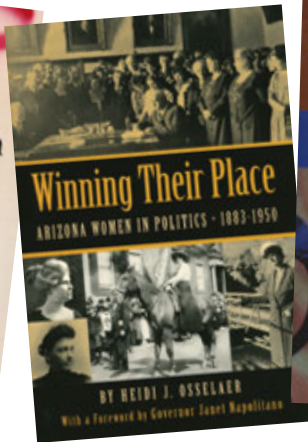
Whether you want to fit into your dream jeans, want to lose weight to improve your health, or just want a few health pointers served up with an extra helping of humor, "The Denim Diet" can help. Gray, a wardrobe stylist and self-described "regular person," has developed a list of 16 common-sense habits that she has used to keep her weight stable for more than two decades—through the ups and downs of pregnancy, motherhood, divorce, turning 40 and much more. Bolstered by research but grounded in real-world can-do, Gray's weight loss tome is worth reading, even if the only exercise you end up getting is laughing at her recollections of her own health journey.



A Baker's Dozen of I Love You's: Simple Recipes for Rejuvenating Your Marriage

*By Ray Artigue '76 B.S.,
Stony Brook Press*

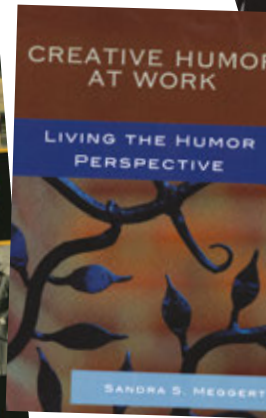
Artigue's "recipe" book is actually a cookbook for flavoring one's marriage with old-fashioned qualities such as tenderness, appreciation and understanding. Each chapter in this brief book touches on one of 13 key ingredients for a happy relationship and includes useful and practical suggestions for making time for your partner or spouse in a way that they enjoy. Artigue has produced a sweet volume for those wanting to make their primary life relationship everything it can be.



Winning Their Place: Arizona Women in Politics, 1883-1950

*By Heidi Osselaer '82 M.A., '01 Ph.D.,
University of Arizona Press.*

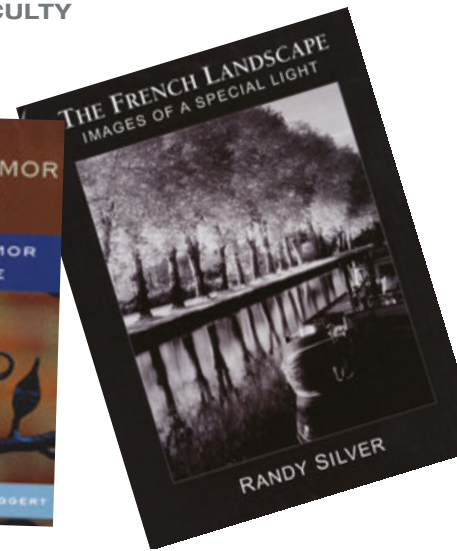
Remember the "Fab Five" of 1998—Arizona's all-woman electoral sweep of the state's executive offices? The ascendancy of women to political power in the Grand Canyon state is neither a fluke nor a recent phenomenon. Osselaer has written a compelling history of the drive in territorial Arizona to give women the vote, and the long struggle for women to be recognized as political organizers and elected officials in the young state. Inspirational and informative, the book is a valuable read for anyone interested in becoming more active in the world of politics.



Creative Humor At Work: Living the Humor Perspective

*By Sandra S. Meggert '76 Ph.D.,
University Press of America*

Reading a book about enhancing the humor in one's life might seem far less satisfying than actually laughing, but Meggert, draws upon her experiences as a counselor, private consultant and workshop presenter to infuse this book with helpful examples and clear explanations of what works and what doesn't when employing humor. Plus, many of the stories she relates along the way are laugh-out-loud funny. Also valuable are Meggert's tips for using humor appropriately when interacting with persons who are seriously ill or with one's co-workers at the office.



The French Landscape: Images of a Special Light

By Randy Silver, '66 B.A., R S Silver and Light

Randy Silver, a successful photographer based in California, has captured the beauty of France using a very special medium—black and white infrared film. Through his lens, everything from the Paris skyline to Claude Monet's garden at Giverny glows with an almost unearthly light and his expertly composed images are transformed from merely excellent to spectacular as a result. This limited-edition volume is a masterpiece, filled with unforgettable pictures and appropriate for every Francophile in your life.

Work in progress

Interdisciplinary Arts & Performance degree program blends digital, traditional lessons

By Bill Goodykoontz

Want to be an artist? Then be an artist. There's a catch, though—you have to learn how to think and behave like an artist to succeed.

That approach is what's at the heart of ASU's Interdisciplinary Arts & Performance (IAP) degree, offered at the West campus. As the title implies, training a well-rounded artist these days involves a cross-pollination of disciplines, including digital media, music and electronic sound, performance studies and art, as well as more traditional visual arts. The ASU program marries the old and the new, drawing from both to create a unique learning experience.

But it also instills in the students a healthy dose of self-confidence.

"I think the greatest thing I learned from the program is that you are an artist if you believe that you are an artist, and your work is art if you believe that it is art," said Amy Ronhovde, who earned a degree through the program and is now a professor and arts coordinator at Estrella Mountain Community College, as well as a working artist.

"This freed me up so much. I'm a very self-conscious person," she continued. "The IAP program ... offered me the confidence to walk down a new path and just create without letting anything get in the way."

That's the goal, said Arthur Sabatini, an associate professor of performance studies who helped create the program.

"In the course of our program, they realize themselves as artists," he said, "or, at least, understand how to use their artistic skills to create art or work in new media, technology and communications. Since the program – which is unique in Arizona and has been cited nationally – is interdisciplinary, students learn to blend digital technology with performance and collaborate on projects. They gain a great deal of confidence when it comes to developing new work, and they learn up-to-date programs and to work both independently and with others."

Of course, any art program worth its salt requires that its students create. But the IAP degree requires more coordination of traditional and modern disciplines. The strength of IAP is its integrated approach, according to Monica Casper, a professor of social and behavioral sciences and women's studies, as well as the director of the Division of Humanities, Arts & Cultural Studies, under which IAP falls.

"While more 'traditional' programs might offer many of the same subjects, in IAP, the upper-division courses are designed to talk to and across each other," she said. "That is, digital courses emphasize technique, theory and impact on traditional arts; many students report taking these courses so that they can understand how new media reshapes visual art and performance.



Monica Casper

"And not only because they want to know, but because they want to do."

Students are encouraged to explore and demonstrate their skills as artists, not just student artists.

"Performance courses showcase traditional and innovative developments side-by-side," Casper continued, "while also drawing from other subjects in the curriculum, such as sound, electronic media and digital visual media. A student in IAP will receive a more comprehensive education in a variety of subjects, but also a fully integrated knowledge base for how these subjects work together."

The goal is not just to learn, not just to create, but also to implement — to get a job. The IAP degree, with its blend of the traditional and the cutting-edge, plants students firmly in the modern world.

"Apart from learning skills, students learn how to be artistic and creative no matter what type of work or environment they eventually wind up in," Sabatini said.

The program, like the real world, is a tough place, but graduates say that's a good thing.

"You have to be very self-motivated to get through the program and really get something back from the program," Ronhovde said.

"The knowledge is there, the instructors are there, but you've got to be willing to speak up, to ask, to search. They don't spoon-feed you."

Casper said she hopes to expand the program's new media offerings, its performance-studies curriculum and to "build out from IAP's traditional role as a provider of performances on (the West) campus to expand the kinds and number of performances we have here."

Like most art, it's a work in progress.

Bill Goodykoontz is a Chandler-based freelance writer.

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Alumni Association boosts career programming offerings

By Sarah Auffret



The wings were spicy and the beer was cold at Monti's on the night of a Maroon and Gold mixer this past May.

But the approximately 50 ASU alumni gathered there that night were more interested in meeting new people, exchanging names and trading business cards.

Andrew Stramiello '98 B.S. is currently employed as an IT specialist, but came to the monthly career event looking for new opportunities, "a new challenge," as he put it. Pat Niemela '81 B.A. said she hoped to share business cards for her travel agency. Bob Kozlowski '75 B.S. reported that he came to the mixers every month to meet people and reconnect with ASU.

The Alumni Association has expanded its career programming over the last year, in response to requests from alumni faced with job insecurity in a challenging economy. Networking events, job postings and educational programs have been a hit with alums who are looking for work or who don't want to be caught empty-handed in a downturn. Others just want to grow their business.

In addition to the Maroon and Gold monthly mixers, the Association sponsors quarterly Women in Business networking programs, and participates regularly in recruiting events for alums to meet students and soon-to-be ASU graduates. The association has built a portal with Jobing.com to offer job postings and searches for ASU alumni all over the United States, and has partnered with ASU Career Services to expand the number and type of resources it can offer alumni. Career programming also has been a key component of the Senior Year Experience, which provides ASU seniors with information, presentations and networking opportunities designed to smooth the transition from college to the

working world, during its first year.

Alums note that having several networking groups to choose from helps them pick events that will help them the most. Mary Bertrand '94 B.A. finds the Women in Business programs especially helpful because, as she says, "I think women do business differently. You meet women of all ages, in all fields. It helps you branch out and meet a whole different group, yet you have that base in common. It's like Facebook."

The women's networking group will sponsor a second annual "Love What You Do, Do What You Love" panel during the 2009-10 school year with several successful alumnae sharing their inspirational stories. A similar panel last year had an enthusiastic response.

Last year, more than 800 alums registered with ASU Career Services to receive career counseling, attend free workshops and fairs and post their resumes. All Alumni Association dues-paying alumni have access to unlimited career counseling, while non-dues paying alumni pay \$25 for three sessions with counselors. Counselors also are available at campus career fairs to evaluate alumni resumes.

Alumni Association leaders said they were pleased at the growth of the career programs. "Career programming has become a major focus at the association because it's one of the main things our alumni have asked for," said Jenny Holsman, executive director of operations of the Alumni Association. "The mixers have really taken off. It's a great way for people to expand their professional network."

Sarah Auffret is assistant director of media relations for ASU.

NETWORKING TIPS FROM THE ALUMNI ASSOCIATION

- Take advantage of every opportunity to meet and interact with people in your field of interest, through professional development seminars, trade organizations, conferences and career fairs.

- Be visible in the community by volunteering or participating in special events or fundraisers.

- Be prepared with your “30-second” commercial to explain what you do and why you are unique. Speak in non-technical terms.

- Join the ASU Alumni Association and attend chapter meetings, mixers and university events.

- Follow up with people you meet with an e-mail or phone call. If appropriate, schedule a meeting to discuss collaboration and start building the relationship. Building and maintaining relationships is the key to networking.

ONLINE CAREER RESOURCES

Sun Devil Career Network:
<http://asu.jobing.com>

Alumni Association career Web site:
<http://www.asu.edu/alumni/career>

ASU Career Services:
<http://students.asu.edu/career>

FALL 2009 CAREER EVENTS

September 16: Maroon and Gold Professional Network mixer, 5:30 – 7 p.m., Pier 54, Tempe.

September 22-25: Career Fiesta 2009, hours vary, Arizona Ballroom, Memorial Union, Tempe campus.

October 13: Career Connections, informational interview event for alums & students, Old Main.

October 21: Maroon and Gold Professional Network mixer, 5:30 – 7 p.m., Aunt Chilada’s, Phoenix.

November 18: Maroon and Gold Professional Network mixer, 5:30 – 7 p.m., aloft Tempe.

December 1: Women in Business Mixer, time and location TBD.

For updates on Maroon and Gold Professional Network events:
http://www.asu.edu/alumni/maroon+gold/maroon_gold.html

For updates on Women in Business events:
http://www.asu.edu/alumni/programs/women_in_bus.shtml

BOO WHO?

Alumni Association’s Homecoming activities to provide a “frighteningly” good time

Rather than fight the obvious synergy in having a Homecoming football game fall on Halloween, the Arizona State Alumni Association is embracing the Oct. 31 date for the Sun Devils’ contest vs. California and arranging a “Maroon and Gold Pumpkin Patch” filled with treats for ASU fans young and old.

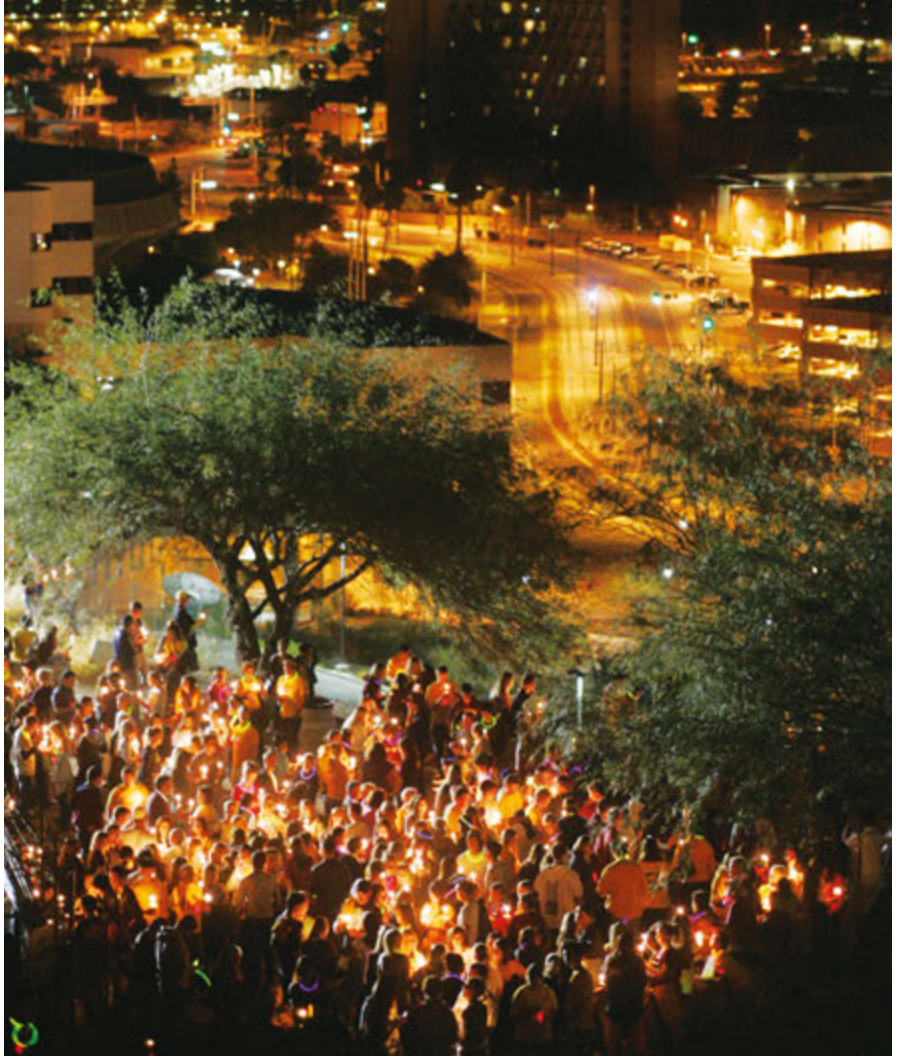
“We wanted to leverage the Halloween theme and make our Homecoming Block Party area a place where the entire community could celebrate autumn,” said Alissa Pierson, associate executive director of programs for the Alumni Association. “You’ll see lots of family friendly crafts and activities for your little ones to take part in.”

Sun Devil Generations, the association’s program for children from birth through age 13, will provide seasonal and ASU-themed activities for

younger children, and will oversee a pumpkin carving/decorating contest for older children and adults. Dues-paying members of the Alumni Association will receive special attention inside a “member appreciation lounge” area. The LIGHT performing arts group from Mesa, a popular attraction at last year’s Homecoming, will make a return visit to wow audience members with their singing and dancing.

Visitors to the Alumni Association’s area located in front of Old Main at the Block Party will also have opportunities to learn more about the organization’s programs for travel, young alumni and career development. The day will kick off with the Homecoming parade, which will feature floats constructed by the Student Alumni Association and Senior Year Experience programs.

For more on ASU Alumni Association activities at 2009 Homecoming, visit <http://www.asu.edu/alumni/homecoming>



Governing principals

Alumni Association announces board, council election results for 2009-2010

The ASU Alumni Association announced the names of those serving on the organization's Board of Directors as well as its National Alumni Council for the 2009-2010 year.

Terms for board officers, board members and members of the council began on July 1. Christine K. Wilkinson will serve as president of both groups.

Officers elected to lead the Alumni Association board include:

Chair: Bill Kavan '92 B.A.

Chair-Elect: Chris Spinella '83 B.S.

Treasurer: Gilbert Jimenez '67 B.S.

Past-Chair: Maria Hesse '77 B.S., '84 M.B.A.

They will serve one-year terms in their current office.

Dan Mullen '66 B.S. was elected to his first three-year term on the board of directors. The following people are also serving on the board of directors this year: Robert Boschee '83 B.S., '85 M.B.A., Barbara Clark '84 M.Ed., George Diaz '96 B.A., Andy Hanshaw '87 B.S., Tara McCullom Plese '78 B.A., '84 M.P.A., Kathy Paul '72 B.S., Martin Quintana '87 B.S., '04 M.B.A. and Todd Siffren '91 B.S.

Six new members were elected to three-year terms on the National Alumni Council for 2009-2010.

They include:

Steven Balthazor '91 B.S.E., Christine Devine '87 B.A., Kathy Duffy Ybarra '81 B.A., Dick Foreman '76 B.A., '79 M.P.A., Bret Giles '87 B.S. and Darren Skarecky '94 B.S.

They join the following persons already on the council:

Dave Benner '02 B.S., Charlie Broucek '93 B.S., Dave Covert '78 B.S., Eddie DeVall '93 B.S., Mark Duplissis '92 B.A., '97 M.Ed., '06 Ed.D., Theresa Esparza '94 M.Tax., Curtis Frasier '77 B.A., Matt Gervin '01 B.S., Jonell Lucca '95 B.A., Vada O'Hara Manager '83 B.S., Phillip Moore '66 B.S., '67 M.S.E., Jeff Olen '96 B.S., Anne Sawkiw '99 B.A., James Shaughnessy '72 B.A.E., John Sparks '57 B.S. and Joseph Udall '92 J.D.

Board members also serve as part of the National Alumni Council.

The Board of Directors and National Alumni Council provide governance for the Alumni Association and guide its mission to unite the alumni of Arizona State University.



Bill Kavan

DEVIL² DEVIL

CHALLENGE

Members of the ASU Alumni Association stand to earn all sorts of fabulous rewards, from an ASU license plate frame, restaurant gift card, 1 GB iPod to a luxurious 2-night stay at the Tempe Mission Palms.

Help us recruit friends and family to join the ASU Alumni Association between July 1 through October 31, 2009 and you earn one point for each new membership. Then, you can redeem your points for these cool rewards.

REWARDS

- 2 points** Your choice of an ASU Alumni Association "Sparky" T-shirt, Sparky plush toy or a Sweet Tomatoes free meal certificate (limited quantities, while supplies last)
- 5 points** Your choice of an ASU Alumni Association license plate frame or an ASU Alumni Association executive padfolio
- 8 points** "Visions of ASU" hardbound pictorial book
- 10 points** Your choice of a \$50 Four Peaks Brewery Company gift card (limited quantities, while supplies last) or a 1 GB iPod Nano
- 20 points** 2-night stay at the Tempe Mission Palms, breakfast included.

*For non-Arizona members, a hotel gift card may be substituted.

To earn points, be sure that new members enter your name in the referrer field in the online or printed membership application forms. New members can join online at asu.edu/alumni/membership.

You also can personally hand them an application form that you print from our website. For more details about the Challenge, a downloadable application form and helpful recruitment tools, visit asu.edu/alumni/devil2devil.

Membership in the ASU Alumni Association is so rewarding. Tell your friends about it, and soon you could be packing your bags for a cool hotel getaway!

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cool
rewards

including 2 nights at
the tempe mission palms

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May/June	Mar. 22nd	Apr. 5th

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

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FOREVER YOUNG

Alumni Association unveils programming for recent grads

Expanding on its successful roll-out of the Senior Year Experience program for graduating Sun Devil students in 2008-09, the ASU Alumni Association will debut the Young Alumni program for alumni age 35 and younger in the fall of 2009.

"The Alumni Association is bridging the gap between the end of a student's educational experience and when they become a professional in our community," said Jenny Holsman, executive director of operations for the association. "This program will help connect young ASU alumni and will serve as a liaison between young alumni and the university—we can help them connect their current interests with what's going on at ASU now."

The program, known as Arizona State Young Alumni, opened its inaugural year on Aug. 24, with a mixer at the stylish Aloft hotel in Tempe on the first day of classes at ASU (to celebrate not having to attend class). Other activities slated for later in the year include traveling together to the tailgate and football game against the University of Georgia Bulldogs in Athens, Ga., on Sept. 26; an "alumni lounge" especially for younger alums at the Homecoming Block Party on Oct. 31; and a day of community service activities to benefit nonprofit organizations in the Valley of the Sun.

Holsman said the Alumni Association had recruited a team of more than two dozen young alumni volunteers to help plan and execute the program's events.

"We've been blown away by the initiative that our volunteer leadership team has shown," she said. "They will receive staff support, but they are already jumping in and providing excellent input on what to do and how to do it."

In addition to the events listed above, Young Alumni participants living in the Valley of the Sun will be able to attend ASU events at Gammage, social events, career-related events hosted by the Alumni Association's Maroon and Gold Professional Network, as well as the Women in Business group. They'll also be able to travel with other young Sun Devils; Holsman noted that Sun Devil Destinations, the travel-planning wing of the association, would be offering four trips for the under-35 set in the coming year to Italy, New Zealand, Egypt and several cities in Europe.

While the new program's events, career mixers and trips should be enough to keep anyone living in the Phoenix area busy, Alumni Association chapters across the United States also are developing events aimed at the young-alum demographic, according to Holsman.

Will the program succeed in creating that bridge between graduation and successful alumni-hood? With an estimated 90,000 ASU graduates in the 35-and-under age group, it seems likely that the Alumni Association will find a number of helping hands to help build it.

"People are realizing that young professionals are already succeeding in their own right, and what better way to further that success than to offer them tools and connections to help them accomplish their goals," Holsman said.

For more information on the Young Alumni program, visit asu.edu/alumni/program/young_alumni.

By Liz Massey

JOIN THE YOUNG ALUMNI COUNCIL!

If you're a graduate of ASU, and age 35 or younger, please help us determine the direction of this exciting new program. The Young Alumni Council will work with the Alumni Association staff to develop and execute Young Alumni program events. For more information, or to volunteer, e-mail Jenny Holsman at jholsman@asu.edu.

SAMPLER OF FALL 2009 EVENTS

These are a few of the many events planned for Young Alumni program participants for the rest of 2009.

- 8/24: Kick-off event at aloft Tempe.
- 9/1: Women in Business mixer, La Bocca Pizzeria & Wine Bar, Tempe.
- 9/16: Maroon + Gold Professional Network mixer, Pier 54, Tempe.
- 9/19: Young Alumni Pool Party at The Buttes, A Marriott Resort, Tempe.
- 9/24: Young Alumni Night at "Legally Blonde," ASU Gammage, Tempe.
- 9/26: Away-game trip to see ASU play the University of Georgia Bulldogs.
- 10/21: Maroon + Gold Professional Network mixer, Aunt Chilada's, Phoenix.
- 10/31: Maroon and Gold Alumni Lounge @ Homecoming Block Party.
- 11/18: Maroon + Gold Professional Network mixer, aloft Tempe.

For a full calendar of events and up-to-date information on Young Alumni programs, visit asu.edu/alumni/program/young_alumni.



YOUNG ALUMNI TRIPS

Sept. 25-Oct. 3: Italian Espresso

November 25-December 5:

Scenic Southern New Zealand

March 19-27, 2010: Egypt & the Nile

May 22-June 4, 2010: Best of Europe

For more information on these trips, visit asu.edu/alumni/program/travel.shtml.

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Joseph Udall '92 J.D.



President's Letter

As a runner, it's become clear to me that running is a great metaphor for what we're attempting to accomplish at the university and at the Alumni Association.

Running is not an all-or-nothing affair. A strategy of steady progress, building up endurance capacity mile by mile, trumps get-fit-fast tactics. While runners must employ self-discipline to maintain their training regimen, the sense of accomplishment one feels

after a long training run or running to keep fit is always rewarding.

At the ASU Alumni Association, we've been diligent over the past several years in our approach to growth, expanding programs in a steady manner and building our capacity to serve you. We've tapped ASU's strengths as a New American University to keep our spirits high. Our staff has "trained" hard and learned from each endeavor we have undertaken, and the result is a win for the students, alumni and supporters of ASU.

This issue, we feature stories on two quandaries that will require great patience and endurance to resolve: encouraging sustainability-promoting habits in our everyday lives, and developing an economic recovery plan for our state, nation and world. ASU is a research leader in both areas, and we hope you will learn more about what you can do to partner with us to build a ecologically vibrant world that is also economically "fit."

Although running is an individual sport, it never hurts to be a part of a great team, much like those who run together for charity causes such as Pat's Run. We'd like to remind you of the opportunities you have to meet other "players" on the Sun Devil team through our Maroon and Gold Professional Network and Women in Business networking mixers, as well as through our new Young Alumni program. We invite you to learn more and become an active participant in any of our events and programs.

Christine K. Wilkinson

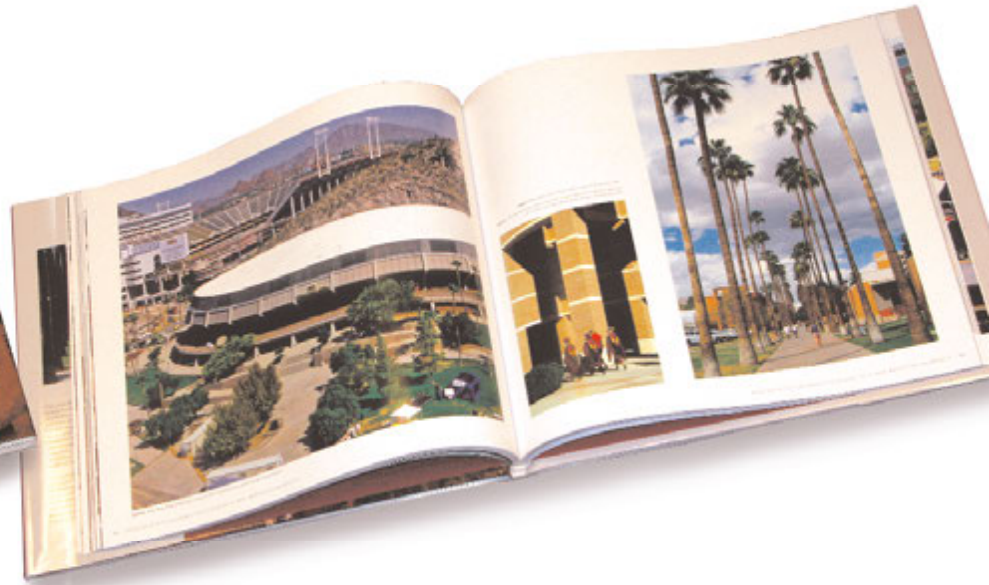
Christine K. Wilkinson, '66, '76 Ph. D.

President, ASU Alumni Association

Senior Vice President and Secretary of the University

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

visions of a new american university



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

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

Reports from around the Sun Devil nation



Austin

Over the past several months, our chapter enjoyed many successful events, including the Sun Devil Wine Tour to Fredericksburg and Pat's Run. Our signature event, a spring golf tournament held in April, was a great event again this year, with five teams competing for the first place trophy and other special prizes. Beginning this year, 100 percent of raffle prize proceeds from the tournament were donated to the development of the Austin Chapter Scholarship Program.

Upcoming fall events include Sun Devil Football game watching parties, so be on the lookout for reminders! Also, you can find us on Facebook by searching "Austin Sun Devils."

Contact: Brianne Wheeler Baird, austin.sundevils@gmail.com.

Black Alumni

The ASU Black Alumni group participated in Jackie Robinson Day on April 15; the event took place prior to an Arizona Diamondbacks game against the St. Louis Cardinals. Our group decided to use the event to not only recognize the achievements of Robinson, but also to recognize three ASU alumni as well: Sybil Dosty of the 2009 Sun Devil women's basketball team; Brian Hill, entrepreneur and CEO of Femme Athletic, whose athletic wear is seen frequently in gyms across the nation; and Benny Malone, ASU Football Hall of Fame member and retired member of the NFL's Miami Dolphins.

Dominic Porter was the recipient of our group's book scholarship award. He received the scholarship May 2 at the African-American Men of ASU's High School to College end-of-the-year banquet. Porter will be the first person in his family to graduate from college.

Contact: Kimberlee Elliott, (480) 337-5606, blacksundevils@gmail.com.



Members of the Austin Chapter relax after a successful golf tournament in April.

Chicago

Our chapter had a busy start to 2009! We hosted a charity event to benefit the Heartland Alliance, various game watching parties to support our basketball teams and more than 75 chapter members attended our annual Cubs outing in May!

Our summer months have been busy with a Pac-10 Alumni Happy Hour, golf outings and a trip to see a White Sox game! We plan to kick-off the football season in September with game-watching events that feature drink specials, T-shirt giveaways and Sun Devil pride!

Chapter website: www.asuchicago.org
 Contact: Roxanna Catlett, asuchicagoalumni@gmail.com.

Environmental Technology Management

Our club enjoyed a social gathering in June at Lucille's Smokehouse BBQ in Tempe. It was good to see members of

the program and talk about topics related to our profession.

If you're a graduate of ASU's Environmental Technology Management program, we want to hear from you! Visit our Web page at <http://technology.asu.edu/etm/alumni> to log in and receive the latest news about the program and your fellow alumni.

Contact: Marty Minter, (480) 620-9403, Martin_Minter@hfa.com.

Greater New York

Our chapter had a great summer, culminating in a fantastic Sun Devil Send-Off on July 18. Thanks for the help and for the participation!

We'll be keeping tabs on the Sun Devils football season this fall at game watching parties. Join us at Fat Annie's Truck Stop at 131 W. 33rd St. It's always a good time!

Contact: John Katz, ny_sundevils@thesundevils.com.

Greater Philadelphia

The Greater Philadelphia chapter got off to a devilishly fantastic start in 2009! We started by electing a new board in January; President Fernando Torres and Vice President Patrick Janovsky were joined by Andrew Patterson, treasurer; Alison Commiciotto, director of community service; Denise Ungerman, director of communications; and Khadeejah Johnson and Ryan Yockus, co-directors of networking and social events.

In March, we partnered with the organization Ray of Hope to clean up a northeast Philadelphia neighborhood park as part of the ASU CARES national day of service. We were honored to host our first Pat's Run "shadow run" this spring, with about 20 runners participating. ASU alum Will Caton hosted the run's after-party as well as our Cinco de Mayo celebration at his bar, Machismo Burrito.

In July, we welcomed new Sun Devils into the ASU community at our area's New Student Orientation and Sun Devil Send-Off. The send-off party was hosted by Sun Devil alum Jim Shaughnessy.

Contact: Fernando Torres, (267) 229-3139, fernando.j.torres@gmail.com.

Interdisciplinary Studies

Our club celebrated the success of the Class of 2009 at their Annual Alumni Bash held at Dos Gringos Trailer Park in Tempe on May 15. Friends and family joined students, graduates and alumni at the festivities.

The students participated in a raffle that included gift baskets from Dos Gringos, a bottle of wine from the Alumni Association's ASU Wine Club, and five one-year memberships to ASUAA. Our club members also raised money to donate a one-year Alumni Association membership for University College's Outstanding Senior, Mark Beckstrom-Sternberg.

Right now, we're planning a Homecoming extravaganza for Oct. 30, the day before ASU plays California.



Incoming ASU freshmen from the Denver area were treated to a Sun Devil Send-Off on June 27.

We'll meet at Dos Gringos and have a wonderful time. Join us!

If you want to meet more of your fellow interdisciplinary degree holders, search for ASU Interdisciplinary Studies Alumni Club on Facebook and LinkedIn.

Contact: Meghan Dorn,
bis_alumni@yahoo.com.

Ira A. Fulton School of Engineering

We unveiled a new chapter event recently with our participation in the Ira A. Fulton School of Engineering's 2009 Engineering Experience (E2) Camps. These three-day camps, held during August prior to the start of the 2009-10 school year, help acclimate incoming freshman engineering students and establish a sense of community before their actual arrival on campus. Our participation enabled new students to network with alumni in the community, in addition to meeting with the current school leadership, faculty, staff and upperclassmen.

This fall, we will continue to our tradition of hosting a social hour/networking event around the Oct. 31 Homecoming game and possibly another event prior to the ASU-U of A "Duel in the Desert" on Nov. 28.

Chapter Web site:
www.asu.edu/alumni/chapters/academic/fulton.shtml.

Contact: Cassius McChesney, (480) 727-7099, Cassius.McChesney@aps.com.

National Capital

The weather will soon be getting cooler and that means it's time to dust off the cleats and gear up for another season of flag football. If you are interested in joining our chapter's team as we take on graduates of the University of Arizona and other alumni teams in some fun, non-contact flag football. Please e-mail us at dcsdevils@gmail.org.

If playing football isn't your thing, join us as we watch our Sun Devil football team on Saturday nights at the Crystal City Sports Pub, 529 23rd Street South, Arlington, Va.

We will be volunteering in the CAST for Kids Community Service event on Sept. 19. This will be our fourth year with

the event, which partners mentally and physically disabled youth with seasoned bass fishermen for a day of fishing in the Leesylvania State Park in Northern Virginia.

Contact: Robert Deal,
dcsundevils@gmail.com.

Pennies For Points

ASU scholars win when Sun Devils score!

Several ASU Alumni Association chapters are participating in "Pennies For Points," a program to raise money for chapter-sponsored scholarships. Chapter members and their friends donate a selected amount (from a few pennies up to a dollar) per point scored by the ASU football team during their regular-season games. Donors may also make a one-time donation, or a pledge based on the points scored during a single game.

All the money donated through Pennies for Points goes toward that chapter's scholarship fund for future Sun Devils. For more details, a list of participating chapters, or to make your donation, visit <http://www.asu.edu/alumni/rsvp/pennies.html>.



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mediterranean cruise

October 16 – 29
or October 21 – November 3, 2009

During your voyage of the Eastern Mediterranean, visit the fabled Greek Isles and other captivating and unique ports while leisurely cruising the coasts of Turkey, Albania, Montenegro, Croatia and Italy.

passage to panama

February 9 – 25, 2010

Discover Mexico, Costa Rica, Colombia, the Panama Canal and Key West while sailing along Mexico's historic west coast stopping in Cabo San Lucas, Acapulco, Huatulco and Puerto Chiapas before cruising to tropical Puntarenas in Costa Rica, lush with rainforests.

belize and guatemala explorer

March 27 – April 1, 2010

Learn about Mayan history and culture while caving in the jungle and exploring the ruin of Tikal in Guatemala before relaxing and snorkeling on the Belize Barrier Reef.

ASU ALUMNI
ARIZONA STATE UNIVERSITY

Puzzling assignment

Alum fits pieces into
Iraqi reconstruction conundrum



Suzanne Bodoin '01 M.S. could have been a champion jigsaw puzzle player when she was younger. As head of a U.S. State Department Provincial Reconstruction Team stationed in the Kurdistan region of Iraq, she painstakingly connects intricate pieces of a reconstruction puzzle each day.

Bodoin, 36, and her team members develop their strategy for providing security and assistance to the local rebuilding effort from their compound in the city of Erbil. Several times a week, they travel outside their mostly Christian neighborhood of Ankawa for meetings with officials in Erbil, and a few times each month to nearby cities of Dohuk and Sulimaniyah, working on projects ranging from English language training to preserving cultural heritage to economic development.

The Massachusetts native furthered her training in solving the sorts of puzzles she now faces by earning a Master's of Science in Information Management from ASU in 2001, a year before joining the State Department's Foreign Service corps. She holds two additional master's degrees from Yale and the Thunderbird School of Global Management.

The people she has worked with so far – both Americans and Iraqis – says Bodoin, are the best of the best. "The Americans on our team are very dedicated to making their time in Iraq as productive as possible," Bodoin said. The locals have received them well.

"The Kurds have liked the U.S. for a long time," she said. "They welcome our cooperation and assistance. There is a lot of mutual respect."

Regardless of the graciousness of the Kurds, Bodoin admits, Iraqi reconstruction is still a tough puzzle to solve: "Most people are outside their comfort zone and face completely new experiences."

Tough or not, Bodoin will be diligently looking for that next puzzle piece until she leaves Iraq in November. That's when she leaves for her next "puzzling" assignment as an assistant cultural affairs officer in Jerusalem.

By Cecile Duhnke, a Scottsdale-based freelance writer.



Suzanne Bodoio

2000s

Maia Legge '08 B.L.S. has joined Grant Thornton International as an associate in the national tax strategic solutions department.

Melissa Mapes '08 B.A. recently received a Fulbright English Teaching Assistantship grant that enabled her to study in Portugal.

◆ **Michelle Meyers '08 B.S.** recently made the Arizona Cardinals Dance Team.

Rebecca Lumley '07 J.D. has joined the firm Polsinelli Shughart PC in Phoenix as an associate practicing with the firm's business litigation group.

Caitlin Horrocks '07 M.F.A., an assistant professor of writing at Grand Valley State University, is one of 20 authors featured in the 2009 PEN / O. Henry Prize Stories, regarded as the nation's most prestigious award for short fiction.

Renee Schwecke '06 M.S.E., a project manager and water/wastewater engineer in HDR's Phoenix office, recently was awarded the Edmund Friedman Young Engineer Award for Professional Achievement by the American Society of Civil Engineers.



Rebecca Lumley

Michelle H. Sullivan '05 B.I.S. recently completed U.S. Navy basic training at Recruit Training Command, in Great Lakes, Ill.

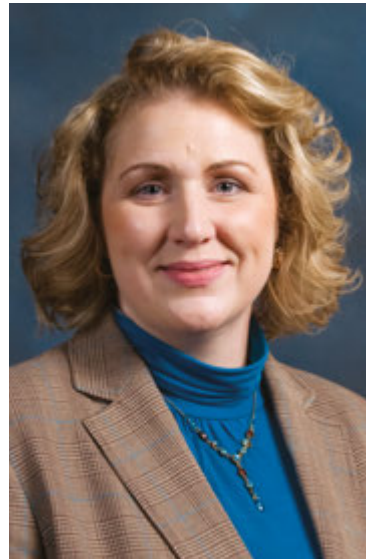
Marjorie Barrios '05 J.D. established two scholarships at the Sandra Day O'Connor School of Law last fall: the Carolyn Landry Scholarship, a scholarship for women, particularly single mothers; and the Tammy Vavra Scholarship, to be awarded to a law student with financial need. Both scholarships are named for employees in the college's Student Services division.

Scott MacIntyre '05 B.M. participated in the popular FOX Television talent-contest series "American Idol" this spring. He finished in the competition's Top 10 and has been touring with the show's summer tour since early July.

Tom Patterson '02 B.I.S., founder of the company Tommy John, recently launched the Second Skin Collection, an innovative line of men's underwear and outerwear.

Richard E. Coleman II '02 B.S.E. was honored recently by Ebony Magazine as one of 21 outstanding African-Americans age 30 and younger who are making significant contributions to their communities and excelling in their careers. Coleman is manager of strategy and new business development at General Dynamics C4 Systems.

Gregory M. Esser '01 M.F.A. was awarded the Contemporary Catalyst Award by the Scottsdale Museum of the Contemporary Art at the museum's 10th anniversary benefit. The award acknowledges individuals from the creative sector in the Phoenix metropolitan area who, through their professional or civic activities, have raised the profile of art.



Shauna Laber

Shauna Laber '01 B.A., '01 B.S. recently accepted a position with Basin Electric Power Cooperative as a community representative in the impact alleviation and housing department.

1990s

◆ **Michael Artiaga '98 B.A.** earned his M.B.A. in business finance from Capella University in March. A manufacturing manager at Tennant Company, he recently also received a Leading Edge Award from his company for leading projects that reduced his company's

environmental footprint as well as capturing substantial cost savings.

◆ **Mark A. Pearson '97 B.A.** recently accepted a position at the Berman Entertainment and Technology law firm, located in San Francisco, as an associate in the entertainment law division.

◆ **Craig Keighron '95 B.S.E.** recently accepted a position at Control Tec, LLC of Detroit, Mich., as a business development manager. Craig recently was employed at Chrysler as an engineering supervisor.

Rebecca Dyer '95 M.F.A. recently participated as part of a nonprofit arts start-up group The Arizona Consortium for the Arts and also was named editor of The Blue Guitar arts and literary magazine, which just launched under the aegis of the consortium.

Janae Jaynes-Learned '94 B.A. recently started her own company, Brokers for Charity, LLC, which is based in Scottsdale.

Mark Carson '94 B.A. is the owner of CaptiveMotion, a computer company specializing in high-fidelity motion capture.

Laura O'Dell '94 M.A., '97 Ph.D. was awarded the Presidential Early Career Award in Science and Engineering at a ceremony presided over by then-President Bush at the White House in December. O'Dell is currently an assistant professor at the University of Texas-El Paso.

◆ **Jim Bork '93 B.A.** was recently named senior vice president of worldwide sales for Epicor Software Corporation.

Joshua Knudson '93 B.F.A., '03 M.A. recently joined the University of Washington-Tacoma as vice chancellor for advancement.

Joseph P. Covelli '92 B.S., a real estate attorney, recently joined the Tampa, Fla., firm GrayRobinson, P.A. and will be serving in an "of-counsel" capacity.

Rick Hecht '91 B.A. is currently an officer in the U.S. Navy and serving in Afghanistan on a 10-month tour of duty. Prior to his military service, he worked for 15 years as a television news anchor.

◆ **Stephanie DeLuse '91 B.S., '95 M.A., '99 Ph.D.** recently participated in ASU's 2009 "Last Lecture Series," in which students select outstanding faculty to give a lecture as if it were



Michael B. Cowan

their last ever. Her lecture topic was "Problems, Paradoxes, and Pleasures: Life Lessons Learned from Teaching."

Malissia Clinton '90 B.A. was recognized by the women's skin care manufacturer EmmGerri during Women's History Month in March 2009 as a company supporter who is making history. Malissia is currently senior counsel at Northrup Grumman Corporation in Los Angeles specializing in corporate governance and securities.

Michael B. Cowan '90 M.Ed., '99 Ed.D. was recently appointed superintendent of Mesa Public Schools.

1980s

Diana Adam-Uyder '89 B.A.E. earned her education doctorate from Northern Arizona University in May 2008.

Alex Poulos '88 J.D. recently co-produced "Jolene," a film adaptation of a short story by celebrated American author E.L. Doctorow.



Cindy Vogt Anderson (on right)

Cindy Vogt Anderson '86 M.S.W. was honored as 2009 New Mexico Social Worker of the Year by New Mexico chapter of the National Association of Social Workers for her work with the mentally ill geriatric population.

Patrick Jennings '85 B.F.A. recently published a children's book, "We Can't All be Rattlesnakes."

Kimberly Newton McMurry '85 B.Arch. has joined S/L/A/M Collaborative, an architectural design firm, as a healthcare practice leader in Atlanta, Ga.

Fran Mallace '82 B.S. was recently awarded "Ad Person of the Year" at the recent ADDYS Gala in Phoenix. Fran is currently the general manager and vice president of Cox Media and a two-time ad club president.

◆ **David J. Dacquino '81 B.S.** was recently appointed CEO of VT Services, a company specializing in defense logistics, communications and support services.

◆ **Patrick F. O'Hara '80 Ph.D.** is a senior geochemist at Hunt Gold Corporation.



Kimberly Newton McMurry



Fran Mallace



David J. Dacquino

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

Steve Tackes '80 J.D. was named to the board of directors and made a partner at the law firm Kummer Kaempfer Bonner Renshaw & Ferrario.

Christopher E. Crowe '80 M.Ed., '86 Ed.D. was recently named the Nan Osmond Grass Professor of English at Brigham Young University.

1970s

◆ **Michael J. Ahearn '79 B.S., '82 J.D.**, CEO and Chairman of First Solar, was the guest speaker at the Sandra Day O'Connor College of Law's 2009 alumni luncheon.

A. Gregg Ramos '77 B.A., '80 J.D. was chosen as the 2008 Nashvillian of the Year by the Nashville Scene Newspaper. Ramos was recognized for his fight against an "English Only" charter amendment that would have made English the city's official language for municipal services.

Joe Kotarba '75 M.A., chairman of the University of Houston's sociology department, recently received the George Herbert Mead Award, a lifetime achievement award presented by the Society for the Study of Symbolic Interaction.

David K. Byers '75 M.A.E., administrative director of the Arizona Court System, was elected chairman of the Arizona State Retirement System, effective July 1.

◆ **Donald J. Winder '72 J.D.** is currently the president of Winder & Counsel and was nominated for the 2009 Best Lawyer in America Award.



Joe Kotarba



Donald J. Winder



Steve Tackes



Fred Reish

1960s

Don Sharpes '69 Ph.D., a member of ASU's Emeritus College, recently celebrated the publication of his latest book, "The Evolution of the Social Sciences."

◆ **Fred Reish '67 B.S.** was presented with the 2009 ASPPA 401(K) Leadership Award by the American Society of Pension Professionals & Actuaries for his direct and positive influence on the ability of Americans to build successful retirement futures.

Charles Wise '67 B.A. was awarded the Donald C. Stone Award for a scholarship in intergovernmental administration and management at the national conference of the American Society for Public Administration in Miami, Fla.

Randy S. Silver '66 B.A. recently celebrated the publication of "The French Landscape: Images of a Special Light," a limited-edition book with portraits from Paris, Normandy, Brittany, and Dordogne.

Merrill Mahaffey '66 M.F.A. had artwork showcased at ARTScene in Scottsdale, a outdoor art experience on Scottsdale's downtown waterfront.

Margo McDonnell '63 B.A.E., '88 M.F.A. received a nomination from the Mystery Writers of America for a 2009 Edgar Award in the category of Best Young Adult Book for her book "Torn to Pieces."

SUN DEVIL MARRIAGES

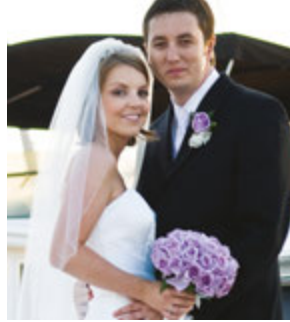
Dustin Tessoroff '08 B.S. and **Hallie Middleton** were married January 10, 2009 at Central Christian Church of the East Valley in Mesa.

Caryn Wald '99 B.S. and **Robert Dickemper '99 B.S.** were married in Phoenix on April 4, 2009. They currently reside in Scottsdale.

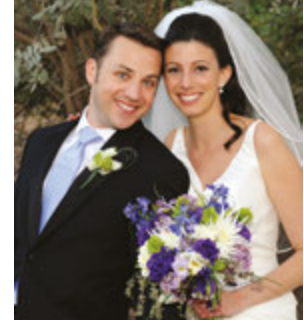
◆ **Christy (Naumann) Kelman '06 B.A.** and ◆ **Josh Kelman '01 B.A.** were married on July 12, 2008, in the bride's hometown of San Diego.



Dustin Tessoroff and Hallie Middleton



Christy (Naumann) Kelman and Josh Kelman



Robert Dickemper and Caryn Wald

SUN DEVIL BIRTHS

Diesel Matthew Keighron was born to ◆ **Craig Keighron '95 B.S.E.** and Susan Keighron on May 5, 2007 in Detroit, Mich.

Spencer Graham Joplin-Wack was born to **Megan Joplin '94 B.A.** and Joe Wack on October 18, 2008 in New York.

Nathan Ryan Oberheide was born to **Jason Oberheide '00 B.S.** and Stephanie Oberheide on October 20, 2008 in Libertyville, Ill.

Sydney James Dominick was born to **Eero J. Dominick '98 B.A.** and Michelle Dominick on December 6, 2008.

Charlotte Lauren Faltis was born to **Whitney (Jensen) Faltis '03 B.S.** and **Antonin (Jon) Faltis '05 B.S.** on January 7, 2009 in Scottsdale.

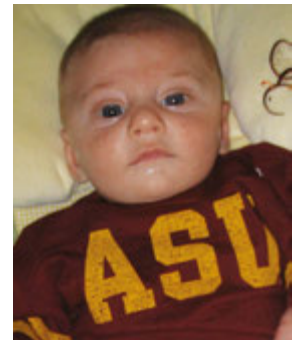
Ari Abraham Snitzer was born to **Alon Shnitzer '02 B.I.S.** and Debbie Shnitzer on January 17, 2009 in Los Angeles.

William Chace Wise was born to **Brandt Wise '97 B.S.** and Trina Wise on March 4, 2009.

Harper Lou Aguilar was born to ◆ **Miguel E. Aguilar '00 B.I.S.** and Megan Aguilar on March 6, 2009 in Chandler.



Spencer Graham Joplin-Wack



Ari Abraham Snitzer

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

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Tuesday, Sept. 15

7:30 to 9 a.m.,

Fiesta Resort, 2100 S. Priest Drive, Tempe

Greening the Workplace

Thursday, Oct. 15

7:30 to 9 a.m.,

Fiesta Resort, 2100 S. Priest Drive, Tempe

Greening Our Community

Thursday, Nov. 19

7:30 to 9 a.m.,

ASU Art Museum,

Mill Avenue and 10th Street, Tempe

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Julie Cart (at right), with the co-author of her Pulitzer-Prize winning series, Bettina Boxall.

Burning questions

Alumna co-authors Pulitzer-Prize winning series on growth, cost of wildfires

Los Angeles Times reporter Julie Cart '80 B.S. says Americans fight wildfires the way they fight wars: by spending vast sums of money and by outsourcing.

Cart knows about the big-business aspect of firefighting. She and fellow reporter Bettina Boxall won the 2009 Pulitzer Prize for Explanatory Reporting for their five-part "Big Burn" series that explored the growth and costs of fighting wildfires.

Cart says the idea for the series came from Boxall. "Bettina noticed that the costs of fighting these fires were getting out of control," explains Cart. "As we began to dig deeper, we discovered the enormous use of private firefighters working for private contractors, the abuse of aviation used in fighting fires, and the lack of restrictions on subdivisions with escape routes that aren't adequate." Using U.S. Forest Service records obtained through the Freedom of Information Act, the writers were able to infuse their stories with the exact costs for anti-blister sticks, mobile laundry units, and 12-stall shower trailers.

The series concluded with one Australian family's harrowing account of fighting a wildfire with hoses, mops and shovels. In

rural Australia, residents who can't or won't battle a fire are advised to get out early. Those who stay are expected to defend their homes. Cart says the Australian policy of "stay or go" is the only one like it in the world, and that the concept is receiving attention in California. "We wanted to provide readers with at least a suggestion of another way to deal with this natural occurrence (wildfires)," says Cart.

She praised the Times for giving the reporters the time and budget to report on a topic so important to readers. The series took 15 months from idea to publication in the summer of 2008.

The veteran reporter also says she's proud of "having taken a subject that's been written to death and coming up with something that's original. To have a reader say 'I never knew that' in response to something you've written, you don't get that very often these days."

The "Big Burn" series is available online at <http://tiny.cc/oPZ2l>.

By Kim Hill, a freelance writer based in Gilbert.

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surrounding areas...

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