

**The New American University turns 10**

**Science + theater = a dramatic experiment**

**ASU launches College of Health Solutions**

A photograph of Coach Todd Graham, a man with short grey hair, smiling and wearing a dark blue polo shirt with a maroon collar and a gold ASU logo. He is holding a football in his right hand, which is blurred in motion. He is standing on a green football field with stadium seating in the background.

# **Wind sprints**

**Coach Todd Graham builds momentum**



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## President's Letter

One of the mottos that we repeat often at Arizona State University is "one university in many places." It's typically used to describe our multi-campus structure, but it has a much broader meaning than that.

A significant way in which ASU makes an impact far beyond the Valley of the Sun is through its alumni, who visit locations around the globe. Recognizing that travel is a powerful educational experience, we recently revamped our travel program. Now known as ASU Travel & Tours, the program offers a broad range of itineraries, both domestic and international, to appeal to Sun Devils in all walks of life, including families, active young alumni, retired professionals and others.

When you travel with ASU Travel & Tours, you'll share the common thread of the ASU experience with your fellow travelers. The program, which is a benefit of membership in the Alumni Association, links alumni, fans, supporters and friends of the university who love to travel, explore the world and experience other cultures.

Between now and the end of 2012, the program is hosting trips to the sites of ancient civilizations along the Mediterranean Sea and to the popular Tuscany region of Italy, as well as offering a whirlwind tour of Egypt for young alumni. Next year, we will host trips to destinations as diverse as China, the American South, and Northern Europe. Please consider joining me on a luxury tour of Alaska and the Pacific Northwest coast that I will be hosting from July 26 to Aug. 2, 2013. Whether you're looking for an active outdoor experience or an introduction to the culture and history of a region, our experienced tour operators have designed trips that will leave you with memories that will last a lifetime.

We've upgraded the travel section on our website to reflect the changes we've instituted with ASU Travel & Tours. Visit [alumni.asu.edu/travel](http://alumni.asu.edu/travel) to discover:

- Links to detailed itineraries for upcoming trips;
- Testimonials from alumni who have traveled with us;
- Educational information and photos, videos and other media relating our destinations.

Growing a robust travel program is just one way the Alumni Association seeks to keep you connected to your alma mater. Please consider joining or upgrading your membership to access the full compliment of programs and services we offer!

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



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### Coach Todd Graham builds his team

No one's stumped harder in Arizona this election year than new ASU football Head Coach Todd Graham, a man who seems a lock to stay in office beyond November. When he was hired in December 2011 as ASU's 23rd head football coach, Todd Graham said the surest way to sell out Sun Devil Stadium was to shake 74,000 hands before kickoff. Find out how he plans to fuse community engagement with disciplined playing to create a winning season.



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### Looking for a sign

In the future, your health care team may keep an eye on your well being by monitoring thousands of ongoing measurements of your biological state. And if you ever do get sick, particular combinations of biological signs – known as biomarkers – may help them craft a treatment plan that is tailor-made for your body.



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## The long view

Over the past 10 years, ASU President Michael Crow has endeavored to build a new sort of university structure, cutting and shuffling academic disciplines that have been around for centuries to create a New American University, an institution for the 21st century and beyond. The changes that occur over the next 10 years will be just as dramatic and will strengthen Crow's structural alterations that will create the paradigm-shifting model for higher education.



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## earth's angel

**UN names ASU  
sustainability  
dean a  
'Champion of  
the Earth'**



Sander van der Leeuw, the dean of ASU's School of Sustainability, received a 2012 United Nations Champion of the Earth award.

**Sander van der Leeuw, the dean of the School of Sustainability at Arizona State University, is among the six winners of the 2012 United Nations Champions of the Earth award.**

Professor van der Leeuw, an archaeologist and historian by training, was recognized in the science and innovation category for his research in human-environmental relations and the scientific study of innovation as a societal process. The Champions of the Earth awards were presented at a ceremony on June 4 in Rio de Janeiro, Brazil, as one of the official events leading up to the United Nations Conference of Sustainable Development, known as Rio+20.

Professor van der Leeuw, a citizen of the Netherlands, first directed a series of regional archaeological research projects in Syria, Holland and France aimed at understanding the long-term evolution of the relationship between societies and their environments. Later, his work focused on bringing a long-term perspective to the problems of present-day desertification and land degradation, observing how changes in the natural environment are linked to technological, sociological and economic changes. This involved as many as 60 researchers from 11 European countries and focused on research areas in all the Northern Mediterranean rim states. His team was the first to bring the complex adaptive systems approach to bear on the problems of the environment.

Van der Leeuw first came to ASU as a visiting professor in 2000. At the same time, he also was a visiting professor at the Santa Fe Institute in New Mexico. He returned to ASU in 2004 to become the founding director of the School of Human Evolution and Social Change in the College of Liberal Arts and Sciences. In 2010, he was appointed dean of the School of Sustainability in ASU's Global Institute of Sustainability (GIOS), a strategic research area in the Office of Knowledge Enterprise Development.

"Sander is internationally recognized for his intellectual leadership for understanding how Earth's complex systems adapt to stress and the process of innovation and how both of these factors have affected human evolution and social change," said Rob Melnick, executive dean at ASU's Global Institute of Sustainability and its School of Sustainability.

## Craig Barton tapped as The Design School director



Craig Barton

After successfully completing an extensive international search, Kwang-Wu Kim, dean and director of the Herberger Institute for Design and the Arts, announced the appointment of Craig Barton as professor director of The Design School.

Barton, a designer and urban expert who was previously associate professor of architecture and former chair of the University of Virginia's Department of Architecture and Landscape Architecture, began his new position on Aug. 1. He brings an impressive record of academic and public service leadership to The Design School. In addition to a long list of academic and civic awards and grants, Barton was editor of the anthology, "Sites of Memory: Perspectives on Architecture and Race," Princeton Architecture Press. He has contributed to a range of anthologies including the "City of Memory, Row: Trajectories Through the Shotgun House" and the recently published "Writing Urbanism."

Barton replaces Darren Petrucci, who is stepping down from the director's position to return to the faculty and pursue his architectural practice and urban research. Petrucci will continue as the SunCor Professor of Architecture and coordinator of The Design School's urban design program.

"I am excited to have been invited to join The Design School's distinguished community of designers, scholars and students," Barton said. "I am impressed by the school's commitment to a public design agenda that addresses the local and global challenges of environment, energy, information and urbanization. I look forward to working with my new colleagues to continue to build innovative models of collaborative design practice that enhances the public realm and improves the quality of the built environment."

## Students use dog waste to light park

Every day, about 200 dogs and their owners visit the Cosmo dog park in Gilbert, Ariz. When they go home, they leave behind about eight cubic yards of dog waste, plastic bottles, bags and other trash.

Normally, all of that junk ends up in a landfill. But since May, the little gifts that Fido leaves have been used to power a light at the park, thanks to a team of engineering and technology students from ASU's Polytechnic campus.

The "dog waste digester" was created as part of the College of Technology and Innovation's iProjects program. The student team includes Aaron Nelson and Sean Burris from mechanical engineering, Jesus Vasquez from electrical engineering, Ryan Williams in civil engineering and Bryan Bowles, who majors in environmental technology management. Michael Ingram, a graduate student in alternative energy, also is engaged in the project, assisting his undergraduate colleagues.

Nelson, a senior in the College of Technology and Innovation, said dog waste will be broken down in the septic tanks through a process called anaerobic digestion, which takes place in the absence of oxygen.

"Microbes in the waste use it as a food source," Nelson said. "A byproduct of the anaerobic digestion process is biogas, a combination of methane, carbon dioxide, water vapor and other gases."

One of the challenges in designing an anaerobic digester was finding a way to keep the system cool enough to function during the summer months, when temperatures regularly exceed 110 degrees. Nelson said their solution was to bury the system underground, where it will be kept below 100 degrees. The underground design also prevents any unpleasant odors from reaching the noses of visitors to the park. Patrons can deposit



A team of engineering and technology students from ASU's Polytechnic campus has created a "dog waste digester."

their dogs' waste into the system through specially designed openings. They also can help the digester work by giving its contents a stir.

"That allows them to interact with the system, but it also helps the digestion process by mixing the waste around," Nelson said.

The City of Gilbert raised \$25,000 to help fund the project, with additional donations from companies in the Valley that deal with waste disposal. Ultimately, the digester will help the city save money by eliminating the cost of collecting the dog waste and taking it to a landfill. It also will benefit the environment by reducing atmospheric emissions of methane, a greenhouse gas that contributes to global warming.

Kiril Hristovski, an assistant professor at the College of Technology and Innovation, is one of the team's two faculty mentors. He said local partners and industry have been very supportive of the iProjects program because it produces students who are able to "hit the ground running" when they enter the workforce.



## Bob Costas to receive 2012 Cronkite Award

Emmy Award-winning sportscaster Bob Costas will be the 2012 recipient of the Walter Cronkite Award for Excellence in Journalism. Costas will accept the 29th annual award, given by the Walter Cronkite School of Journalism and Mass Communication, at a luncheon ceremony Oct. 30 at the Sheraton Phoenix Downtown Hotel.

Broadcasting legend Walter Cronkite, for whom the journalism school was named in 1984, personally presented the award during its first quarter-century before his death in 2009. Past Cronkite Award recipients include TV anchors Brian Williams, Diane Sawyer and Tom Brokaw, newspaper journalists Ben Bradlee, Helen Thomas and Bob Woodward, and media executives Katharine Graham, Al Neuharth and Bill Paley.

Costas currently hosts NBC's "Football Night in America" studio show. He also co-hosts NBC's coverage of the U.S. Open, Kentucky Derby and Preakness Stakes and serves as primetime host of the network's coverage of the Olympic Games.

Costas joined NBC, where he has the longest tenure of any of the network's sportscasters, in 1980. He has covered Major League Baseball, the National Football League, college basketball, and has worked as a play-by-play announcer for the World Series and "NBA on NBC" game telecasts. He has hosted "Costas Coast-to-Coast," a nationally syndicated sports radio show, as well as interview programs "Later with Bob Costas" on NBC, and "On the Record," "Inside the NFL," and "Costas Now," all on HBO.

Costas has been recognized with numerous sports journalism awards, including 22 Emmy Awards. He also has been honored a record eight times as "Sportscaster of the Year" by the National Sportswriters and Sportscasters Association. He is the author of "Fair Ball: A Fan's Case for Baseball," which made the New York Times' Best Seller List in 2002.

"I am truly honored to be selected for the Cronkite Award, especially given my great regard for many of those who have previously received it," Costas said. "I was privileged to know Walter Cronkite, and I have great respect for him and for the principles of broadcast journalism he embodies."



Ray Jensen

## ASU wins 2012 Climate Award Leadership

Arizona State University is one of two doctoral-granting academic institutions to receive a Climate Leadership Award from Second Nature and the American College and University Presidents' Climate Commitment (ACUPCC). Nearly 700 colleges and universities agreed to promote sustainability through teaching and action, thus forming the ACUPCC. Second Nature is the lead supporting organization of the ACUPCC.

This is the third year that Climate Leadership Awards were presented, and ASU is one of 10 institutions to receive a 2012 award. Winners were recognized during an award ceremony at the ACUPCC Climate Leadership Summit in Washington, D.C., in June.

Climate Leadership Awards are bestowed to ACUPCC signatory schools that demonstrate unparalleled campus innovation and climate leadership that helps transition society to a clean, just and sustainable future. Second Nature's board selected ASU from 20 competition finalists.

"These institutions have all shown tremendous creativity and an unrelenting commitment to integrate sustainable practices into their campuses and society as a whole," said Anthony D. Cortese, president of Second Nature.

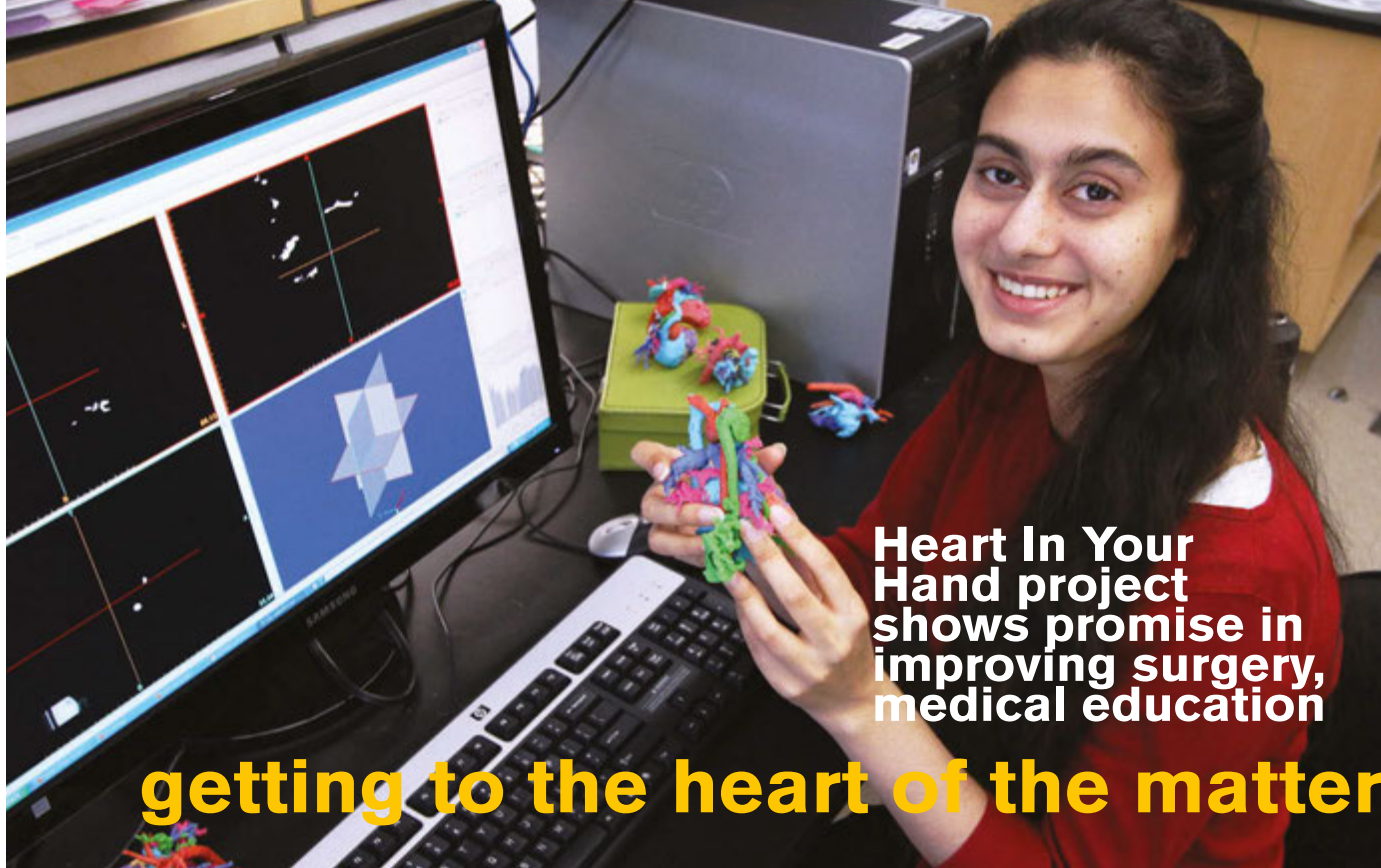
Prior to the Climate Leadership Award announcement, ASU was recognized in April in the ACUPCC's Celebrating Sustainability Series in large part for the institution's solar-generation capacity. With more than 55 solar photovoltaic installations generating 15.3 megawatts across four campuses, approximately 30 percent of the university's current peak daytime power needs are being met through solar.

"As the number of our solar installations flourish, we continue to 'walk the talk' when it comes to promoting sustainability in our university operations," said Ray Jensen, associate vice president of university business services and university sustainability operations officer at ASU. "Being named a climate leader by the ACUPCC is a great achievement and reflects our commitment to implement clean-energy across our four campuses."

More information about the 2012 Climate Leadership Award winners can be found at:

[www.presidentsclimatecommitment.org](http://www.presidentsclimatecommitment.org).





**Heart In Your Hand project shows promise in improving surgery, medical education**

## getting to the heart of the matter

Fariha Ejaz developed the basic concept for the Heart In Your Hand models for her senior-year engineering design project at Arizona State University. Now studying for a doctoral degree in industrial engineering at ASU, she is a principal in a venture to bring the heart-defect models to the medical marketplace. Photo by: Jessica Slater/ASU

**Congenital heart defects don't fit the mold of "seen one, seen 'em all." That can make it difficult for medical professionals to ensure detection of all of the anatomical factors that could be afflicting patients.**

"There are not only different kinds of heart defects, there are thousands of variants among the various types of heart defects. It's not possible for anyone to have seen and know about them all," says Arizona State University bioengineer David Frakes.

Frakes is attempting to help solve this problem with the aid of medical experts and ASU engineering students. A new venture called Heart In Your Hand focuses on creating precise physical models replicating a range of anatomical conditions that can impair heart function.

The models are designed to provide a guide for the diagnosis and treatment of congenital heart defects, coronary artery disease, heart failure, valvular heart disease and other cardiovascular malformations.

Heart In Your Hand sprung from a senior-year capstone design project undertaken three years ago by ASU student Fariha Ejaz, who is now pursuing a doctorate in industrial engineering. She developed the basic concept for the heart-defect models.

Megan Henriksen, who is studying for a master's degree in bioengineering, took Ejaz's work to the next step. She began developing a library of models of congenital heart defects.

Justin Ryan, a bioengineering doctoral student, has a degree in digital art from ASU's Herberger Institute for Design and the Arts. He's bringing his expertise in computer imaging and animation to the production of the heart models.

They've been working under the direction of Frakes, an assistant professor in the School of Biological and Health Systems Engineering and the School of Electrical, Computer and Energy Engineering, two of ASU's Ira A. Fulton Schools of Engineering.

The project was propelled forward after Frakes, Ejaz and Henriksen gave presentations about the heart models at medical conferences. Soon after, the heart models were being used at the UCLA Medical Center, Children's Hospital of Pittsburgh, Phoenix Children's Hospital, and St. Joseph's Hospital and Medical Center in Phoenix.

The ultimate goal is to develop a system to enable rapid modeling of individuals' hearts.

"We want to build a library of hundreds of heart models," and eventually be able to supply medical institutions with smaller libraries of models depicting from 10 to 30 of the most common heart defects, he says.

Frakes and his students, several medical professionals, and chief executive officer Ted Gladish, a business startup expert, are now principals in a company being formed to pursue those goals.

"Profits are not the main point," Frakes says. "It's about achieving something that can have a big impact on improving medical education and health care."

Photo: Jessica Slater



## war stories

# Entrepreneurial effort with ASU roots wins “lean startup” competition

AlphaStripe, an online video portal for military veterans co-founded by CEO Eli Chmouni '09 B.S.E., '11 M.S.E. (center), recently recently won the AppSumo Lean Startup Challenge.

**AlphaStripe, a new Arizona-based startup with ASU roots, recently won the AppSumo Lean Startup Challenge, including a prize package valued at \$50,000.**

The startup provides an online platform for military veterans and participants in wars and conflict situations to record and share their stories and involves a number of ASU entrepreneurs, including two previous founders of ASU Edson Student Startup companies, as well as U.S. Marine and Air Force veterans. The AlphaStripe site is a global networking platform for military service members, military families, civilians, and humanitarian organizations to share wartime and conflict zone stories in video, photo, audio, and journal formats. It launched in beta format in late May.

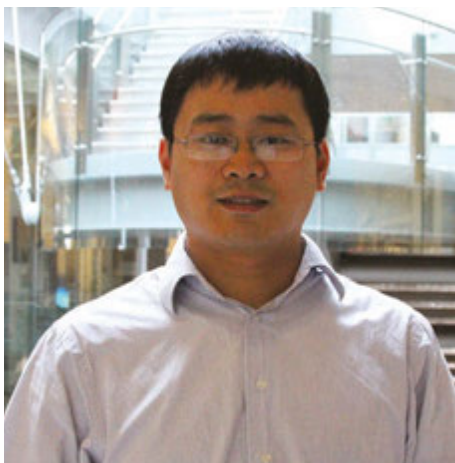
“We are honored to win the AppSumo competition,” said Eli Chmouni '09 B.S.E., '11 M.S.E., who is co-founder and CEO of AlphaStripe. “Based on our research, veterans want to share their stories of conflict but do not want to do it on public social

channels, such as YouTube, where their serious and emotional video is posted next to videos of kittens.”

The “telling stories” core of the AlphaStripe product will be underpinned with strong social and commercial elements that will allow people to connect and do business as the platform develops. The market is huge, according to the founders of the business, with more than 92 million current military members (including active and reserve members) across 173 countries. Based on recent U.S. Census figures, the number of military veterans in the United States in 2010 was 21.8 million.

Gordon McConnell, executive director of the ASU Venture Catalyst program who worked with the fledgling enterprise prior to its launch, said, “The founding team for AlphaStripe fits the criteria for success, not just in terms of experience and backgrounds, but (because) they all have their own connections to the world of conflict – through direct experiences of the military veteran co-founders, through those on the team who were born into conflict situations, and through the veterans in their families.”

AlphaStripe is online at: [beta.alphastripe.com](http://beta.alphastripe.com).



ASU Assistant Professor  
Shengxi Chen

## Biodesign Institute receives Gates Grand Challenges Explorations grant

The Biodesign Institute at Arizona State University announced earlier this year that it is a Grand Challenges Explorations winner, an initiative funded by the Bill & Melinda Gates Foundation. ASU assistant professor Shengxi Chen will pursue an innovative global health and development research project, titled “Fluorescent Protein Sensor to Diagnose HIV at Low Cost.”

The Grand Challenges Explorations initiative (GCE) funds individuals worldwide to explore ideas that can break the mold in how we solve persistent global health and development challenges. Chen’s project is one of more than 100 that received funding from the eighth round of GCE grants.

Chen, of the institute’s Center for BioEnergetics, will design and prepare novel probes for the HIV gp120 protein. By directly identifying a virus protein instead of antibodies or RNA, which take days to months to accumulate sufficiently to detect, HIV infection can be diagnosed immediately to help prevent the spread of the epidemic.

“There is a great societal need to develop a new technology to allow for the rapid and low-cost detection of HIV,” said Chen. “We believe this innovative research has the potential to help prevent the spread of HIV, particularly in the developing world.”



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## vital signs

### Newly renovated ASU Health Services becomes member of Mayo Clinic Care Network



**Arizona State University Health Services will join the Mayo Clinic Care Network to bring enhanced services to ASU students. Through this collaboration, ASU Health Services will have access to the latest Mayo Clinic expertise to help care for their patients and improve their health.**

The agreement allows ASU to tap into the services and tools of the Mayo Clinic, including:

- AskMayoExpert, a state-of-the-art tool that provides access to Mayo Clinic expertise in disease management, clinical care guidelines, treatment recommendations and reference materials.
- eConsults, which will allow ASU physicians to connect with Mayo experts to get input on a specific question as they care for their patients.
- Working relationships with Mayo Clinic to support the health care of patients and improve the health of the ASU communities.

“Arizona State and Mayo Clinic have been collaborating on a number of levels for many years,” said ASU President Michael Crow. “This association will provide benefits from day one. We have more than 70,000 students and we need to provide a wide range of medical care and advice in anticipation of nearly any condition,” Crow added. “It is a real advantage to be able to access the vast information network and expertise of the Mayo Clinic to provide the very best health care and advice possible.”

The agreement between ASU and Mayo Clinic comes on the heels of ASU unveiling its newly renovated University Health Services building on the Tempe campus. The renovated space allows ASU Health Services to more efficiently consult and treat patients and will help promote crucial wellness practices as well as provide complementary/integrative medicine. The renovated facility also includes several advanced capabilities including telemedicine, where a patient can be consulted by a doctor who is not on location, said Allan Markus M.D., director of ASU Health Services.

“This new facility and our close relationship with Mayo Clinic will help us provide the best care possible in the most efficient ways possible,” Markus said. “With the new facility, we have combined complementary/integrative medicine (acupuncture, chiropractic medicine, massage therapy and nutrition counseling) with traditional medicine, all with the goal of providing exactly what the patient needs to be in the best health to be successful at ASU.”

More information on ASU Health Services is available at [students.asu.edu/health](http://students.asu.edu/health).

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Blaine G. Bandi '83 M.H.S.A.

Robert F. Beauchamp '69 B.S.

Lynda L. Beauchamp '68 B.A.E

Thomas E. Beebe '90 M.Ed.

Andrew L. Berg '86 B.S.

◆ John H. Bergseng '73 B.S.

Roy L. Bliss '66 B.S.

David N. Bosserman '78 B.S.

◆ Jeremy W. Bradshaw '03 B.A.

Thomas A. Bristol '04 B.A.

◆ Jeanne E. Bryant '44 B.A.E.

◆ Peggy J. Bryant '52 B.A.

◆ Hoang Q. Bui '85 B.S.

Ken V. Butcher '11 B.S.A.

◆ Lester W. Byram '59 M.A.E.

◆ Lyndal M. Byram '59 B.A.E

◆ John J. Campbell II '10 M.B.A.

◆ Jennifer J. Carlson '88 B.F.A.,  
'88 B.A.

◆ Gary E. Carlson '88 B.A.

Kevin T. Carter '80 B.S.

Leanne M. Carter '80 B.S. '81  
M.Ed.

Larry R. Carter '74 B.S.

Amanda B. Castellone '11  
D.M.A.

Christopher R. Celtruda '98  
M.B.A.

Malissia L. Clinton '90 B.A.

Amy A. Cohn '86 B.S.D.

Alan W. Conrad '08 B.S.

Tyson R. Cook '00 B.A.

Mary E. Coon '80 B.F.A.

◆ Michael M. Cotton '11  
M.S.W.

# Sun Devils for life

The ASU Alumni Association welcomes the following new life members, who joined between March 27 and June 14, 2012.

Pamela L. Cox-Nulman '83 B.S.

❖ Charles M. Creasman '72 B.S.

❖ Gail A. Creasman '75 B.A.E.

Kevin P. Crestin '10 B.A.

Sean C. Curry '11 M.B.A.

❖ Shirley K. Dail '57 B.A.E.

❖ Andrew J. Dail III '61 M.A.E.

Stephen R. Dailey '84 B.S.

❖ John K. Darragh '59 B.S.

Mark A. Davis '11 B.S.

Andrea R. Delmonico '02 B.F.A.

Sherry D. Dittiro '76 B.S.

Nicole M. Doumani '05 B.A.E.

Kayle M. Drucker '08 B.S.D.

Mark J. Dusick '02 B.A.

❖ Betty J. Enz '48 B.A.E.

John M. Escobar '09 B.A.

Danny A. Estavillo '06 B.S.

❖ William J. Farmer '87 B.S.

Amy J. Fleishans '11 B.A.

John W. Ford '78 M.B.A.

Ronald E. Forster '10 B.S.

❖ John H. Fowler Jr. '51 B.S.

Alyse K. Freed '11 B.A.

❖ Amy L. Friedl '09 B.L.S.

Tia S. Fron '95 B.F.A., '98 M.Ed.

Christopher A. Fron '96 B.A.,

'00 M.B.A.

William P. Frye '11 B.S.

❖ Matthew A. Gervin '01 B.S.

Sarah L. Giles '09 B.S., '09 B.A.

Mareen S. Gill '69 B.S.N.

Timothy D. Gilloon '02 B.I.S.

❖ Jo-Carroll Glasson '68 B.A.E.

Melinda Sue Gordon '78 B.A.

Charles S. Granieri Sr. '58 B.S.

Katherine Granillo-Beebe '74

B.A.E., '86 M.Ed.

Louise A. Gratton-Fabbri '10

Ph.D.

❖ James Louis Grose Jr. '64

B.S.

Kathy A. Gross '94 B.S.N

Catherine M. Guastello '06 J.D.

Fernando Guerrero Sr. '55 B.S.

❖ Emma H. Gully '99 B.A.

Samantha J. Gustafson '08 B.S.

Melissa A. Gutknecht '90 B.S.

Mary Lou Hapner '66 B.A.E, '67 M.A.E.

Paul A. Hardison '11 B.S.E.

Dave E. Harris '90 B.S.E.

Heather D. Hayes '10 B.S.

Theresa L. Hedrick '88 B.S.

Amanda A. Henricksen '10 B.S.

April T. Hill '10 D.N.P.

Cynthia S. Hosley '90 B.A.E,

'97 M.Ed.

❖ Russell L. Hull '74 B.S.E. '77

M.S.E.

❖ Margaret L. Hunt '60 B.S.

❖ John B. Hunt '59 B.S.

❖ Joseph P. Jacober '82 B.S.

❖ Joseph E. Jason Jr. '73 B.S.E.

❖ David J. Kasper '93 B.A.

Kandice Kelley '79 B.A.

❖ Patricia L. Kelley '48 B.S., '74

M.N.S.

❖ William J. Kelley '49 B.A.E.,

'55 M.A.E.

Jacquelyn E. Kelly '09 M.S.

Andrew C. Khoury '09 M.A. '11

Ph.D.

Michael W. King '88 B.A.

❖ Kristopher D. Knauss '99 B.S.

James M. Knight '11 B.S.

James B. Kumbu-Smart '11

B.S.W

Nila B. Lavanaway '04 M.A., '11

M.S., '11 M.B.A.

❖ Charles G. Lawrence '62 B.S.

Faith L. Lefeber '73 B.A., '76

M.S.W.

❖ Wayne A. Lepire '87 B.S., '89

M.B.A.

Adrian M. Lesoing '11 B.F.A.

Betty F. Lopez-Mori '09 B.I.S.

David K. Ma '95 B.S.

❖ Gary D. Martinez '80 B.S.,

'01 B.A.

❖ Ronald K. Martyn '55 B.S.

❖ Jayson S. Matthews '03

M.P.A.

❖ Herbert R. Mattson '73 B.S.

❖ Patty J. Mattson '74 B.S., '80

M.S.

Sarah E. Metz '05 B.I.S., '10

M.L.S.

Brooke Michalik '07 M.F.A.

Matthew Mitchell '08 B.S., '08

B.S., '11 M.H.S.M.

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

M.S.E.

Erin M. Mowbray '11 M.S.E.

Sandeep Muju '01 M.B.A.

Yasaman Nafisi-Parsi '93 B.S.

'97 M.ED. '11 M.C.

William J. Nasif '64 B.S., '66

M.S.

❖ Joan E. Nelson '87 M.ED.

Janet Newcomb '97 B.S.

❖ Margaret J. North '76 B.S.

Terry J. Ohr '91 B.S.

Nkiru B. Okolo '09 M.S.

Grace O'Sullivan '05 B.S., '10

M.B.A.

Rose Ann Payonk '94 B.S.

Peter R. Pelletier '03 B.S.E.,

'08 M.S.

Basilio Penuelas '11 B.S.E.

Janndy Perez '11 B.S.

Marlina A. Perrotte '02 B.S.E.

Jeffrey R. Persson '10 M.S.E.

❖ Sarah M. Peterson '78 B.S.

❖ Mark A. Peterson '78 B.S.

Mitchell W. Pinckard '11 M.R.D.

Linda Prince '10 B.S.

❖ Hector G. Ramirez Jr. '73

B.A.E.

❖ Scott T. Raubenheimer '75

B.A.E., '76 M.A.E.

Cheryl A. Reuss '96 B.S., '04

M.Ed.

Anuradha D. Risbud '88 M.E.P.

William J. Ritchie '63 B.A.E., '65

M.A.E.

❖ Betty J. Rohloff '75 B.A.E.

❖ Edward Sandidge Jr. '62 B.S.

Richard H. Schick '74 B.ARCH.

Samantha P. Sears '08 B.S.D.

Herman C. Serignese '69 B.A.E.

Nimishkumar H. Shah '87

M.S.E.

Anthony R. Silva '03 B.S.

Rob M. Silverman '89 B.S., '91

M.P.A.

❖ Craig A. Sisneros '06 Ph.D.

Tiffany Smith '11 B.S.

❖ Helen M. Spencer '83 B.S.

❖ William S. Spencer '93 B.S.

❖ Ronald G. Steele '59 B.S.

❖ Martyn H. Stowe '60 B.S.

Bessie K. Strategos '99 B.A.

Ian L. Sylvan '85 B.S.

❖ Julie A. Tirey '85 B.S.W.

Matthew R. Tully '08 B.S.

Roy D. Van Wynsberghe '03

M.S.T.C.

❖ Wilton L. Virgo '05 Ph.D.

John R. Vise '85 B.S.E.

Ryan A. Wagner '11 B.A.

Farris M. Walling '06 B.S.

Chad C. Walter '10 M.B.A.

❖ Juergen Walter '90 M.ARCH.

❖ Patricia R. Walworth '61

B.A.E., '66 M.A.E.

Blair Warner '92 B.S.

Phillip S. West '89 M.B.A.

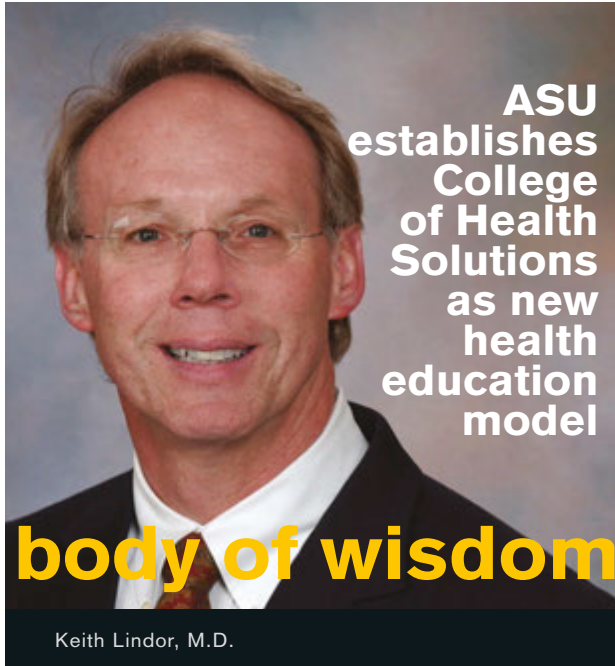
David G. White '82 B.S.

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



Snap this QR code to join the Alumni Association using your mobile device!

Show your Sun Devil pride for life. Become a life member at [alumni.asu.edu](http://alumni.asu.edu) or by calling 1-800-ALUMNUS.



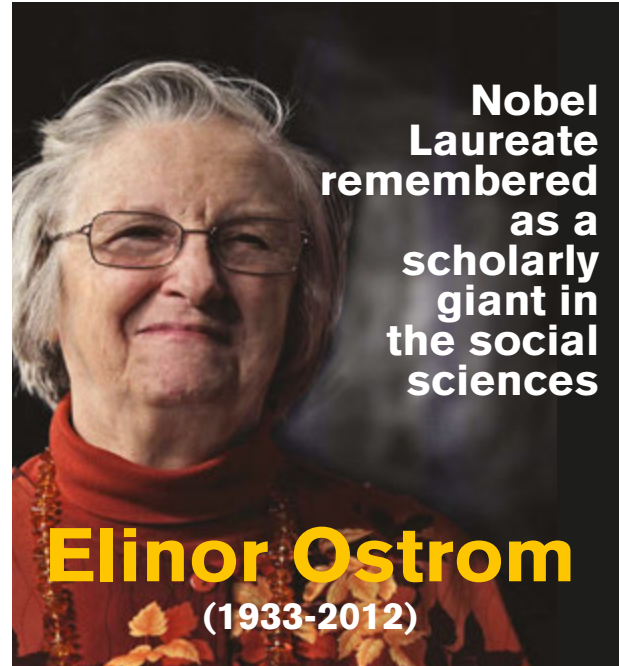
Arizona State University, with the approval of the Arizona Board of Regents, recently established the College of Health Solutions as part of its strategic initiative to build a new model for health education.

The new college includes the School of Nutrition and Health Promotion, the Department of Biomedical Informatics, and the School of the Science of Health Care Delivery. The college also will collaborate with affiliated ASU health units, including the College of Nursing and Health Innovation, the School of Biological and Health Systems Engineering, and numerous research centers and programs, such as the Center for Health Information and Research, the Health Care Delivery and Policy Program, and the Healthcare Transformation Institute.

The multi-disciplinary college will be led by Keith Lindor, M.D., executive vice provost and dean, who joined ASU in January after serving seven years as dean of the Mayo Clinic Medical School in Rochester, Minn.

The mission of the College of Health Solutions is to better promote good health, prevent and control disease, and to improve health outcomes for patients and their families, according to Lindor. To accomplish this mission, it serves as a knowledge exchange and catalyst for collaboration among health-related units across ASU, as well as providing shared services to support health-related academic programs, transdisciplinary research initiatives, and strategic partnerships.

"It is time for a new model of integrated and inter-professional health education and delivery given the current costs and patient outcomes of the U.S. health care system," Lindor said.



Elinor Ostrom, a research professor at Arizona State University who won the Nobel Prize in economics in 2009 and was named among Time magazine's 100 most influential people of 2012, died June 12 at IU Health Hospital in Bloomington, Ind. She was 78.

Ostrom, the founding director of the Center for the Study of Institutional Diversity at ASU, was petite in physical stature, yet a scholarly giant in the social sciences and notably the field of economic governance. She investigated how humans self-organize to manage resources, such as wildlife or water in an unregulated river. She authored "Governing the Commons," which was published in 1990.

"The world has lost a pioneer in systems-level thinking in the social sciences," said ASU President Michael M. Crow. "So many of our social ills and complexities today are the result of ignorance, and Lin Ostrom worked to defeat that ignorance."

In addition to her research appointment at ASU, Ostrom, who was diagnosed with pancreatic cancer late last year, had an academic home at Indiana University in Bloomington, where she was a Distinguished Professor and Arthur F. Bentley Professor of Political Science. She is survived by her husband and academic colleague, Vincent.

At ASU, in addition to her role as founding director for the Center for the Study of Institutional Diversity, Ostrom was a Distinguished Sustainability Scientist at the Global Institute of Sustainability and a research professor in the School of Human Evolution and Social Change in the College of Liberal Arts and Sciences.



it's time  
to honor the past

## legends luncheon: the nfl

The Legends Luncheon will headline all Sun Devils who played and currently play in the NFL. Sponsored by the ASU Alumni Association and the Sun Devil Club, join us for this annual event that brings together fans to celebrate the great legends of Sun Devil Football.

11 a.m. Registration, 11:30 a.m. – 1:30 p.m. Program  
 Sheraton Phoenix Downtown Hotel, 340 N. Third Street, Phoenix, AZ 85004  
 \$55 for ASU Alumni Association and Sun Devil Club Members - \$60 for nonmembers

## Going for the gold

ASU Olympians reflect on reaching the pinnacle of sports excellence



Amanda Borden-Cochran '03 B.A.E., won an Olympic gold medal as part of the 1996 U.S. women's gymnastic team. She said, "Mentally, handling the pressure of the Olympic year was tough," Borden-Cochran said. "You train all this time for one year. It comes down to who is mentally the toughest."

**A select group of ASU athletes have overcome fatigue, self-doubt and fierce competition from opponents to reach a mountaintop that is only a few feet high – the medal stand at the Olympic Games. Eighteen ASU Olympians have captured gold medals, a dozen have won silver and 20 have taken home bronze medals. (Some athletes have won multiple medals.)**

The world celebrates the excellence and dedication of Olympians, especially during the years in which the games are held. But what does it take to be a champion? And what happens after the medal ceremonies are over?

Dwight Phillips '01 B.S. captured the gold in the long jump in 2004 in Athens, Greece. Before Phillips reached the medal podium, he had to beat challenges familiar to all athletes.

"No matter how good you are and no matter how many medals you win, all athletes have uncertainty at times," Phillips said. "For the person who aspires to be an Olympian, everybody has doubts."

Phillips' potential athletic career was in doubt from the very beginning, when a motorcycle accident at age 14 resulted in a pair of broken legs. Phillips rebounded in a big way. A key turning point was when ASU coach Greg Kraft put Phillips on a new path away from being a runner.

"At ASU, coach Kraft forced the long jump and triple jump on me," Phillips said. "I went from an unknown to one of the best in the world. Coach Kraft is a big part. He made it resonate – that switch."



The move helped propel Phillips to a dozen-year run of success that includes four World Outdoor Championships in the long jump and the gold medal. This year, at age 34, Phillips chose to pull out of the Olympic Trials to undergo career-extending surgery after a car accident in April left him with whiplash and a late start to his season.

Phillips said one thing he found surprising was the collegiality of his opponents during the games in Greece.

"We want to win the gold, represent our country and have fun doing it," he said. "That is very surprising ... the overall togetherness. During competition, everybody is serious. But parties are pretty much universal: music, dancing and laughter."

Amanda Borden-Cochran '03 B.A.E. experienced her gold-winning Olympic moment soon after she graduated from high school in her hometown of Finneytown, Ohio, in 1995. The next year was, in her words, "110 percent gymnastics" leading up to the 1996 games in Atlanta.

"Mentally, handling the pressure of the Olympic year was tough," Borden-Cochran said. "You train all this time for one year. It comes down to who is mentally the toughest."

During her training as a gymnast, Borden-Cochran had the opportunity to travel throughout the United States. She said although she was thrilled to make the Atlanta-bound gymnastics team, others seemed to reflect a different school of thought.

"People said, 'that is so sad that you don't get to travel,'" Borden-Cochran said. "I can tell you there is no better feeling than competing in the U.S. and everyone is cheering for you."

After being part of the first American women's gymnastics team to bring home the gold, Borden-Cochran took a couple of years off before continuing her education to answer the question: What did she want to do? The answer turned out to be rooted in the sport that had made her famous.

She became an education major at ASU, and worked with the gymnastics team as a manager, since she had exchanged her college eligibility for the chance to pursue Olympic greatness. The position helped her move into a new role in relation to gymnastics.

"I never competed for ASU, but it was a privilege to be in the manager position with the team," Borden-Cochran said. "My number one goal was to be a college gymnast, so giving up my eligibility was very difficult for me. This opportunity gave me a chance to still be part of a team. It was a great transition for me because I still worked out with the team while I competed professionally. It helped me go from an athlete role, to a student, and into my future profession."

Armed with her gymnastic experience and the professional knowledge she gained at ASU, Borden-Cochran and her husband, Brad, opened Gold Medal Gym in Tempe. She was honored in 2011 with the ASU Alumni Association's Young Achievement Award at its Founders' Day Celebration.

While Dwight Phillips' Olympic career played out after his time as a Sun Devil, and Borden-Cochran's took place before she set foot in Tempe, Herman Frazier's Olympic moment took place in the middle of his time at the university. Frazier, who graduated in 1977, was a junior at ASU when his Olympic dream came to life during the 1976 games in Montreal. It was a rapid rise for a young man who did not start running track until his senior year of high school. At age 20, Frazier was the lead runner in the 4 X 400 meter relay. He was the youngest member of the squad and ignited the team sprint toward gold.

Frazier credits his ASU coaches for helping him reach athletic excellence so quickly. "I was blessed to be surrounded by coaches Baldy Castillo and Dick Purcell at ASU," Frazier said.



Photo: Syracuse University Athletics

Herman Frazier



Photo: Mitchell Haaseff/NBC Olympics

Dwight Phillips

Although the start of his running career and his gold-medal experience were only separated by a few years, Frazier noted that the path from making the U.S. Olympic team to standing atop the medal stand was neither quick nor easy.

"For me to get there, I had to get through six races to get in the top three just to make the team," Frazier said. "Then I had to run 12 races to get to (the gold medal race)."

Frazier's victory at the Olympics formed part of a foundation that helped him build a lasting career in athletics administration. He spent more than 23 years at ASU, working in the athletic department in positions that included assistant director of events and facilities and senior associate athletic director. He is currently deputy athletics director and chief of staff at Syracuse University. He was the *chef de mission* for the U.S. Olympic delegation in 2004 and has served twice as the U.S. Olympic Committee's vice president.

One thing that Frazier will not forget is how it felt as he stood to receive his Olympic medal. "There is a sense of pride in yourself, your country, your family and ASU," he said.

For a list of past ASU Olympians, visit [www.thesundevils.com/sports/olympics/spec-rel/asu-trads-olympians.html](http://www.thesundevils.com/sports/olympics/spec-rel/asu-trads-olympians.html).

Brian Hudgins is a sportswriter based in Lafayette, La.



Jordan Bachynski

## Tall Order

**Basketball's Bachynski comes into 2012 season with added momentum**

Jordan Bachynski tried playing hockey while growing up in Alberta, Canada, but it didn't quite work out.

"At 7 feet tall and 180 pounds, I was a twig," he said.

He also considered surfing on a trip to Hawaii to celebrate his first wedding anniversary in May, but the chances of an injury for a dude who is nearly as tall as Diamond Head were too much to risk.

So Bachynski, now 7-foot-2 and 243 pounds, is sticking with what he does best – play basketball for Arizona State University.

He soon will enter his junior season with confidence and momentum from a strong stretch run as a sophomore in 2011-12. Bachynski scored in double figures in seven of his final 13 games, including 20 points against Stanford and 19 against USC.

He owes his improvement to support from his wife – Malia (Marquardt) Bachynski, a former volleyball player at ASU – as well as his family and friends.

"My wife is great. She has really pushed me," he said.

"I used to date girls who hated basketball. They didn't understand the time commitment. She knows. We would go to the court on dates and she would even rebound for me."

Bachynski, who turns 23 in September, served a two-year Mormon mission in south Florida. He says the experience taught him quite a bit about self-discipline.

"You have to be selfless, persevere, learn how to survive," he said.

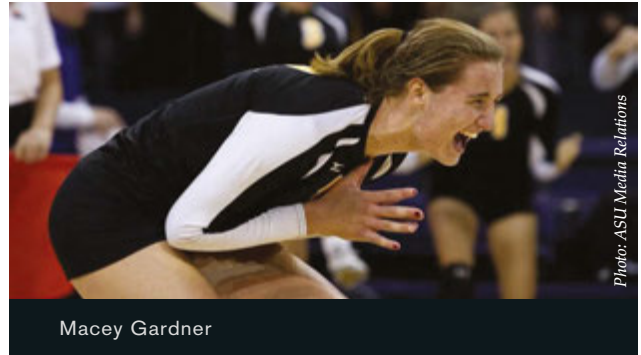
## Net Improvement

**Freshman hitter brings velocity to volleyball team**

ASU's volleyball program had reason for optimism at the close of the 2011 season, winning four of its final seven matches, including one over the rival University of Arizona.

Now, a group of freshman reinforcements is here.

Perhaps the most notable is Macey Gardner, a 6-foot outside hitter who led Gilbert High to Arizona's Division I state championship last fall and was named the Arizona Republic's Big Schools Player of the Year.



Macey Gardner

Photo: ASU Media Relations

Gardner's interpretation of Coach Jason Watson's strategy was simple.

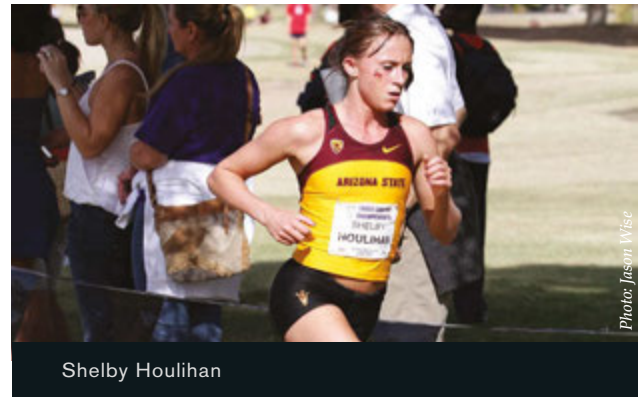
"We want to get the good players from Arizona, change ASU around, get some fans in and win some games," Gardner said.

A year ago, she was named the hardest hitter among the top outside hitters in the nation (clocked at 56 mph). But Gardner knows this isn't all she needs to help the Sun Devils win.

"It is more than velocity. It is about placement of the ball, working the angles," she said.

She spent the past summer playing for the U.S. Junior National team, working as a volleyball personal trainer and working at a sub-sandwich shop. Looking forward, she's keen on continuing her relationship with the sport indefinitely.

"Volleyball has always been there for me. I never want to stop. I have learned a lot and I still have a lot to prove," she said.



Shelby Houlihan

Photo: Jason Wise

## The Long Run

**Sophomore changes climates to dominate cross country landscape**

When Shelby Houlihan practiced for cross country at East High School in Sioux City, Iowa, she often had to wear three layers of clothing to shield her from the wind, cold and snow.

That is why running for ASU has been so liberating for the sophomore.

Evidence of this is her honor as the Pac-12 Conference Newcomer of the Year last fall. She finished eighth at the conference meet and 12th at regionals.

"Going into that first year, I didn't know what to expect," she said. "I wanted to be the top freshman and I did that, but I need to do a lot better this year."

Running for ASU, which competes against experienced challengers from around the Pac-12 conference and elsewhere, has helped Houlihan learn new competitive strategies, she said.

"I have had to make adjustments. In high school, you weren't really running with a pack of girls (because of the difference in ability). Now I'm used to running in a pack. I don't panic as much."

Instead of the cold, Houlihan now must deal with the heat, rising at 5 a.m. most days to log her 40 miles a week. So far, the climate change hasn't been a problem.

"I really enjoy it. I feel like I belong here," she said.



Taylor McCarter

## Goal Oriented

Soccer midfielder handles transitions seamlessly

Taylor McCarter played soccer at Sahuarita High School, near Tucson, and was ready to sign with the University of Arizona. But something told her to hold off and consider other schools.

One of those schools was Arizona State, and she switched her allegiance to the Sun Devils. Now, as she begins her senior season and has started all of her 59 ASU games, she continues to say that coming to Tempe "was one of the best decisions of my life. It has been incredible."

McCarter is a midfielder, so her statistics (two career goals) are not going to jump off the page. But her job is essential – she facilitates the transition and flow of the game, receiving the ball from her defensive teammates and providing the forwards closer to the goal with the best opportunities to score.

ASU finished with an 8-11 record last season, including wins over Washington and Arizona in its final two games. McCarter is one of only six returning seniors, and coach Kevin Boyd has 10 freshmen coming on board. It will be a challenge, but she is excited.

"This season will be exciting ... We need to make sure everybody is on the same page," said McCarter, who will be counted on to help provide leadership.

*Sports updates written by Don Ketchum, a Phoenix-based freelance sportswriter.*

Since graduating from ASU last year, wrestler Anthony Robles has become a nationwide source of motivation and inspiration.

Born without a right leg, Robles refused to ever succumb to disability and excelled on the wrestling mat from an early age. The Mesa, Ariz., native enjoyed a meteoric rise to national prominence as a senior at ASU, highlighted by capturing the NCAA title at 125 pounds in March 2011 before

earning his bachelor's degree in business communications just months later.

When he accepted the "Jimmy V Perseverance Award" at ESPN's ESPY Awards show, Robles exclaimed, "My spirit is unconquerable. Fearless, I will face each foe for I know I am capable. I don't care what's probable; through blood sweat and tears I am unstoppable."

As unstoppable as Robles has become on and away from the wrestling mat, his career might never have started had ASU not emerged as a platform for his development, something he readily acknowledges.

"The coaches believed in me," Robles said. "ASU was one of only two Division 1 schools to call me when I was a high school recruit. That support meant the world to me and made me want to work as hard as I could to prove them right for believing in me like that."

Since his historic NCAA victory, Robles, a Nike sponsored athlete, has become a professional motivational speaker with the Washington Speakers Bureau. He has toured coast-to-coast spreading his testimony of courage and determination, making an appearance on The Tonight Show with Jay Leno and snagging speaking engagements with professional sports organizations as well as a host of prestigious academic institutions and major corporations.

Despite his demanding schedule on the motivational speaking circuit, Robles remains an ambassador for ASU and the Sun Devil wrestling program.

"He's making some time to give back as much as he possibly can to our program, so I'm really appreciative of that," said Shawn Charles, ASU's head wrestling coach. "His actions speak louder than his words and (he helps people) see that if you train hard, work hard, and focus yourself on what you want, anything's possible."

ASU Senior Associate Athletic Director Don Bocchi said, "Anthony Robles is an amazing person. He came to ASU like every wide-eyed freshman and graduated as a national champion. Sun Devil wrestling is fortunate to be connected to a man who created the greatest story ever in collegiate wrestling."

The recipient of a multitude of individual awards for both his athletic prowess, Robles recently attained wrestling immortality by being selected to the National Wrestling Hall of Fame. Robles' focus this fall will shift to the promotion of his upcoming autobiography, "Unstoppable: From Underdog to Undeatable: How I Became a Champion," which is scheduled to be released on Sept 27.

Despite his obvious confidence and self-assertion, even Robles said he was surprised at how quickly his career has taken flight.

"It's been an amazing year," he said. "I had no idea that things would take off like this. I've had my struggles, but I was able to work hard and achieve my dreams. That's why it's so important for me to give back."

*By Joe Healey, a Phoenix-based freelance sportswriter.*



## unstoppable

Anthony Robles spreads motivational message through speaking, book

## ready for prime time

### Pac-12 Network brings ASU sports to rest of the nation

Less than two years after expanding from 10 universities to 12 and signing a lucrative 12-year partnership with sports network rivals ESPN and FOX, the Pac-12 Conference launched its own television network.

The creation of the network is good news for Arizona State University, an institution situated in a state filled with transplants. Many Sun Devil transplants get re-distributed themselves after graduating, taking their hunger for ASU sports action with them.

Starting in mid-August, ASU fans located around the country had the opportunity to watch as many as 850 nationally broadcast league events, including every one of the university's football and men's basketball games on the new network, a division of Pac-12 Enterprises that is headquartered in San Francisco.

ASU President Michael Crow, who headed the Pac-10 Conference's CEO Executive Council group at the time the conference expanded to become the Pac-12, explained that the network provides benefits to the university in ways beyond athletic access.

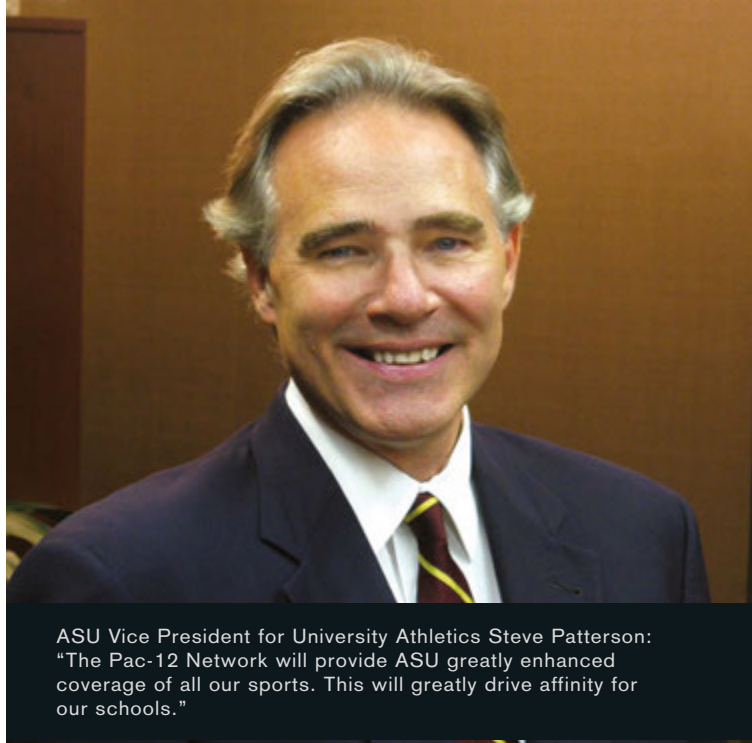
"The new Pac-12 network stands to impact ASU in many important ways," Crow said. "Its programming will meaningfully enhance exposure of the competitive talents of our Sun Devil student-athletes to new audiences while expanding knowledge of our leading-edge academic programs and generating essential revenue for Pac-12 universities existing in complex budgetary climates. ASU is enthusiastic to be part of this landmark endeavor."

Steve Patterson, ASU's vice president for university athletics, also had high hopes for the network's impact on several different levels.

"The Pac-12 network will provide ASU enhanced coverage of all our sports. This will greatly drive affinity for our schools. In addition, there will be a helpful multimillion dollar lift in annual revenues," said Patterson.

#### 7-in-1 structure provides local, national coverage

The Pac-12 Network is actually seven stations in one, comprised of one national network and six regional affiliates that include Southern California (USC and UCLA),



ASU Vice President for University Athletics Steve Patterson: "The Pac-12 Network will provide ASU greatly enhanced coverage of all our sports. This will greatly drive affinity for our schools."

Washington (Washington and Washington State), Oregon (Oregon and Oregon State), Northern California (Stanford and Cal), Mountain (Utah and Colorado) and Arizona, (including both ASU and the U of A).

The national/regional structure was chosen to provide the fans of individual schools with programming that appealed to their preferences, said Pac-12 Commissioner Larry Scott at a press conference on the day of the network announcement in June 2011.

"As we explored the potential for a Pac-12 network, it became clear that we could customize programming towards local interests and provide our students, alumni, and many fans the widest possible range of events with the best opportunity to see the schools they care about most," he said.

Scott aspires to create a network with its own personality and a decidedly modern West Coast feel, modeled after successful regional sports networks like SNY in New York, NESN in New England and the Bay Area's Comcast Sports Net. Pac-12 Enterprise President Gary Stevenson is in charge of implementing Scott's philosophy. Stevenson noted that once the network is established, the affiliates will begin to create content that appeals to and reflects the personality of each individual school.

"Our plan is to produce everything from the center in the short term so that we can ensure consistency in our look and feel across all seven networks, but as we develop, we will really tap into the incredible talent across each of our campuses to help us define and shape the Pac-12 Networks," said Stevenson, adding that ASU students from the Walter Cronkite School of Journalism and Mass Communication will be actively involved in the production process for the Mountain affiliate.

"We plan to get students involved in everything we do – from the music we use, to production, to our digital content," he said. "We want to tell the stories that are unique to each campus and dive deeper into the traditions and history throughout the Pac-12. That has never been done before and we are convinced that the best way to do it is through the people on campus who experience it every day."



Larry Scott

## Big fans, big plans

Broadcasting 24 hours a day, seven days a week, the Pac-12 Network's coverage will run the gamut from traditional to obscure, including hundreds of Olympic sporting events. The success of the Pac-12 Network will depend on the loyalty of the entire conference's fan base – which, given the conference's track record of success, should not be a problem, said Stevenson.

"We have won 450 national championships across 27 sports, which is nearly double the next closest conference. We produce more Olympians than any conference in the country," he boasted. "If the Pac-12 were its own country, we would have finished third in the medal count at the Beijing Olympics," said Stevenson.

Sporting events covered will range from big revenue contests to competitions that draw more local or regional interest.

"We will be televising 850 live events each year, with 350 of those shown nationally across all seven networks. We will have 35 football games, more than 120 men's basketball games, more than 40 women's basketball games and hundreds of Olympic sports shown across the national network," said Stevenson, adding, "In addition to the national events, Pac-12 Arizona will feature another 50 events for Arizona State and 50 events for Arizona. It will allow us to get hyper-local and really tell stories that are unique to those two campuses."

The new network will enhance the 12-year deal the Pac-12 conference signed with ESPN and Fox, which is estimated to generate \$20 million in annual revenues to ASU and each member school and \$3 billion for the conference as a whole.

The Pac-12 Network already has locked up distribution deals with cable television's "big four": Comcast, Time Warner, Cox Communications and Bright House, securing cable carriage for the most geographically relevant regional channel in all Pac-12 states (e.g., Pac-12 Arizona will be offered in Phoenix and Tucson via Comcast and Cox). Negotiations with other cable, satellite, and telecommunications providers (e.g., DirecTV, Dish, Charter, AT&T UVerse, etc.) are in process, and any new deals will be announced as soon as they are finalized.

The national Pac-12 network will be available in approximately 40 million households with the regional affiliates blanketing the entire conference and Pac-12 network programming also will be available on cell phones, iPads, and personal computers.

Scott said the reach of the network was all part of a strategy to have the Pac-12 everywhere fans want it to be.

"Now, if you're a satellite customer, or you've got Verizon [FIOS] or AT&T [U-Verse], you'll be eagerly watching to see whether we get a distribution deal with one of those. We want to be distributed on every platform," he said.

*Charlie Vascellaro '93 B.A. is a Baltimore-based sportswriter.*

To find where the Pac-12 Network will be on your television, visit [www.thesundevils.com/ot/pac12-networks.html](http://www.thesundevils.com/ot/pac12-networks.html).



## on the ball

## Sun Devil alum Phil Mickelson inducted into World Golf Hall of Fame

Former ASU golfer Phil Mickelson '92 B.A., whose professional golfing career has encompassed 42 tournament wins worldwide, including three Masters, a PGA Championship and two World Golf Championships, was inducted into the World Golf Hall of Fame on May 7 in St. Augustine, Fla.

Mickelson is a fan favorite, known for his willingness to stay after rounds to sign autographs and encourage well wishers in their golf games. His rivalry with fellow PGA player Tiger Woods is one of the most celebrated in golf since the days of Arnold Palmer and Jack Nicklaus.

Butch Harmon, who began coaching Mickelson in 2007, said a win-at-all-cost mentality on the golf course is what separates players like Mickelson and Woods from the others in their generation.

"Phil has got the biggest set of (guts) of anyone to play the game," Harmon told the Associated Press. "He's not afraid to try any shot at any time in any situation. And the reason is all he cares about is winning. He's a modern day Arnold Palmer. He's a go-for-broke guy, and he'll tell you that's how he plays."

Mickelson is also known for being a generous man away from the golf course. He formed the Phil and Amy Mickelson Foundation in 2004 to assist a variety of youth and family-oriented initiatives. He is also the creator of "Birdies for the Brave," an umbrella program for a variety of military outreach efforts, including patriotic celebrations, VIP experiences and complimentary access for military men and women and their families during PGA Tour tournaments, as well as letter-writing campaigns for the troops and fundraising events conducted at the PGA Tour's TPC clubs.

During his induction speech, Mickelson thanked a host of family and friends, Harmon, and former ASU golf coach Steve Loy for their role in his success. Of Loy, Mickelson said, "he's had one of the biggest impacts on my life. He's been with me through all the great moments, all the tough moments. He's been with me as a golf coach, as a friend, as a manager."

To watch Mickelson's induction speech, visit: [www.golfchannel.com/media/world-golf-hall-of-fame-phil-mickelson-induction-speech-050812/](http://www.golfchannel.com/media/world-golf-hall-of-fame-phil-mickelson-induction-speech-050812/).

# Wind

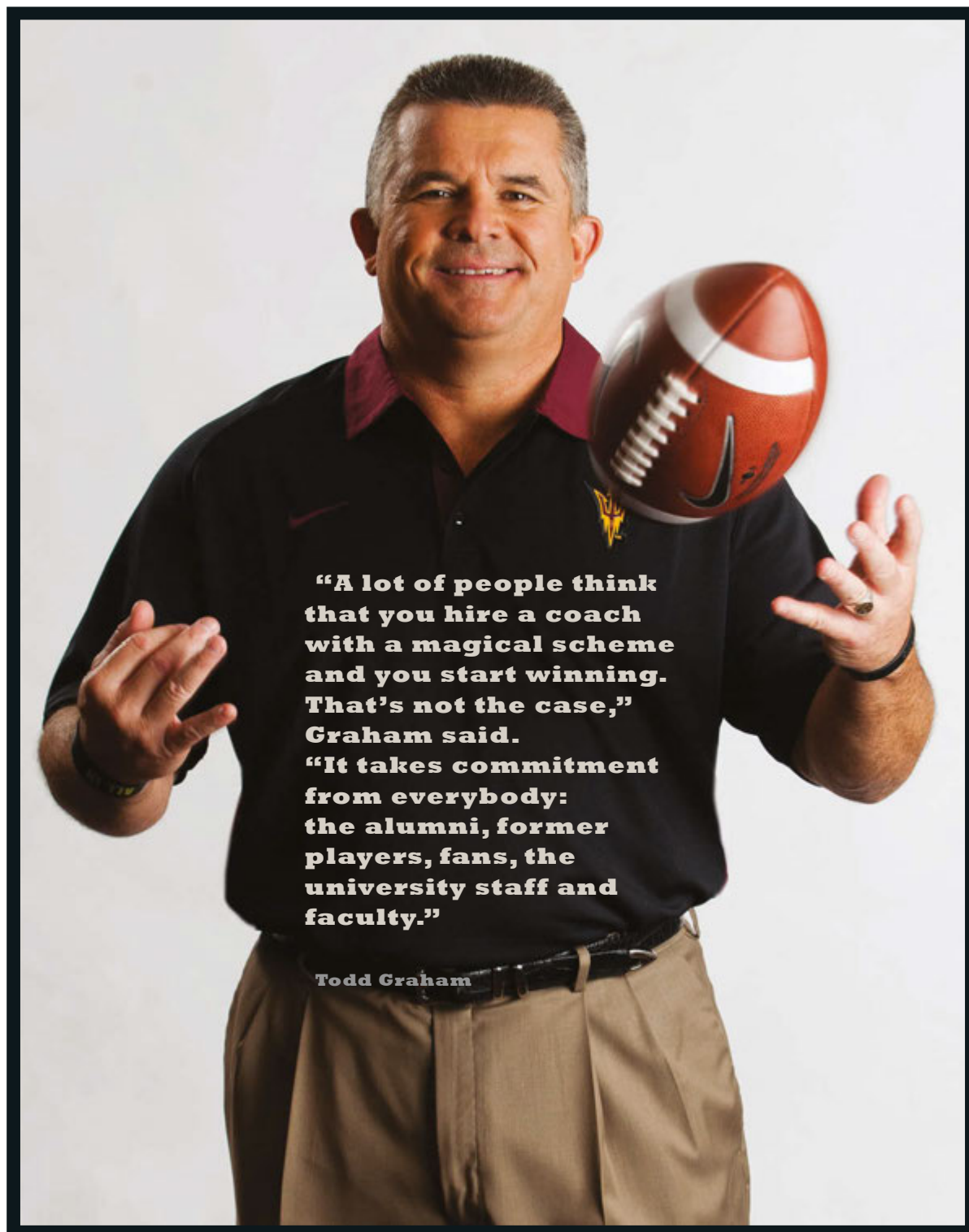


**Coach Todd  
Graham  
builds  
momentum  
before  
football  
season's  
opening  
kickoff**

**By Matt Simpson**

# sprints





**“A lot of people think that you hire a coach with a magical scheme and you start winning. That’s not the case,” Graham said. “It takes commitment from everybody: the alumni, former players, fans, the university staff and faculty.”**

**Todd Graham**



It may be an election year, but no one's stumped harder in Arizona than a man who seems a lock to stay in office beyond November.

When he was hired in December 2011 as ASU's 23rd head football coach, Todd Graham said the surest way to sell out Sun Devil Stadium was to shake 74,000 hands before kickoff. By the time the 2012 season kicked off, anticipated making more than 300 public appearances, not including media interviews.

That's a lot of handshakes.

"It seems like it's been breakfast, lunch, and dinner every day," Graham said. "It's about pulling people together. When people meet you, you have a chance to win their support."

Winning support is a key for Sun Devil football as Graham's tenure begins. At the time he was hired by ASU, Graham became the target of criticism from many in the national media, who took offense at his short stints as head coach at Rice (one year), Tulsa (four years), and Pittsburgh (one year).

But for many of those who've met the 47-year-old Texan, the media's perception has not matched reality.

Jean Boyd, a senior associate athletic director for student-athlete development who played football for ASU in the early 1990s, said, "In a very short period of time, he's exceeded my expectations. I can't imagine a coach coming in and doing more right out of the gate."

## Raising profiles and expectations

Graham's handshaking campaign has canvassed the Arizona landscape, with seemingly no event too small.

In May, Graham made public appearance No. 130 (or so) at the Florence Holiday Inn Express for the town's monthly Chamber of Commerce luncheon. Even if Graham managed to convert every resident of Florence into a season-ticket holder, he'd still have 45,000 seats to sell.

Susan Kerestes, executive director for the chamber, joined the mayors of Florence and Coolidge, the sheriff of Pinal County, and about 70 other civic and business leaders at the luncheon.

"I was absolutely blown away. He had a fabulous presentation," Kerestes said. "His values really resonated with me and the people at my table. He

talked about how we should be raising our children to become good, responsible citizens. You don't hear about that much these days."

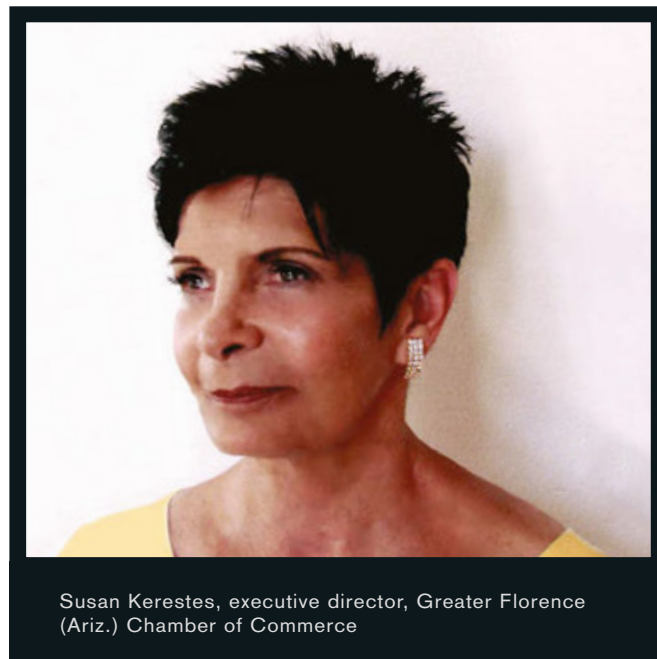
Graham's commitment to helping student-athletes develop as young men is a reflection of the men who influenced his coaching style.

On the field, Graham emulates Buddy Copeland and Gary Childress, who coached Graham in middle school and high school, respectively, in Mesquite, Texas.

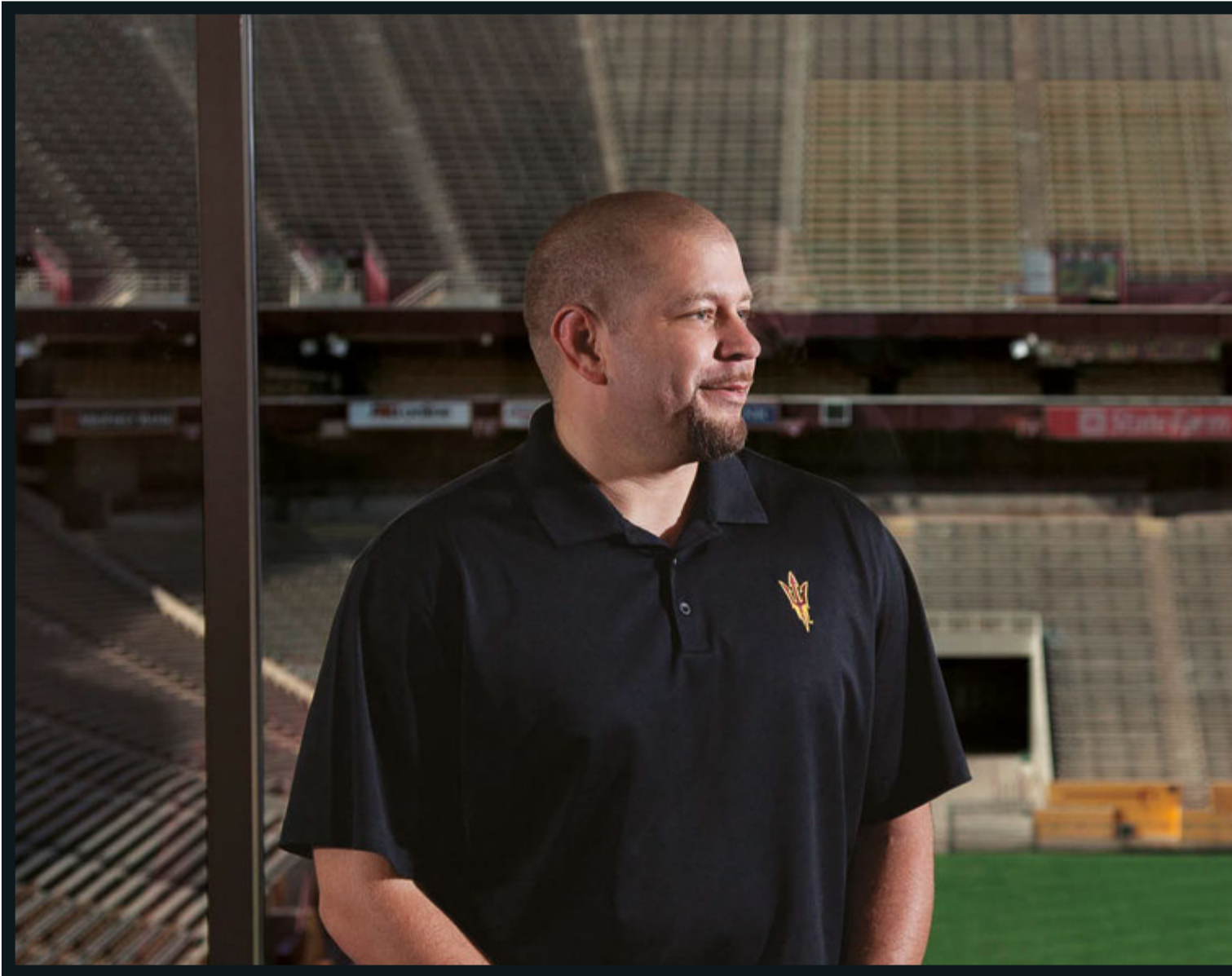
Away from the field, Graham's biggest coaching influence is Dallas Cowboys legend and Pro Football Hall of Fame member Tom Landry. Landry, whose portrait hangs in Graham's office, is famous for his motivational skills and ability to prepare players for success on and off the field.

"He was an icon, because he stood for character, integrity, discipline, toughness," Graham said. "Even though my personality as a coach (on the field) is probably different, he really impacted me growing up. I looked up to him more than the president of the United States. It wasn't because he won. It was because of his character."

Graham's bridge-building campaign has not been limited to community and alumni gatherings. He's also courted former Sun Devil players, some of whom publicly voiced displeasure during the coaching search.



Susan Kerestes, executive director, Greater Florence (Ariz.) Chamber of Commerce



Every month, Graham sends a state-of-the-program email to former letter winners. He's also invited them to attend practices and to participate in pre-game ceremonies at Sun Devil Stadium this fall.

"When our guys come through the tunnel (before games), the first thing they'll pass by is a group of former players. That'll build the intensity," Graham said. "We want (former players) to walk around like they own the place, because they built it."

Graham demonstrated his commitment to the past by inviting former Sun Devils to participate in an

open forum on the state of the program. Seventy-three showed up, including some who played as far back as the 1950s. Graham credits the decision to resume ASU's Camp Tontozona pre-season practice tradition to input from the group.

Boyd said he felt Graham had an excellent grasp of ASU's past, as well as where the team was going this coming season.

"I really appreciate the way he values tradition," Boyd said. "He embraces who we are and who we've been. He can tell you more about our history than a lot of people who've been here for years. You have to

Jean Boyd

**“It (discipline) promotes togetherness. It’s about team. It’s not about individuals or a single star player. Fans will see a synergized, energized football team that’ll play at a level at or near the top of its ability ... there’ll be a relentless effort start to finish that fans can be proud of.”**

**Jean Boyd**

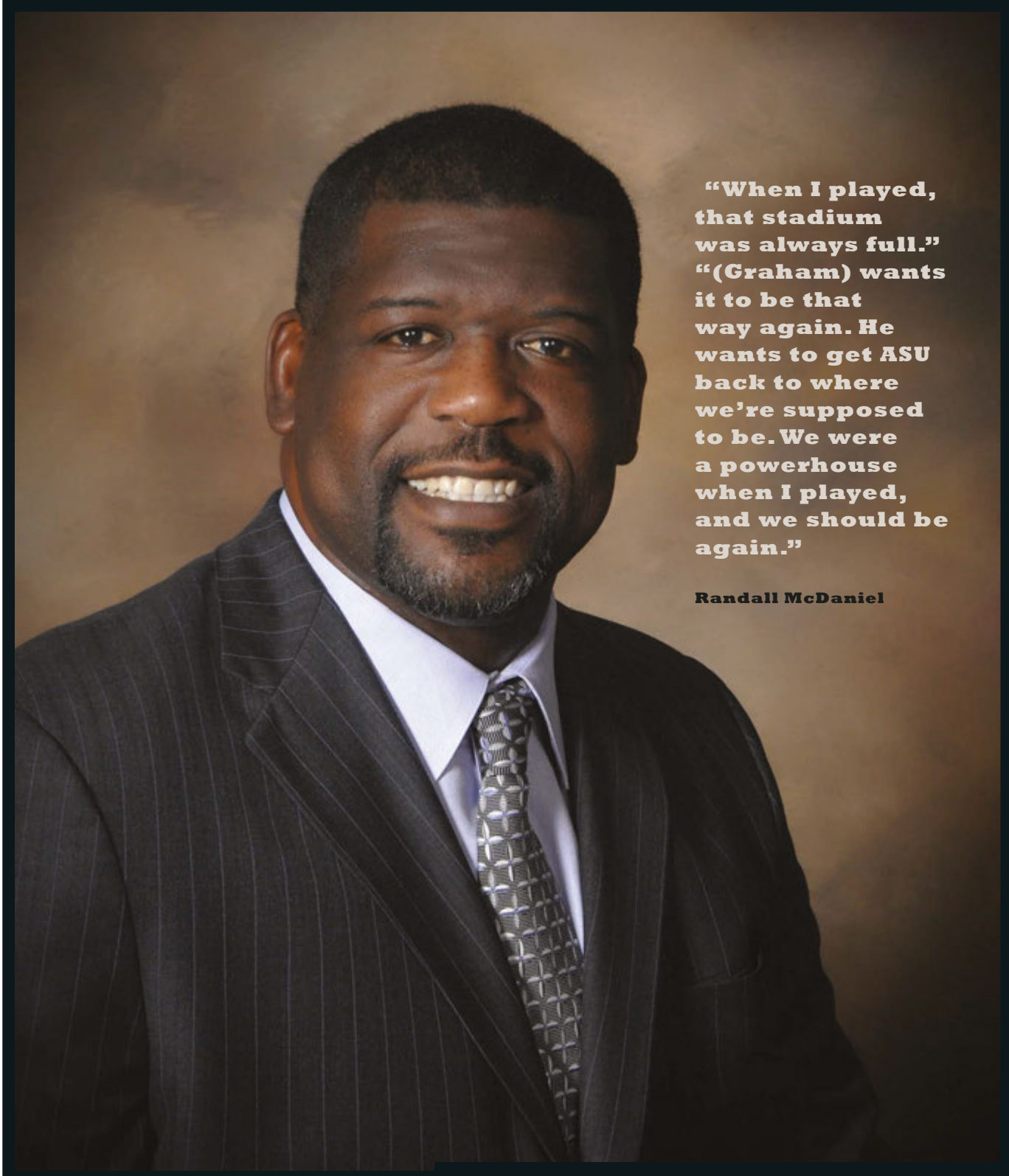
respect someone that respects your past in that way.”

Randall McDaniel, a member of the Pro Football Hall of Fame and the National Football Foundation College Hall of Fame who played for ASU in the 1980s, spoke to the current team before a practice this spring at Graham’s invitation, discussing how he used his time at ASU to prepare for his professional football career and what the university experience had meant to him. He said he appreciates Graham’s emphasis on team over individualism, demonstrated in Graham’s ban

on earrings, bandanas, and headphones and his insistence on uniform dress code at practices and in the weight room.

It’s also on display in his treatment of former players. McDaniel said that Sun Devil teammates who did not play in NFL, as he did, have also been invited to “come back” to the program.

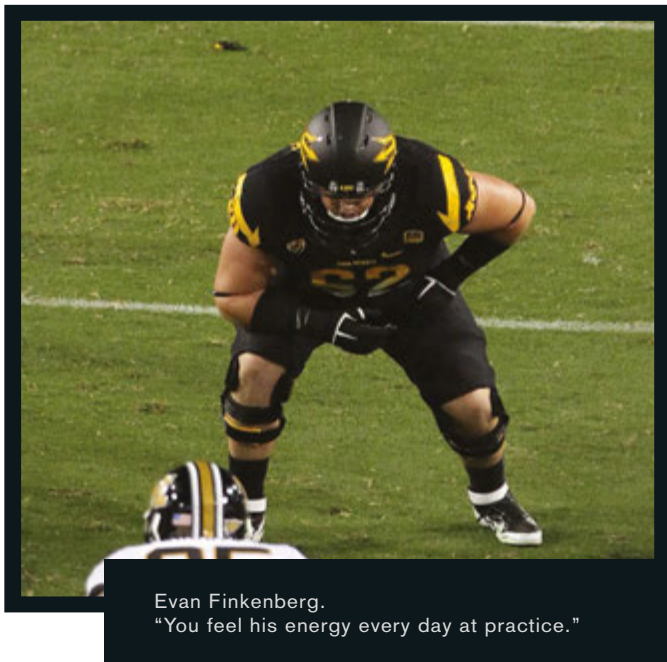
“It’s an open-door policy,” McDaniel said. “Coach Graham is saying, ‘Talk to me. Come to practice. Walk into a meeting. See how we’re running things.’ I’d never expect to step in and say how things should be run. But I do respect the access.”

A professional headshot of Randall McDaniel, a Black man with a short beard and mustache, smiling. He is wearing a dark pinstriped suit jacket, a white dress shirt, and a patterned tie. The background is a neutral, textured brown.

**“When I played,  
that stadium  
was always full.”  
“(Graham) wants  
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and we should be  
again.”**

**Randall McDaniel**

Randall McDaniel



Evan Finkenberg.  
"You feel his energy every day at practice."

## Generating a new kind of energy

Discipline and energy are two more pillars of Graham's coaching philosophy. That should be welcome news to Sun Devil fans after a season in which their team led the nation in penalty yards per game. Players are expected to maintain a clean locker room and clean language. During practice, they run to and from drills – unless they're injured, in which case they work on conditioning rather than lounging on the sideline.

Boyd explained why the insistence on discipline had the potential to pay off in a big way during the season.

"It (discipline) promotes togetherness," he said. "It's about team. It's not about individuals or a single star player. Fans will see a synergized, energized football team that'll play at a level at or near the top of its ability ... there'll be a relentless effort start to finish that fans can be proud of."

Current players say that Graham practices what he preaches in these areas.

"You feel his energy every day at practice," junior offensive lineman Evan Finkenberg said. "He's fired up to be out there. It spreads through the team and gets us riled up."

The discipline has already paid off in the classroom. According to Boyd, the team posted

a GPA of 2.6 in the spring semester, compared to 2.2 in the fall. Meanwhile, tardiness to class and academic appointments dipped 66 percent from fall to spring.

"We've seen tremendous improvement in outcomes. The young men are buying in," Boyd said.

Graham doesn't ask any more of his players than he himself was willing to give as a student-athlete at East Central University in Ada, Okla. His commitment led him onto the All-NAIA team twice and helped him become the first member of his family to graduate from college.

He credits his mother for teaching him discipline. When Graham was just 13, his father left. After that, Graham's mother worked three jobs to support her five children.

"When it comes to toughness and perseverance, I get that from my mom," Graham said. "When things get tough, there is no quit. It's part of being a Graham."

So what should fans expect from the Sun Devils this fall?

Although Graham played on the defensive side of the ball in college and began his coaching career as a defensive coordinator, his teams have been known more for offensive production. Under Graham, Tulsa led the nation in total offense in 2007 and 2008 and ranked fifth in 2010. Offensively, ASU will move fast between plays and focus first on the running game. Defensively, Graham expects to play with aggression but with discipline.

However, Graham stressed that Xs and Os only get you so far. Handshakes matter, too.

"A lot of people think that you hire a coach with a magical scheme and you start winning. That's not the case," Graham said. "It takes commitment from everybody: the alumni, former players, fans, the university staff and faculty."

"I want them to know that this is their football team. The university is represented very well in a lot of areas. We're going to work hard to make fans proud and represent the university on the field as it's represented elsewhere."

McDaniel is optimistic that the new coach can rekindle some of ASU's historic football success and support.

"When I played, that stadium was always full," he said. "(Graham) wants it to be that way again. He wants to get ASU back to where we're supposed to be. We were a powerhouse when I played, and we should be again."

*Matt Simpson is a Phoenix-based freelance sportswriter.*

# Looking

Biomarkers research initiatives

seek to diagnose disease

before symptoms appear

By Christopher Vaughan



**Editor's note:** This story kicks off a series of ASU Magazine features focusing on the university's efforts to improve health outcomes on a number of fronts. From highly focused research efforts with the potential to revolutionize health care, to collaborations that transcend disciplinary silos, to initiatives designed to embed healthful habits into every day life, ASU faculty and staff are working to increase the world's wellness.

Over the next five issues, ASU Magazine will carry stories highlighting projects at the university intended to provide solutions to health-related challenges such as the obesity epidemic, social/cultural health disparities, health care coordination, and many others.

Imagine a future in which sensors constantly monitor your vital signs, sending that data to your smartphone and computer for your review, and sending it to your health providers.



# for a sign

**Y**ou may feel just a bit under the weather, but your physicians will see that your blood pressure is elevated and that your exercise has declined. Perhaps they also see a certain troubling molecule showing up in your saliva, collected daily by an instrument that monitors a number of chemical changes, that points to an increasing insulin insufficiency.

In this imagined future scenario, the doctors may take proactive steps – including perhaps scheduling an office visit where they review the records of among others your immune status, your genetic profile, potentially your whole genome, and MRI images. Through a blood test, they determine what proteins are being made by your cells, see signs that the insulin-producing cells in your pancreas are under assault by a virus, and prescribe a drug that targets a specific abnormal protein found in your blood. This drug has been shown to specifically cure this disease in people with your specific genetic profile. They also adjust your other medications and your exercise plan based on data from previous months in order to return your blood pressure and protein levels to normal levels. In a few days you are back in top shape and feeling much better, with the interventions prescribed preventing what could have become a major health problem.

In this future, one of the major advances facilitating the capability to treat health issues long before they are pernicious comes from the physicians' ability to understand changes in genetic information (mutations) that cause many diseases. These abnormal proteins and other chemicals in the blood are called "biomarkers." New drugs and diagnostics, directed specifically at these abnormal molecules, will allow doctors to craft a treatment plan that is tailor-made for your body.

ASU researchers who study biomarkers view them as keys to understanding the complex, dynamic interactions between all the cells in the human body.

"Biomarkers are signals that tell you about underlying normal and abnormal biological

activity,” says Anna Barker, who came from a leadership position at the National Cancer Institute (NCI) to the university to become director of ASU’s Transformative Healthcare Networks and co-director of the Complex Adaptive Systems Initiative.

The research is intriguing, perhaps groundbreaking, in terms of its potential impact on how medicine is practiced, but it is still a young field. Barker points out that there are very few biomarkers that currently have Food and Drug Administration (FDA) approval to be used as a part of clinical therapy.

“The biomarkers that we have are the first generation of an effort to develop and use drugs in a more rational way,” Barker said. For instance, there are certain biomarkers that the FDA insists must be present before certain drugs are used: in order to use the anti-cancer drug Gleevec, physicians must show that particular gene defects are present, and a certain melanoma drug can only be used if there are alterations to a gene called BRAF.

The hunt for biomarkers is a major focus of biomedical research today. George Poste, Regents’ Professor, Del E. Webb Chair in Health Innovation and co-director of the Complex Adaptive Systems Initiative, stated last year in an article he wrote for the journal *Nature* that in 2011, scientists published more than 150,000 papers claiming the discovery of thousands of new biomarkers.

ASU Biochemistry Professor Joshua LaBaer, M.D., sees an ambitious future for the area, one in which biomarkers of all sorts are at the center of the health care universe. LaBaer, one of the nation’s leading experts in protein biomarkers, explains that although the term biomarkers traditionally has meant the molecular or genetic landmarks, when he talks about biomarkers he is talking about much more.

“To me, a biomarker is any biological measurement that can be predictive of a biological state,” said LaBaer, who is director of the Biodesign Institute’s Virginia G. Piper Center for Personalized Diagnostics. “It could be blood pressure, body temperature or the amount of lipid in the blood. It could even be X-ray or MRI images.”

Understanding and monitoring these markers of underlying biological states in an intelligent and comprehensive way, researchers say, can transform all aspects of health care.

One of the many advocates of this view is Rick Myers, chairman of the Arizona Board of Regents. Previous to his appointment Myers was chief operating officer of the Critical Path Institute, a Tucson-based independent nonprofit institute



Joshua LaBaer

dedicated to bringing scientists from the FDA, industry and academia together to improve the path for innovative new drugs, diagnostic tests and devices to reach patients in need.

“Anything that you can measure and represents some aspect of underlying health can be sent to a central repository,” Myers said. “Once you do that, it can have an effect on personal health, it can be applied in drug development, medical device development, or public health.”

Keith Lindor, M.D., who last year left his post as dean of the Mayo Medical School in Rochester, Minn., to become ASU’s executive vice provost for its Health Solutions initiative and dean of the university’s new College of Health Solutions, is a big supporter of biomarker research.

“These programs have the potential to change the way we manage diseases such as cancer as we move further along the path to truly targeted therapies,” Lindor says. “This approach may allow us to deliver ever more effective therapies targeted at the specific molecular abnormalities without all the side effects that occur with our older, non-specific cytotoxic approaches.”

Biomarker research also is performed by Deirdre Meldrum, a senior scientist at the Biodesign Institute and director of the Center for Biosignatures Discovery Automation. Meldrum’s team uses instruments to monitor ongoing changes





Anna Barker

in the body and spot the signs that provide an early warning for nearly all diseases and disorders. These signals provide useful information about a person's health status and the automated approach attempts to determine which information is predictive of disease and what intervention can put people on a path to better health.

To accomplish the ambitious goal of achieving a future where medicine is personalized, the biomarkers field has to overcome a few challenges. For example, it can be difficult to confirm that certain biomarkers are indeed excellent indicators of a particular biological state. The perfect biomarker exhibits both specificity (low false positives) and sensitivity (low false negatives)—it is present only in very specific circumstances, and tests are very accurate in spotting it when present. But the real world is much messier, according to researchers.

Even if such specific and sensitive biomarkers exist, finding them is difficult because the statistical analysis necessary to verify good biomarkers can be tricky and misleading.

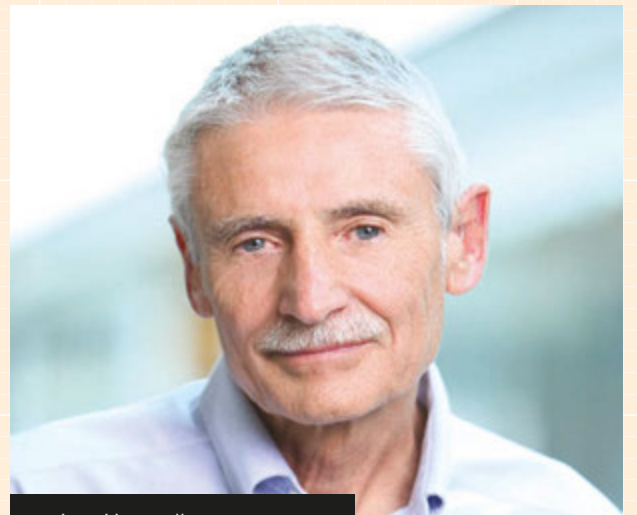
"My statistician friends say that the data will say anything if you torture it long enough," says Caroline Compton, current CEO of the Critical Path Institute. "From the FDA perspective, there is an enormous need for standardizing terminology and the methods you use to evaluate biomarkers. We need a way to measure and evaluate biomarkers that is highly reliable and based on firm science."



Rick Myers



Keith Lindor



Lee Hartwell



Caroline Compton

Nobel Laureate Lee Hartwell, chief scientist at the Biodesign Institute's Center for Sustainable Health, looks at the thousands of new potential biomarkers discovered every year and sees a lack of business incentive as the problem.

"In the last decade, we have seen an enormous increase in the performance of technologies to look at all kinds of molecules, which on paper should lead to an increased ability to diagnose disease, but it has not," he says. "The problem is that commercial companies won't invest in finding out which of those biomarkers really work and which ones don't" because of lack of return on investment for verifying which ones are good. Hartwell therefore has decided to focus on creating a process for large-scale screening of those thousands of biomarkers and verifying which ones are actually valuable.

While at NCI, Barker worked closely with the FDA to define bottlenecks in biomarker development for cancer and design new approaches to qualify and validate them in patients. She is currently using her experience to explore with a number of local organizations how Arizona could play a key role in enabling biomarker development, and ultimately personalized medicine as a whole.

"This is a complex problem that will require a solid knowledge base and experienced network of experts to make significant progress. I'm optimistic that we can assemble a unique network to tackle the problem," Barker stated.

When biomarker research moves into the practical application phase, the opportunities to improve human health are enormous.

"Biomarkers that can predict who should receive a drug versus who will not benefit will remove an enormous amount of the waste from the system," says Barker. "In addition, the cost of developing a new drug, currently estimated at a billion dollars or more, could decrease significantly, as currently most drugs fail because we can't identify the patients who are likely to benefit."

Myers pointed out that biomarker-related advances that could reduce or eliminate hospital stays have the potential to help control medical costs.

"Healthcare spending in the United States was \$2.6 trillion in 2010 and almost three-quarters of that was spent on chronic diseases," Myers says. "Managing people with chronic diseases and keeping them out of the hospital can dramatically lower the cost of health care."

ASU's researchers will play a leadership role as biomarker research advances and realizes the potential inherent in personalized medicine, said Sethuraman Panchanathan, senior vice president in the Office of Knowledge Enterprise Development.

"If we really want to bring health costs down, we will have to keep people healthier," said Panchanathan. "We have to spot problems early and intervene quickly with personalized, targeted therapies. Biomarker research by ASU and its partners will have a big role in making that approach possible nationally."

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

# ASU travel & tours

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## 2012

**Tuscany Cortona** | October 24-November 1 | AHI  
**Heart of Cuba** | November 1-9 | Collette Vacations  
**Ancient Civilizations** | November 4-15 | Go Next  
**Egypt and the Nile** | November 10-18 | Contiki Holidays

## 2013

**Costa Rica** | January 26-February 6 | Contiki Holidays  
**Treasures of Ecuador** | March 12-23 | AHI  
**Antebellum South** | March 14-24 | Go Next  
**Thailand "Island Hopper"** | March 23-31 | Contiki Holidays  
**Tahitian Jewels** | April 7-18 | Go Next  
**Mediterranean Marvels** | April 20-28 | Go Next  
**Jewels of Antiquity Cruise** | May 28-June 12 | AHI  
**Northern Europe** | June 22-July 3 | Vacations to Go  
**An American Celebration** | June 21-July 5 | Go Next  
**Alaska** | July 26-August 1 | Vacations to Go  
**Taste of Europe** | August 26-September 6 | Go Next  
**Italian Riviera** | September 7-15 | AHI  
**Villages and Vineyards Cruise** | September 23-October 1 | AHI  
**Cradle of History** | October 7-18 | Go Next  
**Northern Italy** | October 11-19 | Go Next  
**Classic China & The Yangtze**  
| October 29 - November 11 | Odysseys Unlimited



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# THE LONG

ASU's New American University



By Christopher Vaughan

ASU President Michael Crow likes to point out that, unlike American businesses, the most highly ranked universities in the country are inevitably the oldest. This speaks to the power and prestige afforded to academic institutions doing things the way they have been done for a long time. To Crow, this is a mistake. "Universities have become highly bureaucratized, machine-like creatures," Crow said. "They are rigid social constructs that produce limited tools, and except for the occasional breakthroughs, they are not producing the kind of radical advances we might expect." They also strive to become more exclusive, and wear their exclusiveness as a badge of honor, he says.

# ING VIEW

sity enters its second decade



Over the past 10 years, Crow has endeavored to build a new sort of university structure at ASU, forging change at a blistering pace, re-examining and reshaping the very idea of what a university should be. He has cut and shuffled academic disciplines that have been around for centuries to create a New American University, an institution for the 21st century and beyond. The changes that occur over the next 10 years will be just as dramatic, and will strengthen Crow's structural alterations that will create a paradigm-shifting model for higher education.

# RECONSTRUCTING ACADEMIA

“What we have done over the last 10 years is put ourselves in position to become a model of what a major research university should be.”

Michael Crow

**T**en years into the transition, evidence suggests that Crow’s efforts to reshape ASU have been successful so far. He began by putting forward eight design aspirations to guide change at the university. The eight principles address various means and ends, but if the eight could be boiled down to one credo, it might be, “Build on our strengths to help people change the world.”

One of the deepest changes has been to dismantle silos of academic disciplines in favor of units based on transdisciplinary cooperation.

“We have re-engineered more than 65 academic units and majors and recombined them into new intellectual configurations,” Crow said. He has recombined old disciplines in new schools and institutes. As a result, faculty members have been able to transcend disciplinary boundaries and draw connections amongst fields such as astronomy and geology, anthropology and mathematics, art and architecture, and theater and engineering.

ASU has increased the number of degrees being granted, the diversity of the student body and the number of students attending in a time of falling or stagnant funding. During Crow’s time at the university, ASU has more than doubled the number of students with Pell Grants (generally from lower-income backgrounds) and nearly doubled the number of minority students. Tuition have increased rates but the university is more affordable for many through grants and aid. The cost to the university per degree granted has dropped 10 to 15 percent since 2008, to about \$60,000 (including both public support and private tuition support for the university), which is one of the two lowest in the country.

“The general conventional wisdom is that (those lower costs mean) we are an inferior program, but that is not the case,” Crow said. To back that up, Crow can cite a lot of hard



Sethuraman "Panch" Panchanathan,  
senior vice president with the Office of  
Knowledge Enterprise Development

data, such as faculty and student awards, as well as survey results that show ASU graduates are highly valued. For example, he cites a Wall Street Journal survey of major U.S. corporations to find out which universities’ graduates were best prepared, in which ASU ranked fifth.

“What we have done over the last 10 years is put ourselves in position to become a model of what a major research university should be,” Crow said.

ASU has employed leading-edge technologies to improve its educational outcomes, with such tools permeating all aspects of the academic experience. ASU Online offers 26 undergraduate degrees and 29 graduate degrees

to 5,600 students in a fully online environment that provides advising and tutoring as well as instruction.

Technology also helps those who study in a more traditional manner. Students taking classes on-site at one of ASU's four campuses have access to an advising tool, eAdvisor, that is used in coordination with counsel from their academic advisors. Students can search eAdvisor for majors according to career interest and their academic strengths; the tool also tracks the acquisition of critical skills and courses required to support students' success in their chosen major.

Following implementation of eAdvisor, students increased their on-track progress toward degree completion from 39 percent to 91 percent in only four years. The use of eAdvisor, along with other educational efforts, has contributed to an increase in the university's freshman persistence rate, which tracks which students move from their freshman to sophomore years, from 77 percent in 2006 to 84 percent today.

## A SPIRIT OF INVESTIGATION AND CHALLENGE

"The importance of what we did (over the past decade) was not only that we achieved it, but how we achieved it."

Sethuraman "Panch" Panchanathan

**C**learly, much has changed at the university since 2002. Plans that have been set into motion for the next 10 years hold just as many dramatic changes, and are on track to make the university's untapped potential a reality.

One of Crow's most ambitious goals is to continue raising ASU's status as one of the nation's premier research universities. Already, in the last 10 years, the university has more than tripled its research funding to \$360 million per year. "This puts us among the top 20 universities without a medical

school," said Sethuraman "Panch" Panchanathan, senior vice president with the Office of Knowledge Enterprise Development.

Over the next 10 years, ASU is planning to double that figure to \$700 million in research funding annually. Currently, only three universities in the nation without medical schools – the University of California at Berkeley, Texas A&M and MIT – pull in that level of research funding.

To accomplish this, Panchanathan said, ASU will augment its innovative approach by expanding the number of large transdisciplinary projects, industry contracts, and major new research initiatives. He asserts that these strategies will enable the university to build on its past successes.

"The importance of what we did (over the past decade) was not only that we achieved it, but how we achieved it," he said. "We put together fantastic institutes and programs to address global challenges. This allowed us to attract outstanding faculty, researchers and students to ASU. With such talent, it is possible to achieve ambitious goals. For example, our students are very entrepreneurial – for

the past two years, ASU teams have placed in the Microsoft Imagine Cup, and three of the five finalists in Entrepreneur magazine's College Entrepreneur of the Year Award were ASU teams, including the winning team."

Engagement on a global scale itself tends to attract big money. Last year, ASU's Institute for Sustainability earned a \$10 million grant from the U.S. Agency for International Development (USAID) to lead a consortium to provide worldwide training for green jobs. The Department of Defense recently awarded ASU a \$30 million grant to produce a biosignatures-based pathogen detector chip, a crucial tool for countering biowarfare or terrorism.

Betty Phillips (née Capaldi), executive vice president and university provost, pointed out that ASU's success in improving its profile both in terms of academic and research measures was an extraordinary achievement for the university.

"The combination of improvements in freshman retention and success in research is unique in higher education and a credit to the hard work of our faculty and staff, who are deeply committed to the missions of excellence, access and impact," she said.

The university's engagement with others to



Betty Phillips née Capaldi, executive vice president and university provost

meet global challenges will not be pursued primarily to increase research dollars, but because it is part of ASU's core mission. In the last decade, Crow has forged new relationships with institutions around the world. In China, ASU is building bridges to business and academic institutions, establishing the Center for American Culture to make university-to-university links throughout China and expose young Chinese to American values and culture. ASU established the Center for the Study of Religion and Conflict to tackle academic study of the extraordinary influence of religion in public affairs in countries throughout the world, furthering understanding of this topic in the face of globalizing trends that are making the world smaller.

For more than five years, ASU's Institute for Sustainability has had a relationship with Mexico's Tecnológico de Monterrey, providing students from both universities the opportunity to engage in binational and research distance learning and to acquire entrepreneurial skills and experience, especially in clean technologies and sustainable growth.

"The relationship (between the two universities) is important because both institutions live a culture of innovation and entrepreneurship," said Rafael Rangel Sostmann, a Mexican engineer and academic who was president of Tec de Monterrey for more than 25 years. Rangel Sostmann recently joined ASU to continue his facilitation of the burgeoning relationship. "Both institutions have academic and research programs that are acknowledged globally, and the strengths of both institutions are complementary," he said.

"Another important area of shared experiences is the philosophy of having academic quality and offering distinctive and distinguished programs while being inclusive universities. I think that is a characteristic of how a new university should be," Rangel Sostmann said.

Such international relationships will only grow and deepen, Crow said. At the same time, ASU will continue to engage ever more closely on state and local issues, he added. Over the last 10 years, ASU has established the downtown campus and off-campus developments like SkySong. In the coming years, ASU will build an Innovation Center in Chandler. The university just set up a new campus in Lake Havasu City, which will focus exclusively on providing high-demand undergraduate degrees.

Sun Devil Athletics also can look forward to a growth decade. The Arizona Legislature established a 425-acre tax district north of campus, in which a portion of real estate taxes will help pay for the renovation of Sun Devil Stadium and other athletic programs in the coming years as that prime location continues to develop.





Vice President for University Athletics Steve Patterson: "We have all the assets to create something great... to produce a fantastic mixture of athletic and university success."

"What is exciting is the chance to build something that can dramatically change the landscape for the sporting community and the area," said Steve Patterson, vice president for university athletics. "We have all the assets to create something great. All those pieces can work together to produce a fantastic mixture of athletic and university success."

## HEALING COLLABORATIONS

"In the United States we spend more than any other industrialized country on health care per capita, but we rank 24th in terms of outcomes."

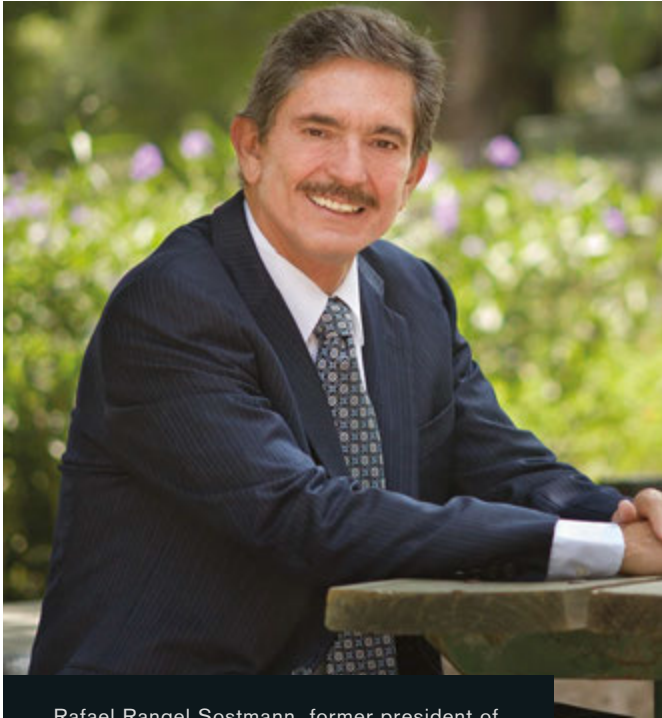
Michael Crow

**T**he newly created Health Solutions College ultimately may have the most potential to engage ASU and have a major impact at all levels—internationally, nationally, locally, even personally for university faculty and staff. ASU established a College of Health Solutions earlier this year and set forth a farsseeing plan

to launch in partnership with the Mayo Clinic, the Mayo Medical School in Arizona, and other local medical institutions. Joint initiatives will result in new research and new degree programs. The college includes the School of Nutrition and Health Promotion, the Department of Biomedical Informatics, and the School of the Science of Health Care Delivery. The college also will collaborate with the College of Nursing and Health Innovation to improve health knowledge and outcomes and to share those advances with the community at large.

Health Solutions will build synergy by coordinating all health-related activities at the university. The ultimate goal is to improve health knowledge and outcomes and to apply those advances to our communities. Crow hopes the new college in collaboration with Mayo Clinic and its Arizona-based medical school will have the power to bring health care outcomes in the United States more in line with costs. Already, the university's Health Services unit has joined the Mayo Clinic Care Network, bringing enhanced services to ASU students.

"In the United States we spend more than any other industrialized country on health care per capita, but we rank 24th in terms of outcomes," Crow said. "The collaboration produces new kinds of knowledge, new kinds of teachers, doctors and



Rafael Rangel Sostmann, former president of Mexico's Tecnológico de Monterrey, is joining ASU to facilitate a continuing collaboration between the two institutions.



nurses. It drives everyone to get down to the roots and rethink issues like 'what does a doctor do?' or 'what does a nurse do?'"

Wyatt Decker M.D. the CEO of Mayo Clinic in Arizona, predicts that the collaborations will have a major impact on the delivery of health care. "Programs such as the College of Nursing and Health Innovation on the Mayo Clinic Phoenix campus and the master's degree in the science of health care delivery planned for the new Arizona-based Mayo Medical School will create the healthcare teams of the future," Decker said. "Joint research in basic science, biomedical informatics and biomedical engineering will improve our ability to diagnose and treat disease with emphasis on high value and quality."

Crow wants to use health care resources that are part of Health Solutions to create a more effective, less expensive alternative to state-mandated health insurance for university employees.

"Right now we have to use health insurance services put in place by the government, but those are not the best," Crow says. "One of the things we are asking is to be able to act more as an enterprise" and to break free of governmental mandates, he says.



Wyatt Decker, M.D., CEO of Mayo Clinic in Arizona



President Crow says, "A public university is not supposed to be separate from society ... We will spend the next 10 years ... expanding access, improving quality and lowering costs."

## ACCESS, EXCELLENCE AND IMPACT FOR ALL

"If we have been successful in building ASU and the model New American University, then change will continue to occur well after my presidency is over."

Michael Crow

**T**he way that all the parts of ASU's health-related programs work together to support the larger mission is typical of Crow's plans for the university's next decade. Crow is committed to building a premier, research-oriented university that is open to all qualified Arizona students and attracts students from around the world. This is an ideology that is foreign to most

American universities, who build their reputation by becoming more selective and exclusive.

"A public university is not supposed to be separate from society, an elite institution that takes only a handful of talented high-school students," Crow says. "It is supposed to be an institution providing for social change, for economic change and social advancement. We will spend the next 10 years responding to these challenges, expanding access, improving quality and lowering costs."

Crow knows he has to do all this without a lot of new resources from the state of Arizona, but he is not dissuaded. Other universities take a different tack on this problem, but Crow argues they may be headed down a difficult path.

"The University of California has decided to protect the status quo and argue for more resources by brinkmanship," Crow says. "They say they won't admit more students unless the legislature pays up, but the legislature can't pay up, the state's tax structure makes the model unviable."

The adaptability that Crow has had to display in order to accomplish ASU's mission over the next decade may be the final element that ensures the university's long-term success. Just as ASU strives to create people who are lifelong master learners, the university has to be an organization that is constantly evaluating and reshaping itself.

"Building a culture of perpetual innovation and change as a mechanism for adaptation is one of our objectives for ASU," Crow said. "If we have been successful in building ASU and the model New American University, then change will continue to occur well after my presidency is over."

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



Watch a recent video of President Crow discussing the transformation of higher education.

## A dramatic experiment

Unique science-theater collaboration yields unexpected gifts

By Sarah Auffret



ASU Professor Manfred Laubichler says he has always been struck “by some fundamental similarities between science and theater...both are intense collaborative processes.”

**At first glance, scientists and artists might seem to be odd bedfellows, since they tend to interpret the world from different backgrounds, using dissimilar languages.**

But ASU professors Manfred Laubichler, a theoretical biologist and historian of science in ASU’s School of Life Sciences in the College of Liberal Arts and Sciences, and Gitta Honegger, a professor in the School of Theatre and Film located within the Herberger Institute for Design and the Arts, have demolished that idea, melding scientific inquiry with theater in a years-long collaboration that has created closer bonds between the two fields. Laubichler says questioning and working in concert with others lie at the heart of both disciplines.

“We have always been struck by some fundamental similarities between science and theater,” said Laubichler, “as both explore their questions in a controlled laboratory setting where nevertheless the outcome is always open-ended and surprising. Both are intense collaborative processes.”

Robust word of mouth, results in students lining up to take the professors’ co-taught courses on science and theater writing, classes designed as mind-bending explorations in which students must develop performance pieces that communicate science to a wider public.

Besides teaching, the two professors review plays and exhibitions that cross the boundaries between science and art, speak on science/theater topics at ASU-sponsored community events and bring in speakers for biology and theater students at the Center for Biology and Society.

Cody Goulder, a second-year MFA student in dramatic writing who took their course last spring, says she soaked up the workshop-like atmosphere, studying science-related plays to evaluate which were more engaging while still staying true to the science. They also heard scientists such as physicist and futurist Lawrence Krauss talk about their work.

“I left every class on a creative high note,” she says. “We treated our class as an experiment, testing new models and exploring our results. The biggest thing I took away was a desire to experiment in my work. I feel like I’m a more daring storyteller now.”

Doctoral biology student Guido Caniglia collaborated with Boyd Branch, an MFA student in interdisciplinary digital media, to produce an interactive dance experience that explores the dynamics of the evolution of social behaviors. Audience members were confronted with dancers representing wasps evolving from solitary to social creatures and were asked to investigate the transition to understand how it happened.

"I've been turned on to subjects from the world of science that I never would have considered to be dramatically interesting," says Branch. "I started reading about the work at ASU turning algae into jet fuel, and I was overwhelmed and became interested in making a theatrical work that could be born from the research."

He has even developed a new course he'll be teaching next spring, a theater laboratory focusing on stories about algae as one of the most vital organisms for life and sustainability.

Laubichler, who grew up in Austria with a grandmother and an uncle who were actors, says theater always has been an important part of his life. Artists and scientists are both naturally curious and inquisitive, he says, and teaching the two together is a way of merging their different perspectives and thereby transforming ways of thinking.

Honegger encourages her students to move beyond traditional storytelling and present audiences with questions and surprises. She observes students who take the class become more open, developing a stronger sense of playfulness:

"The 'as if' of acting translates into the 'let's see, what if . . . ' of scientific experiment," she said. "The great challenge is to infuse the expected with the unexpected, as Bertolt Brecht knew, to get us to think twice, or do a double take."

Both professors lament the media's tendency to dismiss the practice of science as a field for oddballs. They urge students to attempt to communicate what scientists do. Portrayals of science in the media are getting better, says Laubichler, though they still fall back on stereotypes such as the science nerd in "The Big Bang Theory." He cites the TV show "Numbers" as an example of more successful representation.

At least one alumna of the science and theater course said Laubichler and Honegger's class had influenced her approach to her work as an emergency room physician.

Julie Story Walker '03 B.A., '03 B.S., had spent a summer in South Africa before taking the class. She ended up writing a play about HIV and AIDS-infected women in that nation. She said the assignment helped her better understand what the women were experiencing and credits the course with giving her the broader perspective that's helped her to be a better physician.

"The class helped me realize that scientists do speak a different language than others, and we need to try harder to communicate what we do," said Walker.

Jane Maienschein, Regents Professor in the School of Life Sciences and director of the Center for Biology and Society, said Laubichler and Honegger continue to push the boundaries of their students, as well as those of their respective fields.

"It is really astonishing what Gitta and Manfred offer these students," Maienschein said. "They are both wonderful teachers and top scholars, and they are wonderfully creative in ways that inspire the students. The students don't know that they shouldn't be able to do the things that Gitta and Manfred inspire them to do."

*Sarah Auffret is a Tempe-based freelance writer.*



Professor Gitta Honegger, with ASU's School of Theatre and Film says, "The 'as if' of acting translates to the 'let's see, what if' of scientific experiment."



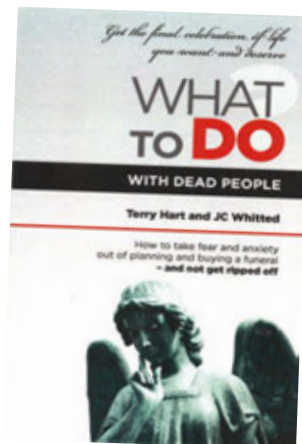
Jane Maienschein



### Surface Encounters: Thinking with Animals and Art

By Ron Broglio, University  
of Minnesota Press.

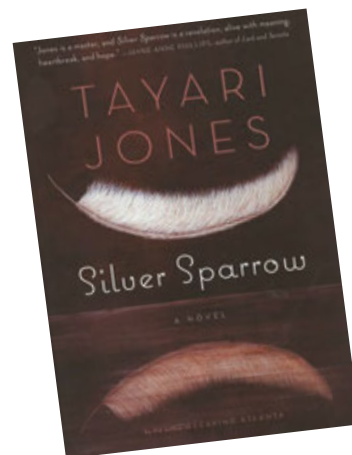
Philosophical tradition holds that animals, unlike humans, do not reflect on their own experiences. Without the interiority that accompanies human ability for self-reflexive thought, animals are understood generally to live on the surface of things. In this work, Broglio, assistant professor of English and senior scholar in the Global Institute of Sustainability, explores this surface as a site for engagement with the animal world. Such engagement, particularly through the arts, is presented as a productive avenue for expanded understanding of the world of animals, a means for coming to know more about what it is like to be a non-human animal. This is a largely academic work that explores human and animal phenomenology and the spaces in between by taking seriously the worlds of animal experience and identifying artistic languages for interspecies expression.



### What To Do With Dead People

By Terry Hart '86 B.S.  
and J.C. Whitted '70 B.A.,  
Awkward Books.

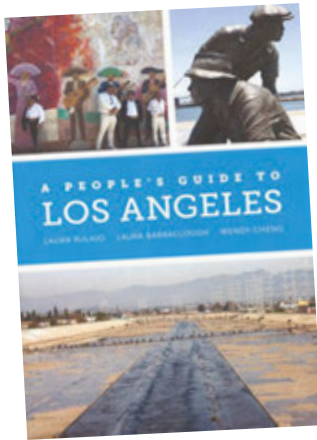
A helpful little book with a conversational approach, this work discusses the many practical issues associated with a topic many people prefer to avoid: how to plan and buy a funeral. In 15 straightforward yet sensitively worded chapters, Hart and Whitted present general information that provides a context for planning and covers everything from expenses, options, preplanning, eulogies, and the practices of diverse religions to the language of the funeral trade, common rip-offs and the Federal Trade Commission Funeral Rule. For those who prefer to plan in advance and for those who must make arrangements for a loved one after the fact, this book provides helpful guidance on a potentially difficult topic.



### Silver Sparrow

By Tayari Jones, '00 M.F.A.,  
Algonquin Books of Chapel  
Hill

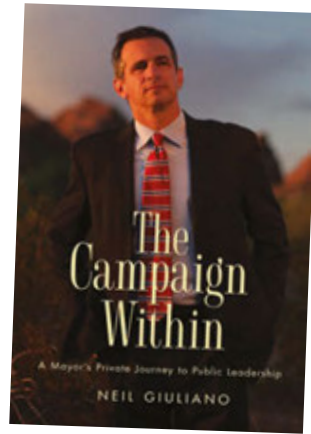
Bigamist James Witherspoon has two wives; each of them has one daughter, his, who has reached adolescence. Nearly the same age, the girls live in the same middle class suburb of Atlanta and frequent the same areas, although efforts are made to minimize their simultaneous appearance at any one place. Only one mother-daughter pair knows about the existence of the other. As the inevitable conflicts unfold through the separate narrations and reflections of the two girls, complex characters are developed and win the reader's sympathy. There are no true villains or heroes, no true winners or losers—just ordinary people across the years of 1957 to 1987 doing the best they can with the circumstances of their lives. In this work, Jones highlights for inspection such varied topics as the meaning of father, daughter, sister and wife; the nature of love and mysteries of male-female relationships; the effects of secrecy and complicity; and the notion of legitimacy. This is a compelling book whose characters live long after the last page is turned.



### **A People's Guide to Los Angeles**

*By Laura Pulido, Laura Barraclough and Wendy Cheng, University of California Press*

If you're tired of the traditional Southern California pilgrimages to Disneyland and Hollywood, this eye-opening travel guide may give you an entirely new view of the City of Angels. Cheng, an assistant professor of Asian Pacific Studies at ASU, and her co-authors have meticulously researched the history of hundreds of locations in the greater LA region that have significance to social justice-oriented movements of the past century – including those for labor rights, Chicano/as, Native Americans, gay men and lesbians, African Americans, Asian Americans, and others. Cheng's photography of the historic sites is a highlight of the book, as are tips on restaurants and cultural amenities near the locations profiled, and a series of themed driving/walking tours offered at the end of the book.



### **The Campaign Within: A Mayor's Private Journey to Public Leadership**

*By Neil Giuliano '79 B.A., '83 M.Ed., Magnus Books*

For many years, Neil Giuliano's personal history was interwoven with the history of Tempe and ASU. In his new autobiography, Giuliano reveals his journey as a leader. He begins with how he helped his father's mayoral campaign back in his home state of New Jersey and the influence that his involvement with Kiwanis' Key Club and Circle K organizations had on the direction of his career. His activities as an undergraduate and graduate student at ASU are documented fully, as is his employment with the university and the Alumni Association. The book culminates with the lessons he learned during his decade on the Tempe City Council and his eight years as mayor. Through it all, Giuliano shares his reflections on what it means to be a leader, describes how he integrated his identity as a gay man with his life of public service, and speculates on where his professional path will ultimately take him.



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## Lessons learned

Board chair Barbara Clark emphasizes education in her vision for the year

By Liz Massey



**Though her career took her through a number of stages and industries, Barbara Clark has retained a connection to her first career as a classroom teacher.**

Though her career took her through a number of stages and industries, Barbara Clark has retained a connection to her first profession as a classroom teacher. Clark, who is the chair of the ASU Alumni Association's board of directors and national alumni council for 2012-13, continues to champion the importance of higher education and its ability to change a person's life path.

"I often speak to how critical education is," she said. "It's heart-wrenching how many youth there are who do not understand how important education is – how it really is the first ticket to whatever else you want to do in life."

Clark knows first hand how a degree can change a life. She graduated from ASU in 1984 with a master's degree, working with her advisor to help her create a program that would help her transition from the classroom to the boardroom. She combined education classes with coursework in public relations.

After she received her master's degree, Clark became an education manager at Motorola. She worked with school systems within Arizona to help students to develop an interest in engineering and technology, and to make the connection between success in school and success in the business world.

During her term as chair, Clark, who joined the board of directors in 2006, said she hoped to encourage the board and council to increase their awareness of recent developments at the university.

"I want our board to be aware of how the university has matured since they graduated, even if it was recently," she said. "Something changes every year here!"

Another goal of Clark's is to support the Alumni Association in its ongoing quest to increase membership. She is interested in seeing the association augment its Sun Devil Generations program for families, as well as its initiatives for new graduates, military veterans, and older alumni. She said her own experiences led her to believe more Sun Devils are ready to become members, if properly encouraged.

"I think I am probably like a lot of graduates who get so busy with their family and work life that unless they are already involved in a specific area of the university, like sports or mentoring, just take for granted that we are alums, and neglect to seal the deal by actually joining," she said.



Snap this QR code to listen to an audio interview with Barbara Clark.

*Liz Massey is managing editor of ASU Magazine.*



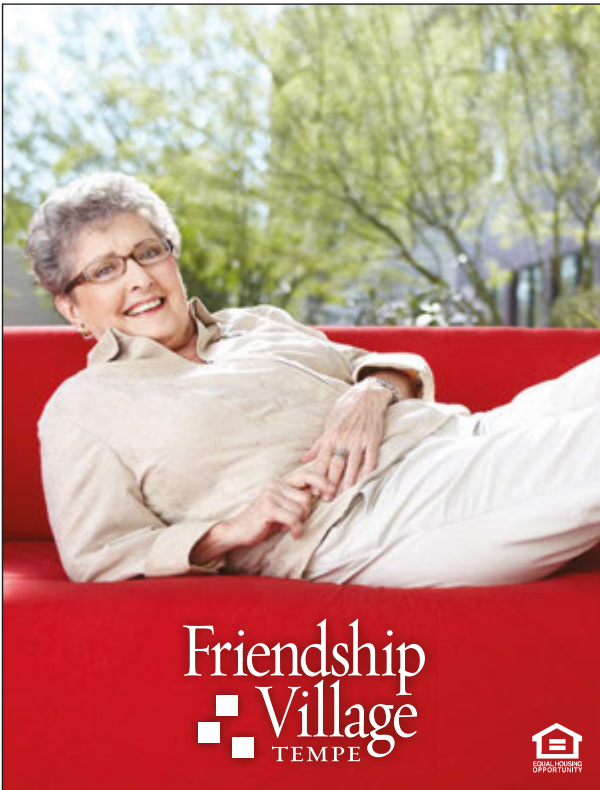
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## Reports from the Sun Devil Nation



Members of the Native American community pose with Sparky during the Native American chapter's annual spring breakfast and social on April 21.

### Chicago

Our chapter is happy to announce we will be able to use a new "ASU room" at the Cubby Bear for all of our game-watching tailgates! This new room will make you feel like you're back in Tempe!

We've just finished a summer filled with events that included our annual day at the Chicago Cubs game, an alumni career fair and our annual Sun Devil Send-Off. We'll be working with other Pac-12 groups for the annual Pac the Stockings wine tasting this December.

Please send us an email if you would like to be involved in planning future events, including the 2013 Pat's Run shadow run. To keep up with all our activities, visit our website:

[alumni.asu.edu/chapters/chicago](http://alumni.asu.edu/chapters/chicago).

Contact: Ryan Dromgoole, 617-851-9521 or [asuchicagoalumni@gmail.com](mailto:asuchicagoalumni@gmail.com).

### Colorado

Our chapter continues to grow and offer opportunities for ASU alumni in Colorado to get together, not only to cheer on our Sun Devils, but also to do service events in the community, to help ASU graduates network with other Sun Devils, and to participate in fun activities like

skiing and snowboarding.

This fall, we'll welcome all Sun Devil football supporters to join us at game-watching tailgates at Blake Street Tavern; we are working hard to make it an event for the whole family to enjoy! We plan to have prize drawings, fundraisers, DJs, kid's games, and more!

To keep up with all our activities, visit us online at [alumni.asu.edu/chapters/colorado](http://alumni.asu.edu/chapters/colorado).

Contact: Shaun "Alex" Bainbridge, [bainbridge@asu.edu](mailto:bainbridge@asu.edu).

### Dallas – Fort Worth

Our alumni club has graduated to full chapter status! We celebrated this accomplishment by hosting the ASU Alumni Texas Chapters Leadership Meeting at Texas Station at the Gaylord Texan Resort on June 23. We also hosted our annual Sun Devil Send-Off on July 7 and welcomed ASU's next generation of students into the Sun Devil family.

It's September now, and we're hard at work planning a new signature event, Rangers at the Ballpark. Visit our Facebook page at [www.facebook.com/dfwsundevils](http://www.facebook.com/dfwsundevils) to see if tickets are still available for this Major League Baseball

game, which is on Sept. 30.

Contact: Marco Canales, 972-693-3766 or [sundevil0377@gmail.com](mailto:sundevil0377@gmail.com).

### Greater New York

Our chapter's been busy this summer with our annual Cinco de Mayo celebration, summer boat cruise and our Sun Devil Send-Off. This fall, we'll host football game-watching tailgates and other great events. Check out our web page at [alumni.asu.edu/chapters/new-york](http://alumni.asu.edu/chapters/new-york) for frequent updates, or to sign up for our chapter newsletter.

Contact: Jon Katz, [ny\\_sundevils@thesundevils.com](mailto:ny_sundevils@thesundevils.com).

### Greater Philadelphia

ASU alum and former ASU football player Jim Shaughnessy graciously hosted our local Sun Devil Send-Off, where we greeted freshman and transfer students who will be attending ASU in the fall. In August, we returned to Ambler for our annual Sun Devil "Southwest Style" Family Picnic, where we consumed all the Tex-Mex fare we loved when we lived in the desert. If we can't get back to ASU, we'll bring ASU here!

In the coming months, we'll host the

third annual Philly Pac-12 Football Season Kick-Off Mixer, sponsor game-watching tailgates, and organize a new member networking mixer. Follow us at [www.facebook.com/PhillySunDevils](http://www.facebook.com/PhillySunDevils) or visit our website [alumni.asu.edu/chapters/philadelphia](http://alumni.asu.edu/chapters/philadelphia) for details.

Contact: Fernando Torres, [PhillySunDevils@gmail.com](mailto:PhillySunDevils@gmail.com).

## Hispanic Business Alumni

Our chapter hosted its third annual Noche De Loteria at the Madison Event Center in Downtown Phoenix on May 11. More than 400 guests attended. The event raised more than \$10,000 via ticket sales, silent auction donations for the handiwork of local artists, and donations from businesses such as APS, Wells Fargo, Helios Education Foundation, DP Air, Edward Jones, Hensley, Latino Perspectives, 95.1 Latino Vibe, El Zocalo Mexican Grille and Barrio Café. Funds raised by the event benefit the HBA Scholarship fund for W. P. Carey School of Business students during the 2012-2013 academic year.

Contact: Caleb Navarro, [navarro.caleb@gmail.com](mailto:navarro.caleb@gmail.com)

## International Connections

Over the past three years, the ASU Alumni Association has expanded its alumni outreach to form a network of international connection groups around the globe. The Alumni Association has identified an alumni volunteer in 22 international locations to serve as a contact for Sun Devil alums in their region. Recently, ASU alumni in Shanghai, Tokyo and Dubai gathered for professional networking and social engagement, and other groups meet intermittently for networking and camaraderie.

At the end of the spring semester, the ASU Alumni Association, along with the International Students & Scholars Office, hosted a graduation celebration at Old Main for international students who were finishing their undergraduate and graduate degrees at Arizona State University. Students from China, India, Saudi Arabia, Cyprus, Mexico and the Bahamas attended the reception to hear congratulatory remarks by Christine Wilkinson, president of the ASU Alumni Association. The students also had the opportunity to have their picture taken with Sparky.

To learn more about the international connection groups sponsored by the Alumni Association, visit: [alumni.asu.edu/groups/international](http://alumni.asu.edu/groups/international).

## Leadership Scholarship Program

Our alumni chapter has appointed three new directors to lead key Chapter initiatives. Congratulations to Amy Golden, who will serve as director of LSP alumni engagement, and to David Wahls, who will take on the role of director of LSP program sustainability. We are also grateful to Arturo de la Cruz for taking on the job of director of LSP student experiences. Our new structure and strategic plan will allow the chapter to have a greater impact on the LSP program and on the university.

This fall, we will support current LSP students by participating in the program's annual retreat at Camp Tontozona on Sept. 15 and by hosting the traditional Breakfast Club event for incoming LSP freshmen. We also will host our annual LSP Homecoming alumni reception on the evening of Oct. 26. Alumni from across the country and current LSP students will gather to network, share stories, and join their fellow Sun Devils participating in the Lantern Walk up "A" Mountain.

To join the LSP Facebook page and receive up-to-the-minute

information on chapter events, visit [www.facebook.com/groups/48016836624/](http://www.facebook.com/groups/48016836624/).

Contact: Nikki Severson, 480-988-3363 or [nlseverson@hotmail.com](mailto:nlseverson@hotmail.com).

## LGBT Devils' Pride

In May, our chapter celebrated its first year of existence. This capped off a year that was highlighted by several mixers that were open to ASU alumni, staff, students and their significant others; staffing booths at the Phoenix Rainbows Festival and the Phoenix Pride Festival; participating in the ASU Homecoming parade; participating in an "Out in the Workplace" panel discussion co-hosted



Sun Devil alumni gathered in Dubai for an international event on May 18



More than 400 guests attended the Hispanic Business Alumni chapter's "Noche de Loteria" event on May 11, which raised more than \$10,000 for scholarships.



Members of the Western Pennsylvania alumni club braved a cool, damp April day to participate in a Pat's Run shadow run.

with ASU Career Services and LGBTQA Services; and hosting our first-ever Lavender Convocation. We began our second year in June with a "Having Pride Inside" breakfast, a signature event held to commemorate the Stonewall Riots, the landmark June 1969 protests in New York City against police harassment of gays.

To encourage inclusion and diversity, our chapter meetings and events are open to all ASU alumni, regardless of sexual orientation or gender identification, and we do not charge fees for most of our activities. Visit the chapter's web site at [alumni.asu.edu/devilspride](http://alumni.asu.edu/devilspride) for more information.

Contact: Scott B. Greenberg, 602-451-2859 or [Scott.Greenberg@DevilsPride.org](mailto:Scott.Greenberg@DevilsPride.org).

## Los Angeles

Earlier this summer, our chapter hosted a happy hour and networking event, had a great hike in Pacific Palisades, enjoyed a trip to Dodgers Stadium highlighted by a pre-game meet-and-greet with Sun Devil and Dodger great Andre Ethier, and held our annual Sun Devil Send-Offs, welcoming incoming students and parents to the ASU family. On October 20, we will be hosting "LA Stories: Alumni in Media and Entertainment," which will be an exciting panel discussion.

With the start of football season, we're back in full swing, hosting game-watching tailgates and raising scholarship money via Pennies for Points. We'll be on hand

to cheer Coach Todd Graham and the Sun Devils as they head to LA to battle USC at the Coliseum on Nov. 10. Before the game, be sure to attend Sparky's Touchdown Tailgate at Expo Park.

We'll battle Los Angeles-area Wildcat alumni Nov. 18 in the 12th Annual ASU vs. U of A Duel in the Desert Bowling Tournament. Come and help us recapture the bowling pin trophy!

For more information on the chapter and these events, visit our website at [alumni.asu.edu/chapters/los-angeles](http://alumni.asu.edu/chapters/los-angeles) or visit our Facebook page at [www.facebook.com/pages/LA-Sun-Devils-LA-Alumni-Chapter-ASU-Alumni-Association/131214266902416](http://www.facebook.com/pages/LA-Sun-Devils-LA-Alumni-Chapter-ASU-Alumni-Association/131214266902416).

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

## National Capital (Washington, D.C.)

Fall in the nation's capital means ASU alumni are back on the field for the 2012 Capital Alumni Network Flag Football season. Games are held on weekends at Anacostia Park.

We'll also cheer on the Sun Devils at game-watching tailgates all season long at the Crystal City Sports Pub in Arlington, Va. Come join the fun!

Learn more at our website: [alumni.asu.edu/chapters/washington-dc](http://alumni.asu.edu/chapters/washington-dc). Contact: Scott Gore, [dcsundevils@gmail.com](mailto:dcsundevils@gmail.com).

## Native American

Our chapter held its annual spring breakfast and alumni social in Tempe on April 21. Sparky posed with guests, and Urban Giff and Peterson Zah reminisced about their years at ASU. Giff recently celebrated the golden anniversary of his commencement from ASU, and Zah will celebrate this anniversary next May. Both men recounted times when there were only seven natives on campus, who got together to form a group they would belong to ... it was traditionally named "Dawa Chi'dii" (which includes the Hopi word for "sun" and the Navajo word for "ghost" or "devil"). Our chapter has grown from the foundation provided by this group, and now welcomes back more than 200 dues-paying members, including more than 100 Native Americans who are lifetime members of the Alumni Association.

On May 4, we awarded the Spring 2012 Dr. Frank Dukepoo Outstanding Scholar Award to Jenna Hines, a Hopi tribe member and a fourth-generation educator, who achieved a 4.0 GPA while attaining her bachelor's degree in education. In all, 93 graduates participated in the American Indian Convocation at ASU Gammage and enjoyed listening to a keynote presented by Rex Lee Jim, vice president of the Navajo Nation.

Contact: Dora Bradley, 480-917-2153.



The Greater Philadelphia chapter celebrated the legacy of ASU football great Pat Tillman during a Pat's Run Shadow Run on April 21. Clockwise from back left: Bill Brown, Lynn Edwards, U.S. Rep. Jon Runyan, Andrew Patterson, Bryan Yockus, Bryan Adams, Fernando Torres, Will Caton with daughter Emma.



The W. P. Carey School of Business alumni chapter prepares to race in the Tempe-based Pat's Run, which honors the legacy of ASU alum Pat Tillman

## New Mexico

Our alumni club recently hosted our second annual Sun Devil Send-Off for incoming ASU freshmen and transfer students. We're currently busy planning an ASU Ski and Board day for this fall or winter, and we'll be having football game-watching tailgates, too. For more information, visit our website at [alumni.asu.edu/chapters/new-mexico](http://alumni.asu.edu/chapters/new-mexico), or join our Facebook group at [www.facebook.com/groups/177467502272894/](http://www.facebook.com/groups/177467502272894/).

Contact: Brooks Washburn, Brooks.Washburn@asu.edu.

## Orange County

On May 5, our chapter conducted a beach cleanup day in Newport Beach. ASU alumni cleaned more than 20 blocks of beach and filled many bags with trash and other debris. The activity was well received by residents on the beach that day, many of whom stopped to thank us for our time and effort to make the beach a nicer place for people to enjoy.

After the event, the chapter bought lunch at Sharkeez in Newport Beach for all alumni who participated. Overall, it was a very positive community service project that was filled with positive alumni energy, beautiful weather, and delicious food.

Our chapter is looking forward to hosting many more such events throughout the year that will bring alumni together in a positive way. For more information,

please visit [alumni.asu.edu/chapters/orange-county](http://alumni.asu.edu/chapters/orange-county).

Contact: Chris Bissonnette, [chrisbissonnette@aol.com](mailto:chrisbissonnette@aol.com).

## Western Pennsylvania

Our alumni club is proudly active year round. We had a heart-warming Pat's Shadow Run in April despite the cold, damp Pittsburgh weather that day. We held our annual Cinco de Mayo festival in May, which included a Mexican-cuisine cooking contest that rewarded the winner with a \$25 gift certificate to ASU's online bookstore.

On Sept. 29, we are sponsoring a signature event that will celebrate the history of Western Pennsylvania. We will tour the Pennsylvania Trolley Museum and take a 4-mile scenic ride on a restored trolley. Traditionally, after our main program, we visit four breweries in Western Pennsylvania, including Penn's Brewery, which was founded by the first German immigrant to the United States. We will wrap up this day by hosting a game-watching tailgate for the ASU-Cal game.

Speaking of game-watching tailgates, we plan to host tailgates for all ASU games this year. We will rotate tailgate locations throughout our vast district, so that Sun Devils from all areas can enjoy Sun Devil fellowship close to home. We're also planning a road trip to the ASU-Colorado game in Boulder on Oct. 11. We invite all Sun Devils in Western

Pennsylvania to join us!

For information about our club, visit [alumni.asu.edu/chapters/western-pa](http://alumni.asu.edu/chapters/western-pa).

Contact: Charles Tichy, [charles.tichy@sru.edu](mailto:charles.tichy@sru.edu).

## W. P. Carey School of Business

The W. P. Carey alumni chapter was proud to award \$14,000 in scholarships to eight outstanding undergraduate business students this past spring in order to help these deserving scholars further their academic achievements. The chapter also has hosted many networking, community service and professional development events this year, both locally and nationwide, which serve to connect thousands of alumni to one of the largest and most successful business communities in the world.

This fall, all business school alumni are invited to attend our Homecoming-related events, such as our Hall of Fame celebration on Oct. 25, our "tailgate" at the Homecoming Block Party on Oct. 27, or the Spirit of Enterprise Luncheon on Nov. 1. Details on these activities, plus a full listing of events, can be found at: [wpcarey.asu.edu/events](http://wpcarey.asu.edu/events). To become involved with the alumni chapter, visit [wpcarey.asu.edu/alumni](http://wpcarey.asu.edu/alumni).

Contact: Theresa DeLaere, 480-965-3978 or [wpcareyalumni@asu.edu](mailto:wpcareyalumni@asu.edu).

## exhibiting leadership

W. James Burns  
'94 M.A.



**While circumstances and fate buffet many a career, W. James Burns, who became director of the Desert Caballeros Western Museum (DCWM) in Wickenburg in 2010, stresses that it was choice, not chance, that encouraged him to enter the museum profession.**

"I began working in museums when I was only 19," he said. "I always say I entered the museum profession by design."

The upstate New York native said he was drawn to Arizona in part because of his great-uncle's collection of vintage (1950s and '60s era) Arizona Highway magazines. While obtaining his bachelor's in history at the University of Arizona, Burns was introduced to museum work through positions at the Arizona State Museum, an internship with the Center for Creative Photography in Tucson and a paid position at the Pueblo Grande Museum in Phoenix. He also worked for a time at the Phoenix Art Museum.

By the time Burns settled on ASU to pursue an M.A. in history, he was sure of his path, studying historical administration and museum studies as well as 20th century history of the American West to augment knowledge gained on the job.

Burns credits a quartet of ASU faculty with helping him become the professional he is today.

"Both Dr. Bradford Luckingham and Dr. Robert Trennert at ASU fueled my passion for history and helped shape my research interests in societal and environmental issues," recalled Burns. "At the same time, Dr. Jannelle Warren-Findley and Dr. Noel Stowe's exacting research and writing standards provided me with a foundation that has served me well in every museum position."

Ironically, after focusing on Arizona-based museum positions and writing his master's thesis on the Museum of Northern Arizona, Burns headed east to deepen his knowledge of Western history and art, by joining the staff of the Booth Western Art Museum in Georgia, which offers the nation's largest collection of contemporary Western art.

"I started at the Booth as director of curatorial services just six weeks after it was founded," he said. "My first day we looked at blueprints for the building. I saw them through three years of building and four years beyond that."

After his eastern sojourn, which also encompassed a one-year appointment as founding curator of the Cypress Sawmill Museum in Louisiana, Burns returned to Arizona to work at the Tempe Historical Museum in 2007. He took the helm at DCWM after several tough years for the institution, developing a strategic plan and identifying new ways for the museum to meet the needs of 21st century audiences.

"Our goal is to show how the mythic West of the 19th century evolves into the 21st century in ways that blur boundaries, defy stereotypes and trigger intellectual and emotional responses," said Burns.

Burns noted that his career, which has been divided between stints at art, history and anthropological museums, had derived strength from its diversity.

"There are really more differences than similarities between the museums that I have worked for throughout my career," he said. "I think that's an advantage in some sense. These days, museum professionals have to be a jack of all trades and a master of none."



## 2010s

◆ **Joseph Denoncourt '12 B.A.** recently accepted a position with Teach for America. As part of his assignment, he will serve as a fourth grade English Language Acquisition teacher for Spanish speaking students at Cowell Elementary in Denver.

**Hugh Martin '12 M.F.A.** is one of five poets to receive the prestigious Wallace Stegner Fellowship from Stanford University this year. Recipients are considered working artists and each will receive a stipend of \$26,000, paid tuition and health insurance coverage for the academic year during which they are guided by Stanford's creative writing faculty.

◆ **Mia Parrett '12 B.A.** was hired as an account executive in the Scottsdale office of Yelp, Inc., a social networking, user review and local search website.

**Maggie Pingolt '12 B.S.** was recognized by Scientific American magazine among a select group of up-and-coming science, health and environmental writers and reporters who graduated recently from post-secondary institutions.

**Dustin Volz '12 B.A., '12 B.A., '12 M.M.C.** received a Fulbright English Teaching Assistantship to Indonesia through the Fulbright U.S. Student Program. He will spend nine months in Indonesia teaching English and studying the country's evolving journalism industry. In addition to the Fulbright award, Volz received several others this year: three Hearst Journalism Awards for feature writing, breaking news reporting and opinion writing; two shared Society of Professional Journalists' team

awards at the regional and national levels; and the Robert F. Kennedy Journalism Award as a contributor to an in-depth report on immigration and border issues in the Dominican Republic.

◆ **Juan Williams '11 B.I.S.** represented E-Hale, a Hawaiian alternative design group, in Washington, D.C., at the finals of the U.S. Department of Energy's Clean Tech Open competition in which regional finalists competed for a share of \$2 million in seed money for business plan development. E-Hale's entry, Spot Energy Enabling, received the inaugural Promising Idea award at the western regional competition. The entry integrates photovoltaic cells into outdoor furniture to provide a store of energy for portable power devices.

◆ **Elvina Nawagnua-Clemente '11 M.M.C.** received a Best in Business award from the Society of American Business Editors and Writers for her story titled "Deteriorated Properties Prompt Battles Between Struggling Towns, Professor." She wrote the story while still a student reporter in ASU's Cronkite News Service.

**Kathleen Winter '11 M.F.A.,** adjunct professor at the University of San Francisco, announced the publication of her first book, "Nostalgia for the Criminal Past" by Elixir Press in March. The work received the Antivenom Prize.

◆ **Katherine Zinn '11 B.A.** was promoted to assistant account executive with Olson Communications, Inc., a boutique public relations and content marketing agency based in Scottsdale.

**Laura Carpenter '10 L.L.M.** is the founder of Carpenter Law Firm, which was named a 2012 Impact Award Finalist by the Greater Phoenix Chamber of Commerce. The firm was recognized for exemplifying the spirit of entrepreneurialism by identifying unmet needs, initiating changes, developing innovative solutions and creating value.

**Lindsey A. Jackson '10 J.D.** joined Gammage & Burnham in Phoenix, where she will practice estate planning and taxation law.

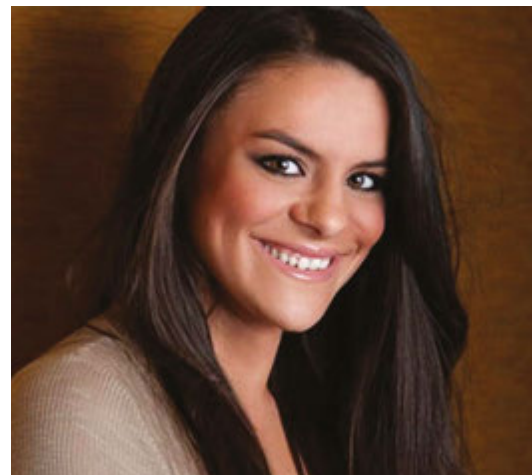
**Ke Wu '10 B.S.,** a chemistry teacher with Teach for America in Los Angeles, was selected as a Gates Cambridge Scholar and will pursue a master's of philosophy degree in politics, development and democratic education at the University of Cambridge.

◆ **Reginald Bolding, Jr. '10 M.Ed.** was selected for the Phoenix Business Journal's Class of 2012 40 Under 40 program that honors the best young leaders in the Phoenix metro market.

**Kristena Hansen '10 B.A.,** formerly with the Arizona Republic newspaper, joined the Phoenix Business Journal as a real estate reporter.



Hugh Martin



Katherine Zinn



Danielle McBurnett



Michael Tamm

## 2000s

**Valencia Engermann '09 M.B.A.; Stefanie Francis '05 M.B.A.; ♦ Colin Tetreault '05 B.S., '10 M.A.; Rachel Bennett Yanof '05 M.Ed.; Ann-Marie Donaldson Alameddin '04 J.D.; Sarah Finecey '03 B.A.; Chey Castro '02 B.S. and Milton Dellossier '01 B.A.** were selected for the Phoenix Business Journal's Class of 2012 40 Under 40 program that honors the best young leaders in the Phoenix metro area.

**Nick Kallof '09 B.A. and James Kallof '08 B.S.,** co-founders of Arizona Technology Consultants Inc., announced the launch of a new website, SeoTechTools.com, a microsite designed to provide SEO-related services to small and medium businesses.

**Victoria Lautsch '09 M.Ed.** accepted a position as manager of talent with Unlocking Potential, a nonprofit organization in Boston that revitalizes failing schools using a new charter model. Her responsibilities include recruiting and retaining teachers and staff.

**Danielle McBurnett '09 B.S.N., '10 M.S.** was named Miss Maricopa County and competed on June 23 in the Miss Arizona pageant.

**Shannon Curry '08 B.S.** graduated in May 2012 from Southern Illinois University School of Medicine in Springfield and is completing a pediatrics residency at Phoenix Children's Hospital.

**John Christian Dwyer '08 B.A.** completed his Peace Corps service as an English teacher in Mongolia's Gobi desert and moved to Washington, D.C., in 2011. He blogs for the Good Men Project magazine and published an article in the spring issue of WorldView.

**Courtney Sullivan '08 M.B.A.** was hired as the first full-time CEO of the Foundation for Public Education, a nonprofit organization that provides financial support for the Paradise Valley Unified School District.

**Annalyn Censky '08 B.A.,** a reporter with CNNMoney, met recently with ASU students studying business journalism to discuss her reporting duties and provide sourcing tips and suggestions for branding.

**Courtney Steele '08 B.S.** recently opened terés: A Nail Bar in Old Town Scottsdale, which offers affordable and customized nail salon services to women and men.

**Jen Levario Cieslak '07 M.Ed.,** formerly with The Arizona Republic, was honored in the page design category of the Best of the West journalism contest.

**Reynaldo Rivera '07 Ed.D.** was named vice president of learning at South Mountain Community College in Phoenix. Prior to assuming his new duties, he served as interim dean, division chair and faculty member at Estrella Mountain Community College in Avondale.

**Eran Mahrer '06 M.B.A.** was named vice president of utility strategy with the Solar Electric Power Association based in Washington, D.C.

**Jae Min-Lee '06 B.S.** joined the coaching team at the Abu Dhabi Golf Club.

**Brian Glaister '05 M.S.** is founder and CEO of Cadence Biomedical, a Seattle-based medical device maker that developed the Kickstart Kinetic Orthosis to facilitate the act of walking for those with weakened muscles or disabilities.

**Richard Beyer '04 B.I.S.** was honored by Northwestern Mutual with membership in its 2011 Forum group in recognition of his outstanding year of helping clients achieve financial security. Beyer is affiliated with Northwestern Mutual – Southwest and is based in Phoenix.

**Melissa Molling Gardner '04 B.A., '04 B.A.** received a master's degree in occupational therapy from Midwestern University.

**Josh Rathkamp '04 M.F.A.** kicked off the 12th season of the Tempe Poetry Series on April 4 with a reading and discussion at the Tempe Center for the Arts.

**David Fishman '04 M.A.** joined Majestic Drug Company as vice president. The South Fallsburg, N.Y., company manufactures oral care and personal care products.

♦ **Damon J. Grandy '03 B.S.** is a travel contract physical therapist and lives in Buckeye, Ariz.

**Michael F. Tamm '03 J.D.,** an attorney with Brownstein Hyatt Farber Schreck in Phoenix, was named among the 2012 Southwest Rising Stars in health care law. He recently was appointed to the WellCare Foundation board of directors.

**Rachel Robertson '03 J.D., Isaac Gabriel '02 J.D., Kelly Singer '02 J.D. and Lori L. Winkelman '01 J.D.,** all attorneys in Arizona offices of Quarles & Brady LLP, were named 2012 Southwest Rising Stars by Southwest Super Lawyers® magazine.

♦ **Stephen F. Sullivan '03 M.B.A.** was named chief strategy officer with the Scott & White Healthcare leadership team on May 1. He will lead strategy, business development and supply chain operations.

**Stephen Ball '02 Ph.D.,** associate professor of nutrition and exercise physiology at the University of Missouri, received 2012 William T. Kemper Fellowship for Teaching Excellence. The award includes a \$10,000 check and is given to five outstanding teachers at the university each year.

**Amanda Levens '02 B.A.,** formerly head coach of women's basketball at Southern Illinois University Edwardsville, was named associate head coach of ASU's team and has returned to her alma mater, where she was a standout player as an undergraduate.

**Miguel A. Figueroa '02 B.A., '02 B.A.** was appointed director of member programs with the American Theological Library Association in Chicago.

**Justin Hawkins '02 B.S.** earned an M.B.A. from Vanderbilt University in May 2011. He is employed now as brand manager at Mattel Toys in Los Angeles on the Toy Story brand.

♦ **Aaron Blau '01 B.S.,** vice president, enrolled agent and certified public accountant with The Blau Company, Ltd., participated in National Association of Enrolled Agents Fly-In Day in Washington, D.C. The event supported the ongoing tax expertise of enrolled agents.

**Akshay Sharma '01 M.S.D.,** assistant professor in Virginia Tech's School of Architecture + Design, was honored by that university's alumni association with the 2012 Alumni Award for Excellence in International Outreach. The award recognized Sharma's use of design to address some of the most critical issues faced by societies around the world by partnering with other disciplines to develop a sustainable infrastructure. His work has been recognized also by a number of prestigious international venues that include Innovation, the journal of the Industrial Designers Society of America.





## along for the ride

**Brittany Hill '08 B.F.A.  
and Ashley Hill '09 B.A.**

### **Brittany and Ashley Hill are living their own adventure – one road trip at a time.**

The sisters, originally from Chicago, are known as “the Jeep Girls” and have been crossing the country in a Jeep Wrangler and sharing their experiences via a blog.

The job has given the sisters opportunities to visit communities they would have otherwise never seen. Bedford, Ohio, Quakertown, Pa., and Temple, Ga. are a few of the stops.

“We never had any purpose to go to a town like Temple, Georgia,” Brittany said. “The Jeep is the common denominator and allowed us to build a relationship.”

Their blog posts reflect ongoing conversations with both die-hard Jeep owners and cultural and historical icons whom they encounter along the way. The sisters also are collaborating on a project documenting properties that are part of the Historic Hotels of America registry. The hotels on the registry are at least 50 years old, listed in or eligible for the National Register of Historic Places, or are recognized as having historic significance.

“We are working in partnership with Historic Hotels of America to focus on structural preservation — both physically and through translation,” Ashley said. “We have been inspired by these beautiful hotels to document the stories within their walls to keep tradition alive.”

The duo hope to capture the “living history” of America through these two projects, and come well equipped to complete such an assignment. Brittany graduated from the Herberger Institute for Design and the Arts with a degree in photography, and Ashley received her degree in communications from the Hugh Downs School of Human Communication within the College of Liberal Arts & Sciences. Ashley credits a project she collaborated on with her school’s namesake for shaping her dreams.

“While at Arizona State, I worked on a transcription of oral history with Hugh Downs,” she said. “He inspired my sister and I to follow our dreams. At the moment, that means hearing stories of historical icons.”

The Hill sisters lived in Illinois prior to moving to ASU for school. Ashley credits the move to Arizona with whetting the sisters’ appetite for setting big goals – and achieving them.

“I had to reflect on my four years of high school,” she said. “I wanted to work for Jeep and own a Jeep Wrangler. I wanted to be on the field for a Super Bowl and have coffee with the band O.A.R. I don’t think we would have had these experiences had we stayed in Illinois.”

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

**Bob Beatty '00 Ph.D.**, professor of political science at Washburn University and Kansas First News political analyst, was named an academic fellow for 2012-13 by The Foundation for the Defense of Democracies, a non-partisan policy institute headquartered in Washington, D. C., and traveled to Israel for an intensive course in terrorism studies.

**G. David Brown '00 B.S.**, professor of Military Science at the University of Wisconsin-Madison and a major in the U.S. Army, was the winner of the 20th season of the television reality show "Amazing Race."

**Kristie (Shea) Martorelli '00 B.A.E.** was named Arizona Teacher of the Year. She is a kindergarten-to-third-grade reading interventionist at Thompson Ranch Elementary School in El Mirage.

**Joshua Wagner '00 B.S.** announced the publication of his first novel, "Exhiled," in June.

**Edward A. Salanga '00 J.D.**, a partner at Quarles & Brady law firm in Phoenix, completed the Leadership Council on Legal Diversity Fellows program. He practices in the areas of construction and real estate litigation, commercial litigation, product liability and direct sales.

## 1990s

**Michelle Davidson '99 B.A., '01 M.P.A.; Jason Funk '99 B.S., '06 M.B.A.; Jason Hersh '99 B.S.; Alana Chávez-Langdon '98 B.S., '01 M.P.A.; Kristin Parrack '98 B.A.E.; Jason Coochwytewa '96 B.S.; Laura Franco French '96 B.A. and Eileen Sullivan '94 B.A.** were selected for the Phoenix Business Journal's Class of 2012 40 Under 40 program that honors the best young leaders in the Phoenix metro area.

**Eduardo C. Corral '99 B.A.**, recipient of the Whiting Writers' Award and the Yale Younger Poets prize, read from his collection "Slow Lightning" at ASU's Piper Writers House on the Tempe campus in April.

◆ **Diana Yazzie Devine '99 M.B.A.** with Native American Connections, Inc. was honored by Phoenix Business Journal by being listed as one of the Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Darryl T. Landahl '99 B.S., '02 J.D.**, who practices law at Brownstein Hyatt Farber Schreck in Phoenix, was recently appointed to the WellCare Foundation board of directors.

◆ **Richard P. Morris '99 B.A.** was made shareholder in the Florida law firm of Fowler White Burnett, P.A., where he focuses on the defense of casualty and commercial litigation claims.



Richard P. Morris

**Craig O'Loughlin '99 B.A., '03 J.D.; James L. Ugalde '99 B.S., '03 J.D.; John Matson O'Neal '94 J.D.; Kevin Quigley '94 J.D. and Lisa D. Duran '92 J.D.**, all attorneys in Arizona offices of Quarles & Brady LLP, were named 2012 Southwest Rising Stars by Southwest Super Lawyers® magazine.

**Russ Patzer '99 B.S.E.** is co-founder and co-owner of Sun Valley Solar Solutions, the top SunPower dealer in the nation and the recipient of the 2011 Residential Dealer of the Year Award from SunPower Corp.

**Ravi Jethra '99 M.B.A.**, who presented at the ASME Power Conference in Anaheim last July, published two technical articles in Electric Power magazine and an Australian publication. Jethra lives in Maryland.

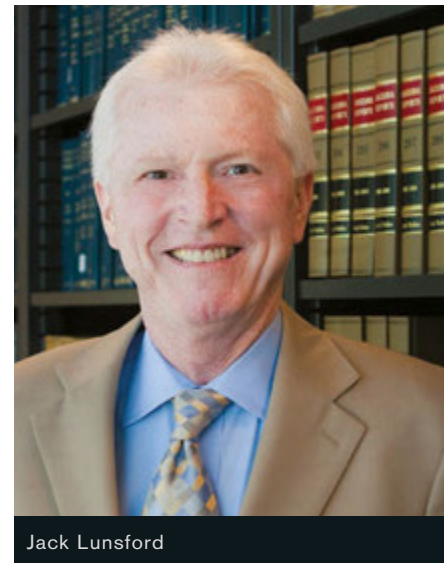
**Michael J. Proulx '98 B.S.** was promoted to senior lecturer in psychology at the University of Bath in the United Kingdom and was selected to carry the torch for the 2012 Paralympic Games in London.

**Robert Singleton '98 B.A., '02 J.D.** was elected principal at Squire Sanders law firm in Phoenix. He is a member of the firm's global litigation group and director of its e-discovery and data-management team.

**Adam Boatsman '98 B.S.**, founding partner of Boatsman Gillmore certified public accounting firm in Charlotte, N.C., was profiled among the Charlotte Business Journal's 40 under 40 honorees.

**Jenny Elkins '98 B.I.S.** was promoted to vice president of operations with Kona Grill. She will oversee day-to-day restaurant operations, including training, marketing and recruiting.

**Amy Gowder '98 B.S.E.** was named vice president and general manager of the Lockheed Martin Corporation's Kelly Aviation Center, L.P. in San Antonio. In this position, she oversees military and commercial engine maintenance, repair and overhaul services and new engine production assembly and



Jack Lunsford

test operations.

**Jack Lunsford '98 M.P.A.**, retired founder, president and CEO of WESTMARC and founding director of government relations and external affairs for Maricopa Community Colleges, was appointed to the Everest College Phoenix board of trustees.

**Lisa A. Rast '98 B.S.E.** launched a business, Nutwhats, drawn from her hobby of candymaking. Her unique toffees and brittles are available through several Phoenix area outlets and online.

**Allison Alexander '97 B.A.** joined NBC affiliate KVOA-TV in Tucson as the anchor for their noon and 4 p.m. weekday newscasts.

**Jennifer Froelich '97 B.A.** published a novel, "Dream of Me," which was released in May and is available through Amazon.com.

**Minh Huynh '97 B.A.**, a physician, has joined The Oncology Institute of Hope and Innovation, which has nine Southern California locations.

**Tina (Tingxiu) Wang '97 M.P.A.** accepted a position as executive director of the Asia America MultiTechnology Association, a nonprofit organization dedicated to building a high technology community in Asia and the Pacific Rim.

**Clate Mask '96 B.A.** with Infusionsoft was honored by Phoenix Business Journal by being named to its list of the Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Trino Sandoval '96 M.A., '03 Ph.D.**, a professor at Phoenix College, is serving currently as senior policy adviser on education to Phoenix Mayor Greg Stanton. Sandoval will focus on boosting Latino graduation rates, improving preschool and after school programs and improving college readiness among high school students.

**Michael R. Smith '96 Ph.D.**, formerly dean of the university's College of Liberal Arts and Social



Jeffery Mills

Sciences, became vice provost at Georgia Southern University on July 1.

**Chad Archibeck '96 B.S.**, an inventor and owner of CWA Enterprises, announced the recent distribution of his newest product, Re-StringIt, which is a universal drawstring re-threader. The product is available at sporting goods, alteration and laundry shops.

**Julie (Reuvers) Christensen '95 B.A.** accepted a position at the University of Minnesota as assistant director for the News Service, the university's primary public relations office.

**Dean Ebner '95 B.S., '10 M.B.A.** joined AMN Healthcare as president of the company's Locum Tenens division, which provides physicians and advanced practice professionals nationally on temporary and temporary-to-permanent assignments.

**Joseph R. Hanley '95 M.B.A.** was promoted to senior vice president of technology, services and strategy for Telephone and Data Systems, Inc.

**Katia Mehu '95 J.D.**, an appellate prosecutor in Phoenix, was awarded a Gates Cambridge Scholarship to pursue a master of law degree at Cambridge University.

**Christopher Stroud '95 B.A.**, formerly assistant principal at Desert Ridge High School, is the new principal of Gilbert High School.

**Danna Durante '95 B.S.**, formerly a competitive Sun Devil gymnast, was appointed head coach of the University of Georgia Gym Dogs gymnastics team.

**Tess M. Harper '95 B.S., '98 J.D.** joined the Pittsburgh law firm Keevican Weiss Bauerle & Hirsch LLC as a member of its tax law practice group and corporate and business law practice group.

**Susan Kilgard '95 M.M.C., '99 Ph.D.**, a member of the Department of Communication faculty at



George F. DeMarco

Anne Arundel Community College, was awarded tenure and promoted to professor at the start of the 2012-2013 academic year. She also received the 2012 National Institute for Staff and Organizational Development Excellence Award that was presented by the Community College Leadership Program at The University of Texas at Austin.

◆ **Alissa Pierson '95 B.A.** was promoted to executive director of programs and constituent relations with the ASU Alumni Association.

**Alison Williamson '95 B.S.W.**, a citizen of Great Britain and U.S. collegiate archery champion the year she graduated from ASU, competed on the British team at the London 2012 Summer Olympic Games, making her one of only three British athletes to compete in six Olympics.

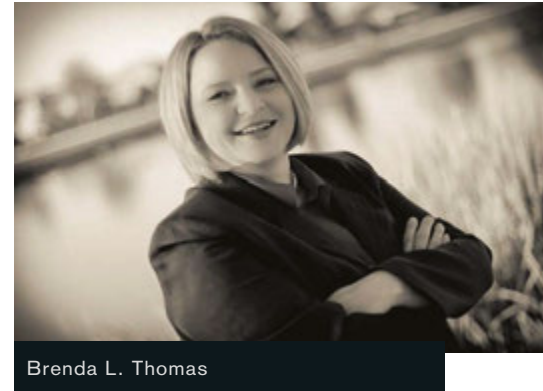
◆ **Jeffery Mills '94 M.Ed., '97 Ph.D.** was appointed president and CEO of the University of Maine Foundation in Orono, Maine.

◆ **Sheila Luna '96 B.A., '10 M.L.S.** displayed one of her paintings at Su Vino Winery in Scottsdale during the month of May.

**Steve Poulin '94 B.S.** was promoted to project director of the education services business unit in the Southwest division of McCarthy Building Companies Inc.

**George F. DeMarco '93 B.A.** was named a director in the private client group at Turner Investments, an employee-owned investment management firm in Berwyn, Pa.

**John McLoughlin '93 B.A.** is an award-winning vintner and the owner of Jerome Winery and the largest vineyard (120 acres) in the state of Arizona.



Brenda L. Thomas

**Scott Perroncino '93 B.A.** was promoted to director of business development with KatalystFP, LLC, a provider of alternative medical and receivables financing solutions.

**Kartik Ramakrishnan '93 M.C.S.** was appointed senior vice president and general manager for Adchemy Software, a division of Adchemy, Inc., an online advertising technology company in Foster City, Calif.

**Beth (Kaufman) Royle '93 B.A.** started a business, Original Health Hero Coin Company, with her sister to create commemorative coins for patients who face serious health challenges and their caregivers. Portions of the proceeds will be donated to medical institutions and organizations.

**Richard Brody '93 Ph.D.**, Douglas Minge Brown Professor of Accounting and Daniels Fund Business Ethics Fellow at the University of New Mexico, was named Educator of the Year by the Association of Certified Fraud Examiners.

◆ **Thomas Idzorek '93 B.S.** was named president of Morningstar's Global Investment Management Division and will oversee the company's investment advisory, retirement solutions and investment management operations in North America, Europe, Asia and Australia.

**Jennifer Hiatt '92 B.A.E., '96 M.Ed.** accepted a position as director of residence life at the University of Arizona.

**Jennifer MacLennan '92 J.D.** was elected to membership at Gust Rosenfeld in Phoenix, where she practices education law and labor and employment law.

**Julie Bowland '91 M.F.A.**, gallery director and assistant professor at Valdosta State University, opened an exhibition of her plein air expressionist works at the Buchanan Museum of Fine Art in southwestern Michigan on May 26.

◆ **Jaime Molera '91 B.A.** with the Arizona State Board of Education was honored by Phoenix Business Journal by inclusion on its list of Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Ford Burkhart '90 Ph.D.** was reappointed to a third term as an honorary professor in the Journalism and Media Studies Centre at the University of Hong Kong. This term will run through 2014.

**Catherine Hammond '90 M.F.A., '11 M.L.S.** facilitated the 2012 Tempe Poetry Series during National Poetry Month in April.

**Marian Meyer '90 Ph.D.** was named director of OsoBio Pharmaceuticals Manufacturing, LLC that is headquartered in Albuquerque, N.M. She manages the company's chemistry and microbiology labs, which are responsible for such quality control services as materials testing and release, environmental monitoring and analytical methods compliance.

**Gregory C. Rollins '90 B.S.E., '96 M.S.** was promoted to vice president and location manager with MWH Global, a wet infrastructure-focused strategic consulting, environment engineering and construction services firm.

**Brenda (Bré) L. Thomas '90 B.A., '02 M.P.A.** was named CEO of Arizona Family Health Partnership.

## 1980s

**Lysa Hlavinka Clemens '89 B.S.** accepted a new position at Synergis Education as chief operating officer.

**Brent DeRaad '89 B.A., '91 M.M.C.** was appointed president and CEO of the Metropolitan Tucson Convention and Visitors Bureau in April.

**Scott Huckins '88 B.S.,** formerly with RSC Holdings, joined Sears Holdings as vice president and corporate treasurer.

**Dan Allen '88 B.S.** joined Neurotech, a worldwide provider of pain relief and rehabilitative health, as a sales product specialist.

**Dan Leff '88 B.S.** was appointed to The Preiss Company's Acquisitions and Development team. He will be responsible for new acquisitions, development and disposition of real estate assets in the firm's portfolio.

**Ajit Kulkarni '88 B.S.E.** joined Nexant, Inc.'s grid management business unit in the company's Sacramento, Calif., office. His responsibilities include leading electric power project feasibility and system improvement studies.



Phil Breedlove

**Denise Tanguay '88 B.F.A.** was promoted to director of workforce communications for Scripps Health in San Diego. In addition, she received an International Association of Business Communicators Gold Quill award for Human Resources and Benefits and Communications in 2011.

◆ **Phil Breedlove '87 M.T.E.C.,** U.S. Air Force general and vice chief of staff, was nominated by President Obama to be the next U.S. Air Forces in Europe commander. If confirmed by the Senate, he will replace Gen. Mark A. Welsh III.

**Karina Bland '87 B.S., '97 M.M.C.,** a columnist with the Arizona Republic and AZCentral.com, was a winner in the Best of the West journalism contest for her "My So-Called Midlife" columns.

**Karl Gentles '87 B.S., '97 M.B.A.,** executive director of the Back to School Clothing Drive, was selected as a Piper Fellow. Piper Fellows are leaders who work daily to improve the quality of life for people in Maricopa County's diverse communities, and have the opportunity to participate in self-designed professional development sabbaticals supported by the Virginia G. Piper charitable Trust.

**Craig Henig '87 B.S.** with CBRE was honored by Phoenix Business Journal by inclusion on its list of Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Ramona Rahkola '87 B.S.** was appointed director of client services and strategic accounts with Company Nurse, a nurse-staff injury hotline for workplace injuries.

**Russell Wagner '87 B.S.** was named executive director of Five Star Senior Living Community's The Forum at Desert Harbor in Peoria, Ariz.

◆ **Brian Hayer '86 B.S.** is president and CEO of



Mary Vrooman-Mininni

Warner and Company Insurance, which was named the 2012 National Jeffrey Butland Family Owned Business of the Year by the U.S. Small Business Administration. The business was nominated by the Fargo Moorhead West Fargo (N.D.) Chamber of Commerce.

**Mark Jelinek '86 D.M.A.,** professor of music at Bloomsburg University, conducted the 2012 Pennsylvania All-State Orchestra on April 21 in Lancaster, Pa.

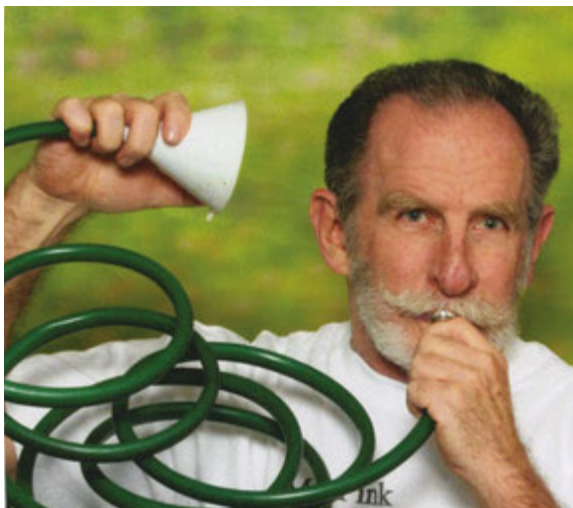
**Fred DePrez '86 M.Ed., '90 Ed.D.,** principal of Hamilton High School in Chandler, was named Principal of the Year for Arizona.

◆ **Nachie Marquez '85 B.A.,** communications director for the city of Chandler, was appointed to the board of the International Hispanic Network (IHN). During her one-year term, Marquez will chair the organization's Communications Committee and work with government leaders from across the country. IHN is the leading support organization for Hispanic local government professionals.

**Tim Salem '85 B.S.** is the new running backs coach and special teams coordinator at the University of Illinois. He and his wife, **Wendy (Merkel) Salem '86 B.A.E.,** have moved to Champaign, Ill.

**Joseph E. La Rue '85 B.S., '88 J.D.,** CEO of Sun Health Partners and executive vice president of Sun Health Services, was selected by Gov. Jan Brewer to the Arizona State Transportation Board, where he will represent Maricopa County in the planning and development of Arizona's transportation network.

**Michael Hool '84 B.S., '88 J.D.,** managing partner of the Hool Law Group, and **Charlie Lewis '84 B.S.,** vice president of Venture Development for Arizona Technology Enterprises, helped form a new angel investor group, The Biltmore Angels, to invest



Howard Pink

in high-potential startups and early stage companies in Scottsdale and the greater Phoenix area and across the state. Lewis is founding principal of the group.

**Mary Vrooman-Mininni '84 B.Mus.**, music teacher in the Washington School District, received the Lamp of Learning Award for 2012, the highest honor of the district. She has been teaching general music in a K-8 public school for the past 30 years.

**Michael Finkelstein '83 B.S.** was named chief development officer with the Primavera Foundation.

**Debra Johnson '83 B.S.** with Eco-Edge was honored by Phoenix Business Journal by inclusion on its list of Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Phil Kleweno '83 B.S.**, a leading consultant in the private and commercial sectors and a recognized expert in the higher education sector, was appointed managing director for the new Washington, D.C., office of Bain & Company, a global management consulting firm.

**Conrad Storar '83 M.M.C.** was referenced in a blog in Minnesota (activerain.com) for his educational website for children, Chain Reaction for Kids.

◆ **Keith Slotter '83 B.S.** was named vice president of Stroz Friedberg's Business Intelligence and Investigations practice.

**Brad Pedersen '82 B.S., '93 M.B.A.** was appointed president and CEO of Breeze-Eastern Corporation in Whippany, N.J. He also will serve on the company's board of directors.

**Trisha Yarbrough '82 M.A., '87 Ph.D.**, formerly professor of English and director of the University Honors Program at East Central University in Ada, Okla., accepted a position as executive director of Alpha Chi, the national college honor society.



Trisha Yarbrough

**Tim Wetzel '81 M.B.A.** recently accepted a position as executive director of Valle Verde Retirement Community in Santa Barbara, Calif.

◆ **Dave DeLorenzo '81 B.S.**, president of Vetscience LLC, announced that the company's all natural product, Fruitables Deliciously Healthy Dog treats, is now being distributed at independent pet stores, Petco, PetSmart and online.

◆ **Kim Johnson '81 B.S.** is a postal support employee for the U.S. Postal Service in Jackson Hole, Wyo.

**Curtice Mang '81 B.S.** announced the release of his book, "The Constitution-I'm Not Kidding and Other Tales of Liberal Folly," that is a humorous look at common political arguments and positions.

**Mark Dioguardi '80 J.D.**, a partner at Dioguardi Flynn, LLP, was named to two top lawyer lists: Ranking Arizona's "The Best of Arizona Business 2012 Attorney List" as one of the top 12 real estate attorneys in the state and Arizona Business Magazine's "Arizona's Top Lawyers 2012" as one of the top 10 lawyers in the real estate category.

**M.R. Everette '80 B.S.** published "Fibles," a collection of modern-day children's bedtime stories in which animal characters chat, tweet, text and more.

**Ed Huguez '80 B.A.** was promoted to the newly created position of president of affiliate distribution for Starz Entertainment, where he oversees all sales and revenue generation efforts for distributors of Starz Entertainment subscription premium content.

## 1970s

**Sandra A. Abalos '79 B.S., '86 M.Acc.**, managing partner of Abalos & Associates, PLLC, was named CPA of the month in the April 2012 issue of Public Accountant Magazine.



Karina Bland

**Ric Dannelley '79 B.S.** was promoted to senior vice president and chief retail officer with Golden 1, where he will oversee 83 Golden 1 branches, the credit union's member service call center, retail administration and Golden 1's financial services division.

**Gary Kidd '79 B.A., '82 J.D.** retired as Prescott's city attorney on July 6. He began his career at the city of Prescott in 2004 as senior assistant attorney and was appointed to the city attorney's position in 2006.

**Dianne (Coffer) Ray '78 B.S.**, Colorado State Auditor, was recognized as a 2012 Woman to Watch by the Colorado Society of Certified Public Accountants and the American Institute of Certified Public Accountants. Her award in the experienced leader category recognized her leadership within her organization, contributions to the accounting profession through publications and mentoring, and improvement of her workplace.

**David J. Kalainoff '78 B.A.E.** was promoted to president and chief underwriting officer of U.S. reinsurance with Alterra Capital Holdings Limited. He will continue his role as global practice group leader for casualty reinsurance.

**Sona Karentz Andrews '77 M.A., '81 Ph.D.** accepted a position as provost and vice president for academic affairs at Portland State University.

**Karen L. McGachey '77 B.A.** received a multiple subject teaching credential from California Lutheran University in Thousand Oaks.

**Julie E. Cooper '77 B.F.A.** received the master's of science degree with a specialization in healthcare design from Stephen F. Austin State University in Texas in December 2011. She was featured in the April 2012 issue of an online publication, HospitalInfrabiz.com, in an article on the patient experience in healthcare environments.



Mark Jelinek

**William Back '76 J.D.**, deputy regional solicitor, Pacific Northwest Region of the U.S. Department of the Interior, was granted the Distinguished Service Award, which is the highest honorary recognition awarded an employee by the Department of the Interior and recognizes outstanding contribution made during an eminent career in the department or an exceptional contribution to the public service.

**Vern (Rusty) Findley '76 B.S.**, a retired lieutenant general formerly with the U.S. Air Force, joined Southern Air Holdings, Inc. as a Department of Defense and business development board advisor.

**Terry Goddard '76 J.D.** joined the law firm of SNR Denton as senior counsel in its public policy and regulation practice.

**Michael Lance '75 B.S.** joined Driscoll Children's Health Plan in Corpus Christi as the senior director of operations.

**Barry Becker '75 J.D.**, an attorney with a private practice in Phoenix, was named among the 2012 Southwest Super Lawyers in the tax area.

**Ralph E. Reynolds '75 M.A.E.**, formerly professor and chair in the department of educational psychology at the University of Nevada-Las Vegas, became the inaugural director of the School of Education in Iowa State University's College of Human Sciences on July 1.

**Carol Nelson Shepherd '75 B.A.**, a personal injury attorney with Feldman Shepherd Wohlgerlenter Tanner Weinstock & Dodig LLP in Philadelphia, was recognized as a 2012 Pennsylvania Super Lawyer.

**Joe Robbins '74 B.S.E.**, CEO of Arizona Desert Testing LLC in Wittmann, Ariz., received ASTM (American Society for Testing and Materials) International's highest organizational recognition for individual contributions to standards activities, the Award of Merit, from the organization's Committee G03 on Weathering and Durability.

**William Keiper '74 J.D.**, founder and chairman of FirstGlobal Partners LLC, announced the release of his book, "LIFE Expectancy: It's Never Too Late to Change Your Game," a Top 40 Amazon Best Seller in the Personal Finance – Retirement Planning category.

**Donald Wilson, Jr. '74 B.S., '77 J.D.**, a shareholder and senior litigator in the commercial-litigation department at Broening Oberg Woods & Wilson, was selected as a fellow of the Litigation Counsel of America. The LCA is a trial lawyer honorary society composed of less than one-half of one percent of American lawyers. Fellowship is by invitation only.

**Jon E. Pettibone '73 B.S., '76 J.D. and ♦ David A. Paige '70 B.A.**, both attorneys in Arizona offices of Quarles & Brady LLP®, were selected for inclusion in the 2012 Southwest Super Lawyers list by Southwest Super Lawyers® magazine.

♦ **Barbara Barrett '72 B.A., '75 M.P.A., '78 J.D.**, with Thunderbird School of Global Management, was honored by Phoenix Business Journal by inclusion on its list of Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Tim Berg '72 B.A.** with Fennemore Craig was honored by Phoenix Business Journal by inclusion on its list of Most Admired CEOs and Top-Level Executives in the Valley of the Sun.

**Bobby Cooper '72 B.A.E.**, formerly president and CEO of Kennecott Corp., joined the board of directors for Rock Energy Resources in Houston.

**Cathy Shepherd '72 B.A.E.** was named 2012 Mother of the Year by the Arizona Association of American Mothers, which is a chapter of the national interfaith and nonprofit organization American Mothers Inc.

♦ **Robert Hecht-Nielsen '71 B.S., '74 Ph.D.**, professor and director of the Behavioral Neuroscience Laboratory at the California Institute for Telecommunications and Information Technology, joined the KUITV Scientific Technology Advisory Board and will serve as a research and development advisor.

♦ **Pat Shannahan '70 B.A.**, a photojournalist with The Arizona Republic, received the newspaper's first Emmy for a video segment he created about cotton farming.

**Bill Suman '70 B.F.A.**, founder and owner of William Suman Design in Irvine, was hired recently to design the website for Better Solutions Divorce Mediation.

## 1960s

**G. Richard Scott '69 B.A., '73 Ph.D.** was among the first graduates of ASU's doctoral program in anthropology and is now chair of the Department of Anthropology at the University of Nevada-Reno. He anticipates the 40th anniversary of his doctoral degree next year and is hard at work with co-editor **Joel Irish '93 Ph.D.** on a book in honor of Regents Professor (emeritus) Christy Turner.

♦ **Kerry Romesburg '67 B.A.E., '69 M.A.E., '72 Ph.D.**, president of Jacksonville University, was featured on Jacksonville.com as he prepares for his retirement following that university's 2013

spring commencement. Originally from a tough south Phoenix neighborhood, Romesburg found education a path to success and has dedicated his career to opening that opportunity to others. He and his wife plan a year of travel following his retirement.

**Howard Pink '66 B.Mus.** presented 26 programs in June of his show, "Howard Pink and His Musical Garden Hoses," for the state library and summer reading program in Louisiana.

**Daniel Lorti '66 B.S.E., '67 M.S.E.** published the e-book "The Arms Dealer."

**Jim Merrill '65 B.A., '67 M.A.** recently published volume one of "Books Written in Stone."

**Kenneth Alan Moe '65 B.A.** announced publication of his novel, "The Floating Boy," by Strange Angel Press. The story is set in the Phoenix area.

**Sandra Lockney Davis '63 B.A.**, author of "So, What's a Nice Girl Like You Doing in a Place Like This? Seoul to Saigon," spoke to Crestview (Fla.) Kiwanis Club members about her experiences with the U.S. Army Special Services in Korea (1964) and Vietnam (1967).

**Donald Leis '62 B.S.** is on the board of directors at the Palms of Wailea and is a corporate advisor to the Dorvin D. Leis Co. He lives in Kahululi on the island of Maui in Hawaii, and is ranked fourth in the world in the 300-meter hurdles in the 2007 and 2010 Senior All-American Track & Field and Senior Olympics systems. He competed this year in the Senior Olympics and the Masters Track & Field Championships at age 80.

## 1950s

♦ **Paul S. Sypher '59 B.S.**, professor emeritus of molecular and cellular biology at the University of Arizona, joined the Carondelet Foundation's board of trustees.

♦ **Jerry Lewkowicz '52 B.A.** was recognized as Valley Leadership's 63rd Annual Man of the Year at an award luncheon in Phoenix on March 22.

# ASU PRIDE

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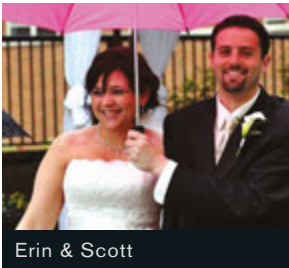


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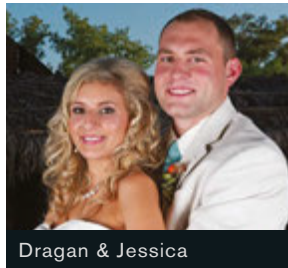
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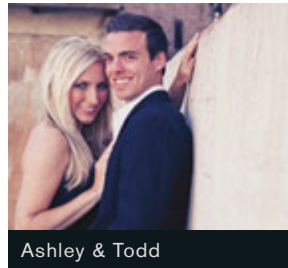
Erin & Scott  
 ♦ Erin Sorensen '04 B.S. and ♦ Scott Gore '04 B.S. were married on May 5, 2012, and are at home in Arlington, Va.

Michelle (Pugh) '08 B.A. and Taylor Johnson '06 B.S. were married on March 30, 2012, at Villa Siena in Gilbert, Ariz.



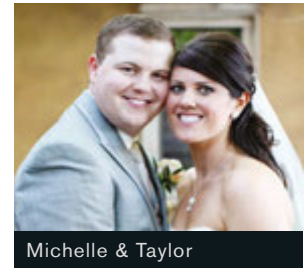
Dragan & Jessica  
 Ashley (Dotson) Ellinwood '09 B.S., '11 M.Ed. and Todd Ellinwood '08 B.S. were married on March 24, 2012, at Ashley Castle in Chandler, Ariz.

Teresa Kreitzer '04 M.Ed. and Gregory L. Ives were married on Oct. 28, 2011.



Ashley & Todd  
 Justin Hawkins '02 B.S. and Brettan Bablove were married on Sept. 17, 2011.

Dragan Maksimovic '11 B.S. and Jessica (Haycock) Maksimovic '11 B.A. were married on Sept. 3, 2011, in Phoenix.

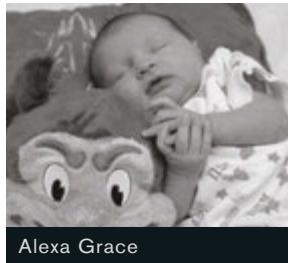


Michelle & Taylor  
 ♦ Damon J. Grandy '03 B.S. and Tiffany Jernigan were married on May 26, 2012, at The Hermitage National Monument, home of President Andrew Jackson in Nashville, Tenn.

sun devil births



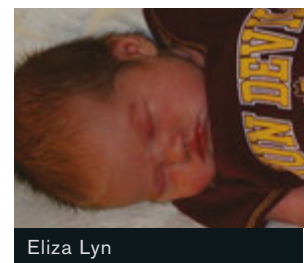
Leila Magdalene



Alexa Grace



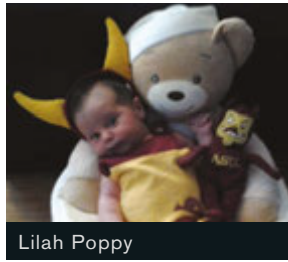
Aria Dannelle



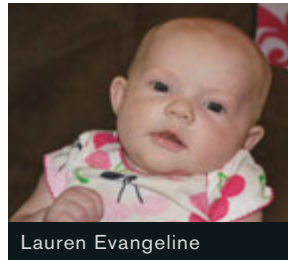
Eliza Lyn



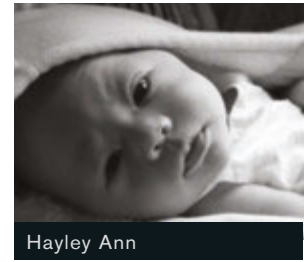
Stevi Dotson



Lilah Poppy



Lauren Evangeline



Hayley Ann

Lilah Poppy Cassman was born to ♦ Scott Cassman '02 B.S. and Erica Cassman on April 23, 2012, in Los Angeles.

Eliza Lyn McCall was born to ♦ Mark McCall '93 B.S., '07 M.Ed. and Tracy McCall on March 27, 2012. The family is at home in Surprise, Ariz.

Lauren Evangeline Pate was born to Bryan Pate '98 B.A. and ♦ Jamie (Bebbling) Pate '01 B.S. on March 25, 2012, in Mesa, Ariz.

Aria Dannelle Maksimovic was born to Dragan Maksimovic '11 B.S. and Jessica (Haycock) Maksimovic '11 B.A. on Feb. 26, 2012. The family is at home in Phoenix.

Alexa Grace Gardner was born to Jeffrey Gardner '03 B.S. and Melissa Molling Gardner '04 B.A., '04 B.A. on Jan. 29, 2012.

Hayley Ann Koborg was born to ♦ Alisha Muhl Koborg '04 B.S. and Brian Koborg on Jan. 5, 2012, in Houston.

Stevi Dotson was born to Stephani Dotson '09 B.S.N., '09 B.S. and Tyler Dotson '06 B.S. on Aug. 18, 2011.

Leila Magdalene Davis was born to ♦ Rachel (Yetter) Davis '06 B.I.S., '09 M.A. and Mark Davis on July 14, 2011, in Phoenix.



## plugged in

**Sean Coleman**  
**'09 B.S.E.**



## scholarship donor

**Bill Sage '68 B.A.**

### Sean Coleman always has entertained an entrepreneurial spirit.

A 2009 graduate in computer systems engineering, Coleman developed a series of businesses while he was a Sun Devil student. One of his first endeavors, a thesis project for Barrett, the Honors College, analyzed when utilization of open-source software makes sense for a business.

Then, he founded OrangeSlyce, a start-up venture that matched small businesses looking for freelance graphic design help with student designers. Coleman and his team applied a similar algorithm methodology to what Netflix employs for movie choices to OrangeSlyce. The business earned an Edson Student Entrepreneur Initiative award for \$10,000 and a \$2,000 ASU Entrepreneur Advantage Project grant that helped the company commence operations.

"We actually made a pretty big impact at ASU. The challenge was to grow and monetize it to be sustainable," he said.

Of all his start-up successes, perhaps none has been more impressive than that of Blogic, a tool that companies use to seamlessly incorporate blogs into their web sites.

"Blogic was accepted to the Arizona Disrupters incubators program, a start-up model that awards new projects \$20,000 as well as essentials such as office space and legal advice," he said. "We were able to go from nothing to a marketable product in only a few months."

Blogic caught the attention of Jobing.com, a local company started by ASU alumnus Aaron Matos. Jobing.com purchased the product and hired Coleman as lead software developer, giving him the chance to use his skills in an innovative corporate environment.

"We're very much a start-up on our product development team," Coleman said. "I've never seen a company move as fast as Jobing.com for its size and age. I basically get to be an entrepreneur at Jobing.com."

And that's valuable to him for many reasons.

"It's not so much about starting something from scratch," he said. "It's really about the impact I'm able to make on the lives of millions of people with the products we're developing."

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



From left to right, first row: Rebecca Townsend '08 B.A., Felicia Kessler '11 B.S. and Chris Jarzabek '10 B.S. Second row: Reid Hatch (current ASU senior and 2012 scholarship recipient), Margaret (Meg) Watjen '10 B.A., Bill Sage, Pamela Kunkel '11 B.A., Cinde Vongprachanh '09 B.I.S. and Sone Sithonnorath '09 B.A.

### Scholarship donor ♦ Bill Sage '68 B.A. met on March 24 with current and past recipients of the Sage Family Southeast Asian Studies Scholarship.

The scholarship was established in 2004 by Sage in memory and honor of his parents, Lloyd G. and Twyla M. Sage. The scholarship relates to Sage's background in international relations and his four decades of work in and on behalf of Laos and Southeast Asia. The scholarship offers \$2,000 for a full-time undergraduate student to spend a minimum of three weeks traveling and studying in Laos and encourages additional travel elsewhere in Southeast Asia during the trip. Since the scholarship's inception, eight ASU undergraduates have traveled to Laos as Sage Scholars.

Sage has made additional Laos-related contributions to ASU, including a donated archival collection on Laos (currently held in Hayden Library) and Laotian ethnographic collections housed at the ASU Museum of Anthropology. Sage also has assisted collaborations between ASU and the international and local Lao communities. Sage was honored in 2001 with the ASU Alumni Association's Founders' Day Alumni Achievement Award.



## Lining up

It's a sight that was once common on ASU's Tempe campus: a veritable sea of humanity in line to register for fall classes. These photos date to the early 1950s, when the process was done manually and students had to show up in person to register. Many of the 4,000-strong student body would congregate outside of Old Main (left) or the Moeur Building (below) to get their turn to select their classes for the semester.

Today, most newly admitted freshmen register for classes during mandatory orientation sessions held throughout the summer, and most returning students select classes online.



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