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USE

MAGAZINE

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USF

MAGAZINE



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A WUSF SPECIAL
THAT TELLS THE
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FROM THE PRESIDENT

It's a glorious time in the history of the University of South Florida! As we celebrate our 50th anniversary, the signs of achievement are everywhere and the outlook for our future is brighter than ever.

We kicked off our anniversary year celebration with an announcement about impact. Imagine that in just one year, USF makes a \$3.2 billion economic impact on greater Tampa Bay. And that hardly takes into account the intellectual power and individual talents USF students and faculty bring to the region.

Take a look at the difference USF is making in East Tampa. Through a comprehensive initiative led by the USF Collaborative, we've taken community engagement to a new level, and are helping to turn a community around.

Outside the region, our impact is being noted as well. After an extensive revision to how the Carnegie Foundation classifies American colleges and universities, the foundation placed USF in its highest classification level—Research University/Very High Research Activity. Of 4,321 colleges and universities classified, only 95 achieved that status.

These achievements, and the many others you will read about in this issue, would not be possible without the foresight and wisdom of so many individuals, like Sam Gibbons, John Allen, Terrell Sessums, Cecil Mackey and others who laid the foundation for this remarkable institution.

It is an honor and privilege for me to share with you this milestone in our university's history.



Congratulations to all the students, alumni, faculty, staff and our partners around the world. You have made a remarkable difference—in Tampa Bay, throughout the state, across the nation and beyond.

Judy Genshaft

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USF UNIVERSITY OF SOUTH FLORIDA

The University of South Florida is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award degrees at the baccalaureate, master's, specialist and doctoral levels, including the Doctor of Medicine. USF is an Equal Opportunity/Equal Access/Affirmative Action Institution.

First Lady

When USF's first president, John Allen, brought his wife, Grace, to see the 1,700-acre parcel of land that would become USF, she saw weeds, scrub oak, swampland and ruts. But that didn't stop Mrs. Allen from believing in her husband's vision of a metropolitan university that would grow to more than 10,000 students in just 10 years.

■ "I was John's right hand, so what he envisioned I wanted to help him achieve," she recalls.

Today, 50 years later, Mrs. Allen recounts the remarkable journey that established USF and set the university on its path to becoming the largest university of its kind in the southeast, and among the top 95 research institutions in the nation.

"It was an unusual project because it had never been done before," Mrs. Allen says. In fact, USF was the first public university in America conceived, designed and built in the 20th century.

John and Grace Allen came to Tampa in 1957 from the University of Florida in Gainesville where John was vice president. The next three years marked the university's planning phase.

"Every day was different," Mrs. Allen recalls. "Each day was well occupied."

Staff was appointed. Books arrived. Buildings were constructed. Faculty was recruited. And John and Grace Allen introduced the community to the university. There were dinners and talks, receptions and events.

By September 1960, the university was officially opened. It was a proud day. For some, the highlight was the speech by Governor LeRoy Collins. For others, it was the raising of the flags. But for Grace Allen, the moment when it all came together was when Governor Collins hung a



GRACE ALLEN, USF'S FIRST FIRST LADY, STAYS CONNECTED WITH THE UNIVERSITY. THE BRONZE BUST OF HER LATE HUSBAND, DR. JOHN ALLEN, WAS CREATED BY HARRISON COVINGTON, RETIRED DEAN EMERITUS OF THE COLLEGE OF FINE ARTS.

silver medallion around her husband's neck and announced, "I declare the University of South Florida officially open."

"The teachers were there, the labs were all equipped, the books were in the bookstore," she says. "It just all fell into place."

Now living across from the great institution she and her husband helped build, Mrs. Allen feels a great sense of pride. She stays connected with the university, taking part in various functions and events and receives weekly packets of *The Oracle* from her friends at the publication.

"I can't help but be interested," she says.

She is most proud of the University Women's Club she found-

ed in 1960 and the honorary doctorate she received in 1996.

"I think it [the Women's Club] is one of the oldest organizations on campus. We first met in 1960 and elected officers in 1961. Right from the beginning we set up as an organization to help students. We worked to establish scholarships." That mission has never changed. In 2006, the club awarded six scholarships.

Though her husband passed away in 1982, Mrs. Allen still shares the major accomplishments with him—like USF achieving top tier research status from the Carnegie Foundation.

"It is such a great sense of pride," she says. "I tell John, 'we made it.'"

-ANN CARNEY

ELLEN LEEDY/SPRINT MULTIMEDIA

USF Ranked in Top Tier, Again

Even with extensive revisions to the way it classifies U.S. colleges and universities, the Carnegie Foundation for the Advancement of Teaching again arrived at the same conclusion—USF is among the nation's top research universities.

■ The Carnegie Foundation's most recent rankings classify USF as a "Research University (very high research activity)." The achievement is remarkable, particularly considering the university's young age. Only 95 institutions in the country share the honor, and only two others in Florida.

"This classification puts us in the same company as the top research universities in the nation," says USF President Judy Genshaft. "This growth and achievement is even more impressive when we think that we are in the same classification as the University of Florida and Florida State University—and USF is more than 100 years younger than those institutions."

Carnegie's current rankings classify 4,321 institutions. Of the 95 universities at the highest level of research, 62 are public universities and 33 are private. In the top tier USF joins such exceptional institutions as UCLA, Emory and the University of North Carolina at Chapel Hill.

"This accomplishment is a testament to our outstanding faculty, students and staff," says Genshaft. "It is one more reason to celebrate during our 50th anniversary year."

Before the change, USF's basic classification was "Doctoral/Research University - Extensive." At the time, the classification was the highest level awarded by the foundation. USF has risen steadily through five changes and updates to the classification system which began in 1970 as a tool for researchers looking for a clear way to differentiate institutions. Today, it is considered the leading classification system for all accredited colleges and universities. And, according to the foundation's web site, it has been widely used in the study of higher education, both as a way to represent and control for institutional differences, and also in the design of research studies to ensure adequate representation of sampled institutions, students or faculty.

Carnegie restructured its classifications because "the higher education landscape has become increasingly complex and multifaceted," according to Lee S. Shulman, president of the Stanford, California-based foundation. The previous classifications did not reflect that say Carnegie officials.

—ANN CARNEY

Center for Biological Defense Earns Prestigious Grant

USF's Center for Biological Defense, as part of a consortium led by Johns Hopkins University, has been awarded a Center of Excellence grant by the Department of Homeland Security (DHS). The center expects to receive \$150,000 a year over the next three years to study how the nation can best prevent, prepare for and respond to high-consequence disasters or terrorist attacks.

■ The DHS Centers of Excellence bring together the nation's leading experts and focus its most talented researchers on a variety of homeland security threats. Thirty-five applications were submitted for the competitive award, the sixth Homeland Security Center of Excellence to be funded by DHS. The center is formally titled the Center for the Study of High Consequence Event Preparedness and Response.

Center director Jacqueline Cattani, a USF professor of public health, says the award will help the university's Center for Biological Defense further advance its research capabilities at the national level and better prepare Florida's public health professionals and first responders to respond to homeland security threats.

Recognized for its biodefense and emerging disease research, education and training activities, the center is supported by funding obtained through the support of Congressman C. W. "Bill" Young over the past five years. Johns Hopkins approached the center in early 2005 to participate in responding to the DHS request. To enhance institutional diversity and increase the multidisciplinary nature of the proposal, the center alerted Johns Hopkins to the Florida Consortium on Homeland Security, which also was included in the proposal.

—ANNE DELOTTO BAIER



JASON MARSH



HONG WON JI, LEFT, CHAIRPERSON OF THE BOARD OF TRUSTEES AND TONG KI WOO, RIGHT, PRESIDENT OF YEUNGNAM UNIVERSITY, PRESENTED USF PRESIDENT JUDY GENSHAFT WITH AN HONORARY DEGREE IN LITERATURE DURING GRADUATION CEREMONIES AT THE PRESTIGIOUS UNIVERSITY IN SOUTH KOREA.

USF President Makes History

USF President Judy Genshaft made history in February, becoming the first woman to be awarded an honorary doctorate from Yeungnam University in South Korea. Wearing traditional Korean dress, Genshaft was presented with the honorary degree in literature during graduation ceremonies at the distinguished university where she delivered the keynote address.

■ Yeungnam University President Tong Ki Woo presented the honorary degree. He and Genshaft met in the early 1990s at the State University of New York at Albany where she was serving as provost and he was completing advanced studies.

In her remarks Genshaft emphasized Woo's and her shared vision for educating students as citizens of a global village. She noted similarities between the schools, as they are both investing in the future by encouraging research into engineering, the bio-sciences and other growing fields.

Last year, USF and Yeungnam University signed an agreement that led to the enrollment of 31 Yeungnam undergraduate students in USF's English Language Institute. The institute provides intensive

English study for international students preparing for college. The agreement lays the groundwork for those students to seek advanced degrees at USF as well as for collaboration on research projects.

"This relationship opens another avenue that helps us increase the diversity of our population with academically strong, competent students from an institution with equally high standards," says María Crummett, dean for International Affairs. "We hope it leads to further student and faculty exchanges between our two universities. This and other collaborations we're building continue to enhance USF's expanding global character."

-ANN CARNEY

Key Appointments Announced

Three new deans and a campus executive officer for USF Lakeland have recently been announced at USF.

■ **María Crummett** has been named dean of International Affairs. She had been serving as interim dean since March 2005.

Previously, Crummett was director of the Center for International Business in the College of Business Administration. She also served as interim director of Latin American

and Caribbean Studies and associate director of the Center for International Business at USF. Crummett first joined USF in 1995 as a research associate in the International Affairs Center.

Delcie Durham has been named associate provost and dean of the graduate school. Durham most recently served as a program director for engineering design and materials processing and manufacturing at the National Science Foundation. In addition, she was dean of the graduate college of the University of Vermont, overseeing 72 master's degree programs and 19 doctoral programs. Durham is an accomplished academic and researcher. She is widely published and has presented at many academic conferences.

Robert Forsythe has been named dean of the College of Business Administration, effective July 1. He joins USF from the Henry B. Tippie College of Business at the University of Iowa where he has served as the Leonard A. Hadley Chair in Leadership since 2000 and simultaneously as senior associate dean since 1998. Forsythe is a co-founder of the Iowa Electronic Markets where he developed a program for trading in futures contracts on political and economic events over the Internet, and has attracted national attention for his work in forecasting elections using financial markets.

Marshall Goodman has been named campus executive officer for USF Lakeland. He joins USF Lakeland from San Jose State University where he has served as provost and vice president for academic affairs. He currently serves at that university as special assistant to the president and professor of political science. Goodman brings more than 30 years of higher education experience to USF.

-ANN CARNEY



USF: THE FIRST FIFTY YEARS

BY ANN CARNEY

When Derrie Perez, dean of USF Libraries, first brought Mark Greenberg, newly appointed director of the Florida Studies Center, to meet USF President Judy Genshaft in 2002, she and Greenberg had more than a brief introduction in mind. Perez and Greenberg planned to propose developing a coffee table book to celebrate the university's upcoming 50th anniversary. As it turned out, the president had the same item on her agenda for discussion.

"There was tremendous excitement at that meeting," recalls Greenberg, who now additionally directs the university's Special Collections Department and Oral History Program. "We were all on the same wavelength."

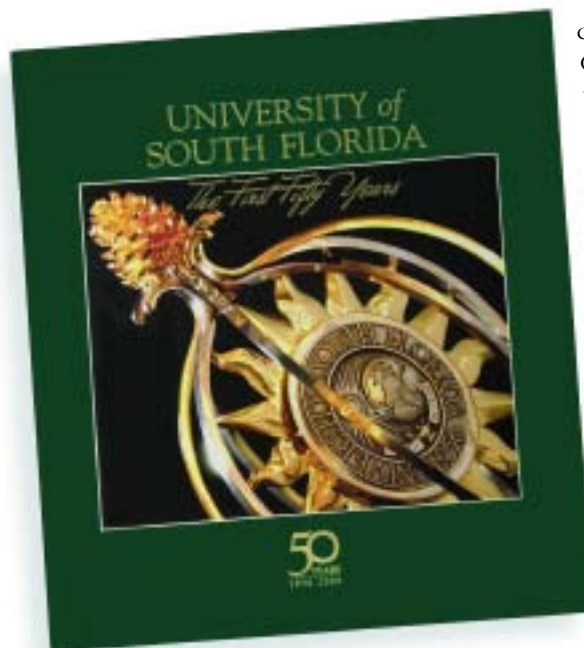
Four years, 10,000 staff

hours, 1,200 photographs and some 3,000 note-filled pages later, the coffee table book is a reality. *University of South Florida: The First Fifty Years*, written by Greenberg, is now available for purchase online, at the University Bookstore and through the

university's public broadcasting service, WUSF. A special package edition including a one-hour retrospective DVD produced by WUSF (see story Page 8) is also being made available to commemorate the university's 50th anniversary.

Greenberg wrote the 256-page coffee table book on two levels. On one level, photos and captions tell the story of the first 50 years; on another, more than 60,000 words of text paint a history of the university. "I tried to tell as broad a story as possible," says Greenberg, who spent about one-and-a-half years writing the book. "I don't believe I've told the entire story; this book just scratches the surface."

The surface he scratches tells the story of a university that might have been named Henry B. Plant University, Florida DeSoto University, Florida Gulf Coast University





TOM WAGNER

or Flamerica University. It tells the story of locations as far south as Miami lobbying to become home to the state university Congressman Sam Gibbons proposed for Hillsborough County. And it tells of a last minute catch that saved the university from naming an Asian chicken (the Brahma) instead of a bull (the Brahman) as its official mascot.

Greenberg also tells a deeper story—the story of a university that despite repeated budget crises exploded with growth. Growth, he says, that has been the result of “some really good leadership.”

Senior archivist and faculty mem-

NEARLY 600 PHOTOS AND DRAWINGS CHRONICLE USF HISTORY IN *UNIVERSITY OF SOUTH FLORIDA: THE FIRST 50 YEARS* BY USF HISTORIAN MARK GREENBERG. THE BOOK IS AVAILABLE FOR \$39.99 AT WWW.BOOKSTORE.USF.EDU OR BY CALLING (813) 974-5026.

ber Andrew Huse was lead researcher for the book. Working with many graduate assistants over a three-year period, Huse and his team read every edition of the student newspaper since its inception in 1960; developed a 1,500-page chronology of the university; reviewed presidential papers, budgets and student handbooks; perused countless university publications and conducted 200 oral histories. Huse additionally served as the book’s photo archivist, responsible for thousands of images collected during the four-year undertaking.

Marilyn Stephens, a designer in the University Relations Department, designed the limited edition book. The publication was funded by the Alumni Association, the USF Foundation, Academic Affairs,

and a loan from the president’s office. Sales from the current edition will raise the necessary funds to pay back the loan and pay for a second printing of the publication.

Greenberg learned a lot during the four-year process. “Bricks and mortar are just a manifestation of people’s dreams, goals and desires,” he says. “Everything you see at USF is about the people who built these campuses.”

With the project now complete, Greenberg plans to turn his attention back to his staff at the Florida Studies Center and Special Collections. “While I was working

on this project they were developing a first-rate department and I owe it to them to turn my undivided attention to their outstanding work.”

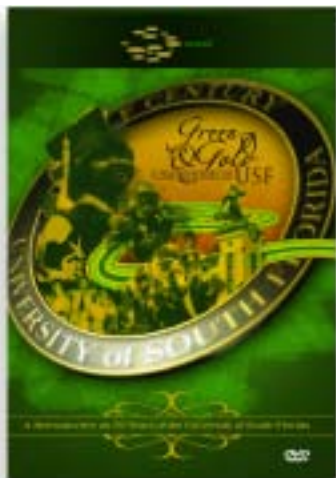
—ANN CARNEY



Green & Gold Special Available on DVD

When Ernest Boger accepted admission to USF in 1963, USF became the first of Florida's public universities to integrate at the undergraduate level. The story of Boger's transition from valedictorian at traditionally black Blake High School in Tampa to USF's first African-American college freshman is one of many featured by WUSF Public Broadcasting in its historical look at America's first public university conceived, designed and built in the 20th century.

■ WUSF's one-hour television special, *Green & Gold: A Half Century of USF*, is now available for purchase on DVD. The special made its broadcast debut on WUSF in April.



It will be rebroadcast throughout the year to coincide with the university's 50th anniversary celebration.

The colorful retrospective includes interviews with Sam Gibbons, Terrell Sessums, Grace Allen, Betty Castor, Pam Iorio, Lee Roy

Selmon, Jim Leavitt and USF president Judy Genshaft, among others.

"USF's significant contribution to education, academic research and the state's economy comes shining through in a variety of images and interviews," says JoAnn Urofsky, WUSF general manager. "USF's reputation as a young and innovative school with great potential for academic freedom has always attracted a dynamic and diverse group of students and academics."

The special was produced by USF

alumnus Martha Bone ('88, Mass Communications). Bone has worked with WUSF for more than a decade and has produced more than 30 documentaries for public television.

Green & Gold: A Half Century of USF is available for \$19.99 online at www.bookstore.usf.edu.

The DVD is also offered in combination with *University of South Florida: The First Fifty Years*, a commemorative coffee table book (see story Page 6) for a package price of \$49.99.

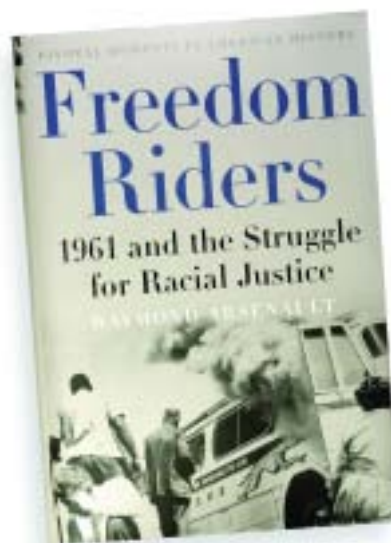
"I knew a lot about the school when I attended, but producing this special taught me so much more about what made it flourish over the decades," says Bone.

—ANN CARNEY

Professor's Book Earns National Acclaim

USF St. Petersburg professor Raymond Arsenault may well be one of the most knowledgeable people in the country about the struggle for racial equality that transformed the civil rights movement in the early 1960s. The John Hope Franklin professor of southern history and co-founder of the Florida Studies Program at USF St. Petersburg, Arsenault is receiving national praise for his book, *Freedom Riders: 1961 and the Struggle for Racial Justice*, published this year.

■ The *New York Times* reviewed the nonfiction work with a full-page article. The writer calls the book an "authoritative and compelling history." *The Washington Post* says "One must read Arsenault's superb rendering of that great saga. For those interested in understanding 20th-century America, this is an essential book".



Arsenault's latest book, recently selected as a *New York Times* Editor's Choice and a selection of the History Book Club,

is a gripping

account of the Freedom Riders, one of the most compelling chapters in the history of civil rights. Arsenault recounts how in 1961, emboldened by federal rulings that declared segregated transit unconstitutional, a group of volunteers—blacks and whites—traveled together from Washington, D.C., through the deep south, defying Jim Crow laws in buses and terminals, putting their bodies and their lives on the line for racial justice. The book paints a harrowing account of the outpouring of hatred and violence that greeted the Freedom Riders in Alabama and Mississippi.

This is Arsenault's third book. He also authored *The Wild Ass of the Ozarks: Jeff Davis and the Social Bases of Southern Politics* (1984) and *St. Petersburg and the Florida Dream: 1888-1950* (1998).

Arsenault has taught at USF St. Petersburg since 1980. A specialist in the political, social and environmental history of the American South, he has also taught at the University of Minnesota, Brandeis University and at the Universite d'Angers in France, where he was a Fulbright lecturer. An active member of the Florida affiliate of the American Civil Liberties Union since the early 1980s, he served two terms as state president (1998-2000) and received the Nelson Poynter Civil Liberties Award in 2003.

Arsenault co-founded the Florida Studies Program, an interdisciplinary program with opportunities to explore the regional history, culture, politics and ecology of Florida.

—JULIE R. BOOTH



JASON MARSH

Nursing D.N.P. Among First in the Nation

For nurse Afriyie Johnson, a master's prepared family nurse practitioner and USF College of nursing instructor, a new doctorate program in nursing means an opportunity to take her nursing career to the next level.

■ Johnson is one of 15 students currently enrolled in USF's Doctorate of Nursing Program (D.N.P.), the first of its kind in the state, and among the first in the country. The new degree gives nurses who want to practice, teach or manage at the profession's highest level an alternative to the traditional research-oriented Ph.D. degree.

Backed by the American Association of Colleges of Nursing (AACN) and endorsed by the National Academy of Sciences, the new degree is one way to achieve a highly skilled nursing workforce capable of meeting practice demands associated with an increasingly complex health system. In addition, it will help increase the number of nurse educators and administrators who are in even shorter supply than nurses who provide direct patient care.

"Only 40 percent of nurses who obtain a Ph.D. stay in academic settings to teach full time," says Mary Webb, associate professor of nursing and the program's director. "Our nursing practice doctorate will serve several needs, but one of the most important will be to increase the number of doctorally-prepared faculty needed to teach nursing students."

Webb says the degree will also give outstanding nurses who love to be with patients and work in a clinical

"I enjoy teaching and hands-on practice, so the doctorate of nursing practice program was an opportunity I couldn't refuse. It will help advance my clinical skills while preparing me to develop nursing programs to meet learners' needs."

USF was awarded a \$1.28 million SUCCEED Florida Career Education Grant from the state's Department of Education to support the first year of the D.N.P. program. The grant will cover tuition and help subsidize

With advanced knowledge about health systems and evidence-based practice, the program's graduates will bring a higher level of care to individual patients, families and populations.

setting the opportunity to obtain a doctoral degree.

For Johnson, who hopes to develop Web-based courses that could be used by students in a new nursing program in her hometown of Ghana, West Africa, that's an important benefit.

"I'm not interested in being a nurse researcher in the more traditional hospital-based environment. However, I am very interested in using research in the primary care practice setting and teaching environments," she says.

salaries so students can take full-time course loads. Full-time students should be able to complete the program within two years, according to Webb.

She adds, "The D.N.P. program will ultimately benefit our communities because, with advanced knowledge about health systems and evidence-based practice, its graduates will bring a higher level of care to individual patients, families and populations."

-ANNE DELOTTO BAIER

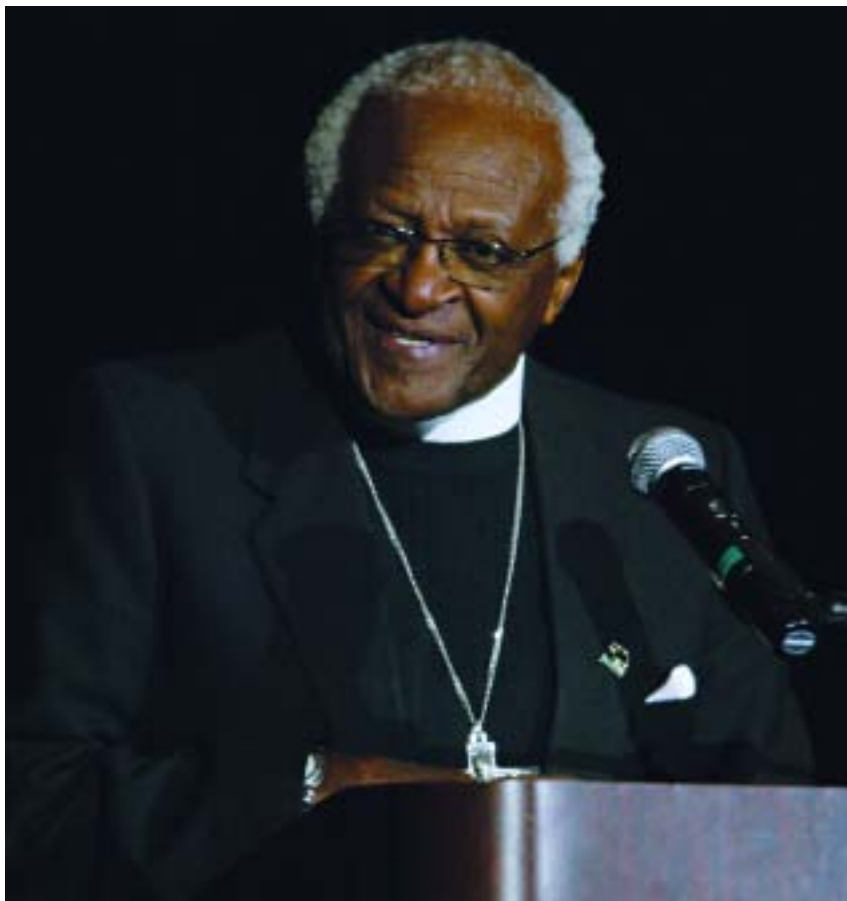


PHOTO BY CLIFF WELCH

NOBEL PEACE PRIZE LAUREATE DESMOND TUTU SPOKE AT USF IN JANUARY

Desmond Tutu Speaks at USF

More than 4,000 people filled the Sun Dome January 19 to hear Nobel Laureate Archbishop Desmond Tutu speak. His lecture, "No Future Without Forgiveness," was part of the university's week-long 50th anniversary kickoff celebration.

■ "Forgiveness, it doesn't mean pretending that things weren't as they were," said Tutu. "Forgiveness does not believe that once a murderer, always a murderer. It gives the other an opportunity of a new beginning."

South-African born Tutu is a world-renowned activist for human rights. He entered the priesthood of the Anglican church in 1960, paving the way for his lifelong commitment

to speaking out against apartheid.

In 1984, Tutu was awarded the Nobel Prize for Peace. Two years later he was elected Archbishop of Cape Town, a position which placed him at the head of the Anglican Church in South Africa.

After the country's first multi-racial elections in 1994, President Nelson Mandela appointed Tutu to chair the Truth and Reconciliation Commission, investigating human rights violations over the previous 34 years. Tutu counseled forgiveness and cooperation, rather than revenge for past injustice.

Tutu's lecture was sponsored by the University Lecture Series in partnership with the Reverend Dr. Martin Luther King, Jr. Commemorative Celebration Committee and the Peace Through Diversity Lecture Series.

-ANN CARNEY

Grant to Fund Teacher Training in Latin American and Caribbean Studies

A rare grant awarded to USF will train 40 teachers in the humanities of Latin America and the Caribbean—training that will improve curriculum in the classroom.

■ The National Endowment for the Humanities (NEH) grant was awarded to USF's Institute for the Study of Latin America and the Caribbean (ISLAC) and its College of Education (COE) to fund the collaborative effort between USF, the School District of Hillsborough County, the Pasco County School System and Pinellas County Schools.

"It's been obvious to a number of teachers throughout the state and USF faculty members that much information in the schools about the region and its peoples is outdated or wrong," says Timothy J. Smith, associate director for ISLAC. "That misinformation can lead to continued stereotypes and some forms of racism."

For four weeks in June, 20 social studies and 20 Spanish language secondary school teachers will participate in a workshop at USF. Thirteen faculty members will present lectures on topics related to Latin America and the Caribbean such as history of the region, the African Diaspora, local religions, literature, art and music. COE Faculty will demonstrate how to turn that content into kid-friendly lessons.

Based on what they learn, participants will develop new curricula and present a plan for its implementation—plans they will share with their peers where they teach. USF faculty members and graduate research students will keep in touch with participants and conduct studies to monitor outcomes and success. Smith hopes those studies will justify additional grant monies.



THE NEW SARASOTA-MANATEE CAMPUS CENTER—A THREE-STORY, 100,000-SQUARE FOOT FACILITY— IS SCHEDULED TO OPEN IN FALL 2006. THE FACILITY IS DESIGNED TO SERVE 5,000 STUDENTS AND WILL ALSO BE AVAILABLE FOR COMMUNITY ORGANIZATIONS AND ACTIVITIES.

“Teachers and curriculum supervisors kept clamoring for a seminar on Latin America and the Caribbean,” recalls COE professor Bárbara Cruz, who co-wrote the grant with ISLAC director Jorge Nef. “Given our geographic proximity and our historical and economic ties to the region, it just made good sense. And, given how many experts we have at USF, it was very easy to put a high-quality summer seminar together for the teachers.”

-ANN CARNEY

New Sarasota-Manatee Campus Nears Completion

USF's Sarasota-Manatee campus is building great things for the region.

■ Behind beautiful pine trees along U.S. 41, construction crews have been working diligently on the new campus center—a three-story, 100,000-square-foot facility that will

enable the regional campus to keep up with its tremendous growth in recent years.

On target for completion by Fall 2006, USF Sarasota-Manatee's new campus location will include 24 classrooms, a 190-seat lecture/exhibition hall, seminar and video-conferencing rooms, computer labs, student gathering places, faculty and staff offices, a technology and learning center, dining facilities; training facilities for the School of Hotel and Restaurant Management and even a daycare center.

For 31 years, USF Sarasota-Manatee has been co-located with New College of Florida, sharing a campus near University Parkway and North Tamiami Trail. USF Sarasota-Manatee's future campus location is just north of the university's current co-located site. The regional campus will continue to share some of the current facilities with New College, such as the library and conference center.

During its three decades of existence, USF Sarasota-Manatee has

seen tremendous growth. During the past five years alone, enrollment has risen over 50% to 3,500 students annually. In addition, the number of academic programs has increased from 19 to 39.

Once completed, USF Sarasota-Manatee's new campus location will offer some 800 courses annually in 39 academic programs—including more daytime classes, which were previously limited due to the shared campus arrangement with New College. The new USF Sarasota-Manatee facility will have capacity to serve 5,000 students.

Additionally, the new facility will be available for use by various organizations and for activities in the community.

-MIKE ODNEAL

ART FOR LIFE

BY KATHY L. GREENBERG

Robert Malcom thumbs through his album of artwork. Photographs capture the detailed ink drawings of stones, bricks, books and trees. He's been making art since he was four and says images never stop running through his mind.

Malcom is one of 100 registered artists of VSA arts of Florida (VSA), a state affiliate of the international nonprofit organization in Washington, D.C., that helps people

programming by providing exhibition space on campus and is working toward furthering its involvement with the program.

"It's a relationship that only has the potential to grow," says Marian Winters, executive director of VSA.

In March, VSA participated in the 2006 Children's Festival Celebrating 50 Years of USF. The College of Education and VSA have also joined efforts for Celebration, an exhibition being held in honor of the university's 50th anniversary. Special

art, special education and all other types of educators to help them understand how to work with children with special needs."

VSA's programming includes artist residencies, teacher training, educational workshops and exhibitions throughout Florida. These services allow professional artists and teachers opportunities to educate and connect with the disabled community. VSA also challenges the physical and financial limitations that prohibit people with disabilities from promoting and exhibiting their work and engaging with the community.

An artist registry publicizes the work, biographies and contact information of the state's emerging and established artists with disabilities. The free directory is located on the organization's Web site at www.vsafl.org.

Installations provide another tool for artists with disabilities to share their work, restore a sense of hope and begin a new career. A pending Challenge Grant from the state's Division of Cultural Affairs will help fund the Open Door Gallery, a space designed for people with disabilities that opened in October 2005 at VSA's Fletcher Avenue office. The gallery allows artists to showcase their work to a wide

"VSA has opened me up to the world. I'm meeting more people. I have a greater sense of optimism."

with disabilities learn through, participate in and enjoy the arts. The organization, housed at USF and administered by the College of Education, offers its services to children and adults, artists, musicians, dancers and writers.

"VSA has opened me up to the world," says Malcom, who walks with the aid of a cane. "I'm meeting more people. I have a greater sense of optimism."

The College of Education funds VSA through a grant from the Florida Department of Education. The college also supports VSA's

education teachers who graduated from USF were invited to submit artwork from their students for the show. The artwork will be on display in May and afterward around the College of Education.

USF's Special Education Department is especially interested in developing stronger ties with VSA.

"We foster the use of arts in instruction and we're looking to build a bridge through VSA," says Daphne Thomas, chair of Special Education. "Through our partnership we can work with teachers in



"THE GARDEN," IS A PEN AND INK RENDERING BY ROBERT MALCOM, A REGISTERED ARTIST OF VSA ARTS OF FLORIDA. MALCOM TOOK AN IDEA FROM 'THE WIZARD OF OZ,' WHERE THE PRESENT IS IN BLACK AND WHITE AND THE INVITING WORLD IS IN COLOR. "THE FUTURE IS THERE FOR US TO MAKE OF IT AS WE WOULD..." HE SAYS.

audience. Conversely, visitors see firsthand the creative abilities that impediments may belie.

In November, 10 registered members of VSA participated in the "Creativity Works!" career forum at the Cummer Museum of Art & Gardens in Jacksonville. Lora Duguay was there to see visitors enjoy her sensual paintings of gypsy women and wildlife.

The former medical transcriptionist contracted polio at the age of three. Years later she developed post-polio syndrome. No longer able to work in her field, Duguay found that art and VSA helped her to build a new life.

"I reinvented myself from a medical transcriptionist to an artist,"

says Duguay. "Art helped bring me through the tough period. VSA does give you hope. People are looking at your work, and it makes you feel good. It gives me a reason not to give up."

Betty Jo Blauner has also achieved success with her art since contacting VSA in 2004. Diagnosed with Parkinson's disease, she turned to poetry and painting to help manage the illness that damaged her body. It wasn't until she joined the organization, however, that she was able to turn a coping mechanism into a career.

In the span of a year Blauner has exhibited her work throughout the state, sold several pieces and in March had 21 of her paintings dis-

played at the Marcia P. Hoffman Performing Arts Institute at Ruth Eckerd Hall in Clearwater.

"People never fully realize the power of art until they hear our artists' stories," says Winters. "Their work frees them to become part of society."

Smart Scarecrow

The Erebus Scarecrow—designed by USF computer science students to protect both the investment of aqua-farmers and the lives of birds that may prey upon their fish—does not have a “head all full of stuffing,” like the scarecrow of Oz fame. Erebus has a head all full of sophisticated but relatively inexpensive sensors, cameras and other hi-tech computer components that can keep birds away from fish farm ponds without harming the fish-eating birds.

■ The smart scarecrow, capable of standing guard 24/7 disguised in a USF football uniform, uses image processing to detect fish-eating birds that come in range of a fish pond and then blasts them with the amplified sound of a gunshot and douses them with potent but harmless jets of water. Smart, but not one to keep secrets, Erebus e-mails or calls the user's cell phone to let them know that he has been on the job and accomplished a hi-tech “scare.”

Erebus was born in the College of Engineering as just one of this semester's projects in computer science professor Ken Christensen's Senior Projects class. Every semester, the class tackles five to six creative problems, many contributed by local companies. This year, undergrads Albert Ng, Jimal Ramsamooj, Francisco Blanquicet and Scott Werner set out to create the unique surveillance system. Armed with an “eBox” donated by Microsoft and sprinkler equipment donated by Contech, they tested the scarecrow's capabilities first in the lab and then in the field. Convinced of the scarecrow's real-world potential, he was entered in the Microsoft Windows Challenge.

The competition challenges undergraduate teams of four, along with a faculty mentor to design a computer-based system that solves a real-world

problem. Organized by Microsoft in association with the Institute of Electrical and Electronics Engineers Computer's Society International Design Competition (IEEE's CSIDC), the contest gives all registered Windows Challenge teams an opportunity to come to Redmond, Washington to present their projects for a chance to win cash prizes.

Whether fish are raised for human consumption or for tropical fish fanciers, fish farming is increasingly becoming a big industry, and farmers want to protect their stock.

“Aquaculture is a vital part of the world's fish production and a \$40 million business in Florida,” says Christensen. “The outdoor farms are susceptible to predator birds. The students' intelligent scarecrow is designed to benefit farmers while protecting predator birds, many of which

are protected species, from harm.”

The head stuffing employed is cutting edge processing technology running on WindowsCE.

“The Erebus Scarecrow is not just another motion-detector,” says student Albert Ng. “It is capable of intelligent detection and deterrence and it can also record the events so farmers can get an idea of which ponds are the most popular with birds.”

According to Ramsamooj, Erebus will detect motion and then use its cameras, and simple image processing software running in an eBox “micro PC,” to discriminate between intruders and non-intruders using programmed color recognition.

“This is a great way for Microsoft to see what people can do with their Windows CE software,” says Ramsamooj.

Once the USF computer science



ENGINEERING UNDERGRADS FRANCISCO BLANQUICET, JIMAL RAMSMOOJ, ALBERT NG AND SCOTT WERNER DESIGNED AND PRODUCED THE SCARECROW. PAINTED PLASTIC FLAMINGOS WERE USED TO PROGRAM AND TEST THE DEVICE.

wizards designed and tested Erebus in the lab they had to find out if it would really work pond-side. To find out, they “cold called” several fish farmers in the greater Tampa Bay area. John Skidmore, owner of Golden Pond Tropicals in Wimauma, saw the potential and let them test Erebus on his fish farm.

“I know this is a prototype, but I can see the potential,” said Skidmore, who said he loses fish to birds everyday.

Blanquicet also suggested that a system like Erebus could be extended beyond fish farming to protect orchards and vineyards where farmers experience similar problems with deer, black bears and other neighbors.

“It’s great to do work in the lab, but very rewarding to see it in action,” concluded Ng.

-RANDOLPH FILLMORE

Testing, Testing, One, Two, Three

Hoping to save manatees from being injured or killed by boats, researchers in USF’s College of Marine Science, along with students and colleagues at New College, the University of Florida and Mote Marine Laboratory, recently tested manatee hearing. Their study was published late last year in the *Journal of Comparative Physiology*.

■ “Florida manatees, an endangered species, are often injured or killed by boat strikes,” explains David Mann, a professor in the College of Marine Science. “The ability of manatees to hear and localize boat sounds is important for their survival. We wanted to find out how well manatees can hear and process sounds in an aquatic environment that conducts sound five times faster than sounds are conducted through the air.”

Currently, about 3,500 manatees

are living in Florida waters. Every year, about 70 to 80 of the gentle aquatic mammals are killed by boats. Though researchers have limited information about manatee hearing, they surmise that how well manatees can hear and avoid approaching boats is critical to their survival.

Borrowing a technique used to screen for deafness in newborns, the researchers measured the brain response to sound of resident manatees at the Mote Marine Laboratory. Their research focused on measuring how quickly the manatees’ auditory system could respond to changes in sound.

“We found that the manatees were able to follow signals changing at rates up to 1,400 cycles per second (Hz), with peaks in their response at 150 and 600 Hz. This is remarkably 10 times faster than that of humans, but only half that of dolphins,” says Mann. “This rapid temporal processing could be an adaptation for localizing sounds underwater.”

Researchers are currently studying the ability of these manatees to localize sounds under water by training them to swim to underwater loudspeakers broadcasting sound.

-RANDOLPH FILLMORE



BRIAN SKERRY/GETTY IMAGES

SMALL MIRACLES

BY ANNE DELOTTO BAIER

When Sherilyn Brinker was nearly 16 weeks pregnant with identical twins she received devastating news from the obstetrician. She had twin-to-twin transfusion syndrome (TTTS). The syndrome, affecting 10 to 15 percent of identical-twin pregnancies, is the result of abnormal blood exchange between the identical twins through a common placenta.

The larger of the twins, or recipient—was surrounded by too much amniotic fluid and in danger of heart failure as her body tried to pump the overwhelming volume of blood intended for both. The smaller, or donor twin, was encased in a shrinking amniotic sac deprived of blood. Without treatment, both would likely die.

Brinker was referred to Rubén Quintero, M.D., a pioneer in minimally-invasive fetal surgery, particularly for the treatment of pregnancies complicated by TTTS.

Today, the Brinkers' twin daughters, Brooke and Brianna, are healthy, active 10 month olds—laughing, crawling and pulling themselves up on their toy basket.

"Dr. Quintero and his team are the reason we have our sweet little girls. They are our miracle babies," says Brinker, who lives in Tampa with husband Jim and their blended family of six children. "I was amazed to find that people come from all over the world to be treated by Dr. Quintero."

Quintero, who this year joined USF Health as professor and director of the Division of Maternal and Fetal

"Dr. Quintero and his team are the reason we have our sweet little girls. They are our miracle babies."



DR. RUBÉN QUINTERO IS A PIONEER IN MINIMALLY-INVASIVE FETAL SURGERY

Medicine, was among the first to operate on a human fetus with an endoscope—a tube smaller than a pencil with a video camera on the end to look inside the womb. He devised miniature tools that can be manipulated through the endoscope, making fetal surgery possible with a tiny incision through the abdominal wall and into the uterus.

The surgical treatment of TTTS was revolutionized in 1998 when Quintero developed a selective endoscopic technique that pinpoints which placental blood vessels are the malfunctioning ones and seals off only those with a laser. He also developed a widely-adopted system for categorizing the severity of the syndrome.

The minimally-invasive technique has helped reverse the odds of survival in twins affected by TTTS. "This has changed from a disease resulting in 95 percent likelihood of losing the pregnancy if nothing was done to a 90 percent chance of at least one twin surviving and a 50-to 60-percent chance the two will survive," Quintero says.

The field of fetal therapy is a small but growing specialty that finds ways to treat and cure fetuses that would otherwise be lost to birth defects or born with severe disabilities. Approximately three percent of all pregnancies are affected by birth defects—the leading cause of death in the first year of life.

The number of fetal conditions that can be effectively treated during pregnancy has increased with improvements in prenatal diagnosis and the shift to ultrasound-guided, minimally-invasive procedures. Such advances have expanded and sharpened the surgeon's field of view within the womb, helping make prenatal surgery more effective and less risky for both mother and fetus, Quintero says.

While the limitations have been reduced, fetal surgery remains among the most challenging. Even with the magnification of ultrasound and endoscopy, operating on a fetus immersed in a sac filled with amniotic fluid is similar to working under water, Quintero says. "These are very tiny targets. For example, the baby's heart is the size of an olive, and within that



JEFF FAYHOLLOTTREIMAGES

DR. QUINTERO OPERATED ON THE NOW HEALTHY 10-MONTH OLD TWINS IN UTERO AT 16 WEEKS, SAVING THEIR LIVES.

olive you have to find and manipulate a vessel the size of a hairpin.”

Adding to the complexity, the human uterus—unlike the uterus of other species—is not very tolerant of disruption. The surgeon cannot predict or prevent spontaneous contractions of the uterus following a diagnostic or surgical procedure, Quintero says.

At USF, Quintero continues his investigation of a technique, which he coined “amniopatch,” to repair the rup-

ture of uterine membranes in patients who experience the rare complication following amniocentesis. Stem cell therapy is another area of interest for Quintero.

“The potential is immense. If we could deliver cells to the fetus to change the natural progression of a genetic disease, we may be able to alter the anticipated poor outcome at birth.”

“Dr. Quintero is a brilliant clinician, but there are many brilliant clinicians,”

says nurse Patty Bornick, the research coordinator on Quintero’s fetal therapy team. “What makes him so special is his unwavering ability to think outside the box and his passion for finding ways to solve problems and offer realistic hope to his patients.”

NATIONAL DISTINCTION

BY JENNY BUNCH

José Zayas-Castro, professor and chair of the Department of Industrial and Management Systems in the College of Engineering, along with four other professors, received the engineering profession's highest honors for 2006. At a February awards ceremony in Washington, D.C., Zayas-Castro and his colleagues from four other

which cultivate student leadership, communication skills, creativity and teambuilding. Zayas-Castro and his colleagues received the award for the creation and successful implementation of "The Learning Factory."

An undergraduate program, The Learning Factory was originally designed to provide real-world training to multidisciplinary engineering students in order to pro-

The Bernard M. Gordon Prize is among the engineering profession's highest honors. USF Professor Jose-Zayas Castro received the prize in February for the creation of "The Learning Factory."

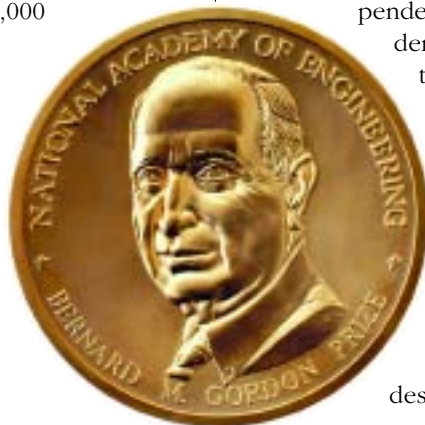
universities received the 2006 Bernard M. Gordon Prize. Along with the prestigious recognition comes a \$500,000 award.

The Bernard M. Gordon Prize was established in 2001 to recognize engineering and technology educators who strive to strengthen the engineering work-force through programs

duce engineers who could easily turn theory into practice and manage engineering projects independently. Teams of stu-

dents work together to define a problem, build a prototype, create a business proposal and finally present these ideas and solutions to a company.

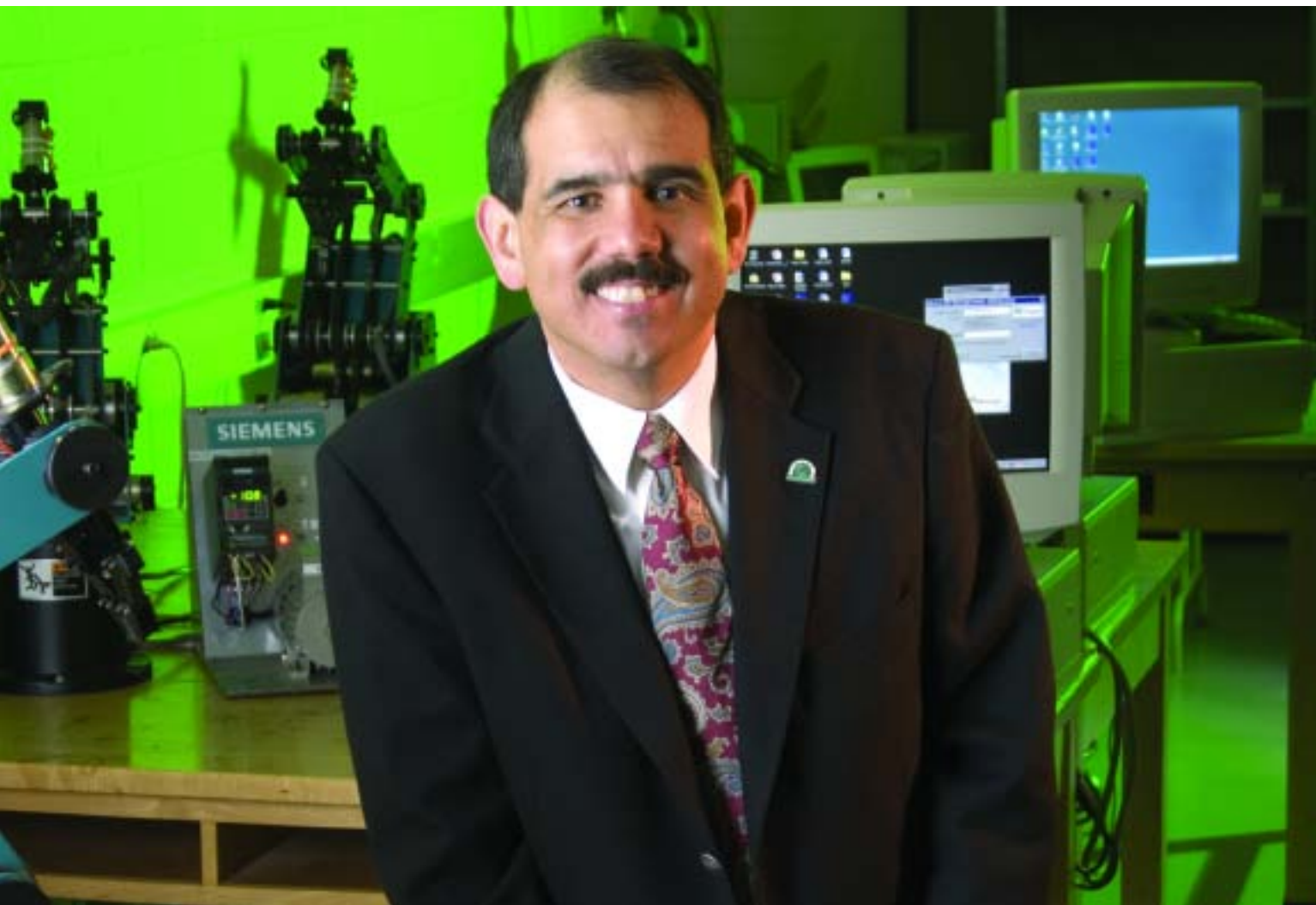
Zayas-Castro describes the pro-



gram as, "a hands-on environment for students to practice, do, experiment and re-do." Students involved in The Learning Factory have worked on projects such as turning coal ash into a pavement or designing a collapsible crutch.

The Learning Factory was initially implemented in three universities, Pennsylvania State University (PSU), the University of Puerto Rico-Mayaguez (UPRM) and the University of Washington in 1997. Successful implementation of the program into each school's curriculum took about three years according to Zayas-Castro.

The past eight years have shown program expansion into other departments in the original



JEFF FAYHOLLOTTREIMAGES

institutions as well as other universities in the United States and Latin America.

Zayas-Castro became involved with the initiative in 1993 when the principal investigators from PSU contacted the department at UPRM where he was working and he became the principal investigator for the program at that institution. A grant from the National Science Foundation/Advanced Research Projects Agency originally funded the initiative.

Zayas-Castro says he renovated his teaching style by better blending theory, practice and lab experience in the curriculum.

"I became more emphatic in that students learn better by

doing," says Zayas-Castro.

While the program is not fully implemented at USF, Zayas-Castro has redesigned the Capstone project to include elements of The Learning Factory.

"It provides students an environment to go from conception to design to manufacturing to business justification. It is as close as it gets to having a factory environment in the university," he concludes.

Zayas-Castro received his bachelor of science degree in industrial engineering from UPRM. He earned a master of science degree in industrial and management engineering, as well as a master of business administration degree and a doctorate in management from

Rensselaer Polytechnic Institute.

Zayas-Castro has also been awarded the Fellow Award from the Institute of Industrial Engineers (IIE) and he was named Distinguished Industrial Engineer of the Year (1985-86) by IIE.

The other recipients of the award in 2006 include Jens E. Jorgensen, John S. Lamancusa, Lueny Morell and Allen L. Soyster. The award money will be funneled back to the original three universities for continued promotion and growth of the program.



RON CHAPPEL/GETTY IMAGES

Nearly Half of ER Physician Care Uncompensated

As more and more uninsured patients visit hospital emergency rooms, more and more emergency physician groups are providing disproportionately higher rates of uncompensated care. And that could lead to tragic results—worse overcrowding, adversely affected quality of care and emergency rooms closing their doors—according to a recent USF study.

■ USF researchers surveyed 188 Florida hospital emergency physician groups about the uncompensated care they provided in 1998. The 83 physician groups responding provided substantial uncompensated, or free, emergency care, ranging from 26 to 79 percent, with an average of

nearly 47 percent.

Uncompensated services are services for which no payment is received from either the patient or from a public or private insurer. Those services include charity care for patients who cannot afford to pay, bad debt from patients who choose not to pay their portion of the bill and denial of payment for emergency services by health plans.

"This study is one of the first to quantify the uncompensated care provided by Florida emergency physicians," says lead study author Barbara Langland Orban, associate professor and chair of Health Policy and Management at the USF College of Public Health. "Emergency physicians say the large amount of uncompensated care they provide has become a substantial cost of practicing emergency medicine, but we did not expect such a high percentage of free care."

The study also found that emergency physician groups providing the highest levels of free care tended to practice in urban hospitals serving large populations of Medicaid and uninsured patients. USF worked with the Florida College of Emergency Physicians (FCEP) on the study, which was published in the October–December 2005 issue of *Health Care Management Review*.

FCEP President Jorge Lopez says uncompensated care affects all patients, not just the uninsured. "The same standard of care is provided to everyone who comes through the emergency department. If that care deteriorates from lack of adequate funding and resources, it deteriorates for everyone."

By law, all patients who come through a hospital's emergency room must be examined regardless of their ability or willingness to pay or whether the medical complaint is

an emergency. The number of uninsured patients in Florida and nationwide is growing even as discounts negotiated by private insurance plans and government programs such as Medicaid and Medicare continue to squeeze reimbursement for health services.

Thus, the researchers suggest, an emergency physician group's ability to shift costs from uninsured to insured patients to offset declining revenue is increasingly limited. And, unlike hospitals, emergency physician groups do not offer other non-emergency services that could help subsidize unfunded emergency care.

Emergency care for uninsured patients is an extremely important safety net in the health care system, the study authors conclude. "Intervention by policy makers is indicated to reduce and deter uncompensated care to avoid the negative effects of emergency department crowding on hospitals, physicians and patients and the closure of additional emergency departments."

-ANNE DELOTTO BAIER

Atlas Provides In-depth Information on Florida's Estuaries

Thanks to USF's Florida Center for Community Design and Research, citizens, scientists and planners concerned with the health of Florida's estuaries now have a new resource at their disposal. The Tampa Bay Estuary Atlas, an edition of the already online Florida Water Atlas, offers comprehensive information on the state and health of Florida's estuaries.

■ Estuaries, often listed among our nation's greatest natural resources, are dynamic systems where fresh water from rivers and streams meet



the sea. They are home to a myriad of plants, animals and shellfish including manatees, mangroves, sea grasses, shrimps, scallops and salmon. These species thrive in a mixture of fresh and salty waters.

USF researcher Shawn Landry, interim director of the center which is part of the School of Architecture and Community Design, says the online atlas focuses on water quality and hydrologic and ecological data as well as recreational information. "The atlas is designed to be a 'one-stop information shop' for anyone who would like information on Florida's estuaries and perhaps play a role in maintaining and improving our vital water resources."

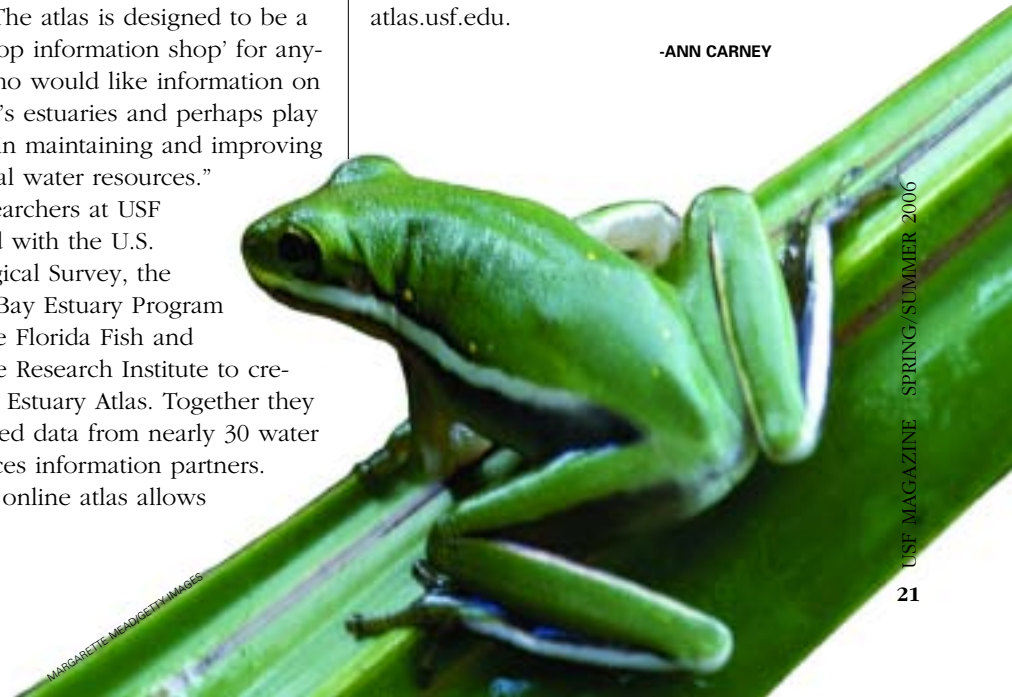
Researchers at USF teamed with the U.S. Geological Survey, the Tampa Bay Estuary Program and the Florida Fish and Wildlife Research Institute to create the Estuary Atlas. Together they compiled data from nearly 30 water resources information partners.

The online atlas allows

visitors to easily access the human and natural history of Florida estuaries. Additionally, visitors can explore estuary resources by selecting a region on a Florida map or by searching subject areas, such as sea grass, marine mammals or reefs. An education link offers lesson plans for teachers and information for students in kindergarten through twelfth grade.

The Tampa Bay Estuary Atlas can be found at www.tampabay.water-atlas.usf.edu.

-ANN CARNEY





BY ANN BLACK

Sam Gibbons sat in a restaurant in Tampa back in 1956 and on the back of a napkin—where it seems all great ideas are recorded—sketched out the idea for a new state university in Florida. His plans were modest. He thought the new university would offer the citizens of Tampa the chance to study beyond high school, earn a college degree and improve both quality of life and earning potential.

Initially, the university would offer an associate's degree, and later, as the university grew, it would expand the number of programs and degrees, build dormitories, develop an athletic program. On June 18, 1955, the State of Florida officially created a university. The Fowler Avenue property was approved as the site for the University of South Florida, and the *Tampa Tribune* called it "a joyous day for everyone."

President Judy Genshaft welcomed former Representative Sam Gibbons back to USF on January

17, 2006, along with former presidents Cecil Mackey, Francis T. Borkowski, Betty Castor and Grace Allen, widow of John Allen, the first president of USF.

Making reference to that "joyous day in 1956," President Genshaft kicked off celebrations for the 50th Anniversary of USF with an announcement about the economic impact of the university on the Tampa Bay area. "The people of Tampa made a savvy investment 50 years ago," said Genshaft referring to the \$50,000 privately raised grant that was used to plan the

MULTI-BILLION DOLLAR IMPACT

The results are in—USF creates \$3.2 billion in economic impact on the Tampa Bay region every year. Not bad for a university that just got started in 1956.



JEFF FAY/HOLLOWTREE IMAGES

university. “Today, USF has a \$3.2 billion economic impact on the region.”

Since it was founded in 1956, USF has accrued an impressive balance sheet of accomplishments. Within 50 years of its founding, it has earned national distinction as one of the major research universities in the country and a Big East sports contender.

Despite its growing national stature, USF continues to be solidly connected to its home community. More than 90,000 alumni live in the Tampa Bay region and the uni-

versity is the fourth largest employer in Tampa Bay. The current mayor of Tampa, Pam Iorio, is a graduate of USF—a point of pride for the institution as well as the individual. “The relationship between Tampa Bay and USF is full of synergy,” says Mayor Iorio. “We shine the light on each other’s achievements. Both enterprises are invested in the success of the other. I think Tampa Bay and USF have a uniquely cooperative town-gown relationship.” Speaking at the celebration in January, Mayor Iorio talked about her memories of

growing up in Tampa and playing on the campus of USF where her father taught English. “The campus was filled with sandhills, and there were not many buildings. Everyone was excited about having a college nearby, but I don’t think anyone imagined that it would become such a great place so fast.”

USF exerts a positive influence on the region through the creation of jobs—the university is the fourth largest employer in the region. “And employment has an enormous effect on the local com-



munity,” says Genshaft. “It’s more like a flood than a trickle-down effect. Every employee at the university participates in the local economy by renting and purchasing real estate, cars, personal and business services. A portion of every dollar spent in the Tampa Bay region can be traced back to USF,” she says.

Construction on the Tampa campus as well as on the regional campuses is helping to increase local economic dividends as the universi-

refinanced its housing portfolio in 2005 for \$135 million. The university currently has 4,500 beds with an additional 350 under construction. In 2005, construction spending topped \$206 million, providing economic activity in all aspects of the local construction industry. The university has a program that encourages local, small, and women and minority-owned businesses to bid on projects that include the purchase of everything from audio-visual equipment to office supplies,



“A portion of every dollar spent in the Tampa Bay region can be traced back to USF.”

ty keeps up with demands for student housing, new classrooms and research facilities. “The building boom is in response to demand,” says Richard A. “Dick” Beard, III, chairman of the USF Board of Trustees. “We are not putting up buildings with the hope that they will come. They are coming—students, researchers, faculty, and we are building to accommodate them.” Beard also noted that the economic activity extends throughout the USF system. Plans or construction are under way for a residence hall in St. Petersburg, for a new campus in Lakeland, and extensive renovations and new construction on the campus at Sarasota-Manatee.

Executive Vice President and Chief Financial Officer Carl Carlucci also reported that the university



furniture, transportation services, tools and hardware.

USF also has a strong reputation for providing access to the arts through theater and music as well as hosting some of the leading intellectuals, writers, scientists, and artists in the world. “It is the mission of the university to expand

horizons,” says Genshaft. “We want to help people stretch their imaginations and their sense of intellectual power.”

Intellectual power is at the core of several USF—Tampa Bay projects and collaborations. The USF Research Park is a perfect example of the way that the university can apply its resources to help the local community—and its economy—thrive. The Research Park provides an environment where people can develop powerful ideas into marketplace commodities.

Local businesses are leveraging the presence and the participation of a world-class research university in its own backyard. USF provides business development assistance as well as access to state-of-the-art research equipment. “The university was founded on practical principles, by practical people. We continue in the tradition of applying intellectual energy to solve real world problems,” says Genshaft.

The USF Research Park houses 18 businesses, eight of which were



PHOTOS BY JEFF FAY/HOLLOWTREE IMAGES

started by USF professors. The companies include a cancer research group, an Army bio-defense facility and a business development center.

The USF Lakeland, USF St. Petersburg and USF Sarasota-Manatee campuses participated in the celebration, and the economic impact announcement with simul-cast technology. After listening to remarks by Genshaft and Beard, campus CEOs Laurey Stryker, Preston Mercer and Karen White spoke to their local audiences about the ways in which USF's economic impact reverberates in their local communities.

PHOTOS: USF'S RESEARCH PARK WAS FILLED WITH PRIDE JANUARY 17, 2006 AS USF KICKED OFF ITS 50TH ANNIVERSARY CELEBRATION.

PAGE 24-25, LEFT TO RIGHT, USF PRESIDENT JUDY GENSHAFT AND VICE CHAIR OF THE USF BOARD OF TRUSTEES, RHEA LAW; JIM NORMAN, CHAIR OF THE HILLSBOROUGH COUNTY COMMISSION; TAMPA MAYOR PAM IORIO; FORMER USF PRESIDENTS BETTY CASTOR AND CECIL MACKEY, PRESIDENT GENSHAFT, ROCKY AND FORMER PRESIDENT FRANK BORKOWSKI; FORMER U.S. REPRESENTATIVE SAM GIBBONS.

PAGE 24, CENTER, RICHARD "DICK" BEARD III, CHAIR OF THE USF BOARD OF TRUSTEES ; RIGHT, JOSE VALIENTE, CHAIR OF THE GREATER TAMPA CHAMBER OF COMMERCE.

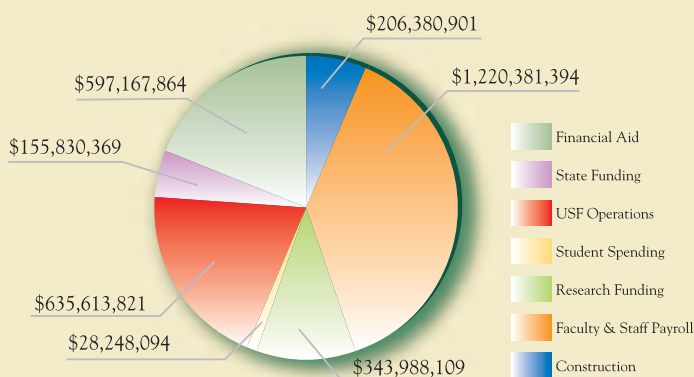
Calculating Impact

University Impact studies attempt to summarize the measurable effects of colleges and universities on local and state economies. Impact studies are a tool to calculate the economic value of public investment in higher education.

Impact studies use the concept of value added. Calculations of value added describe the result of the direct spending of the university and its students, faculty and staff.

USF used IMPLAN (Impact Analysis for PLANning) to develop its economic study. IMPLAN is a software program developed and released by the Minnesota IMPLAN Group, formed by the University of Minnesota, that generates social accounts and input/output multipliers based on data supplied by USF. The total industry purchases of commodities, services, employment compensation, value added and imported are equal to the value of the commodities produced.

Total Economic Impact



BUILDING COMMUNITY

USF is helping turn around one community and developing a national model for successful community engagement.



VAST PHOTOGRAPHY/GETTY IMAGES

BY ANN CARNEY

Amanda Corsentino was feeling good about the direction her life was taking. She was a second year undergraduate student majoring in political science at USF. And, she thought she had a good perspective on the world around her. That was before she boarded the bus—and took a ride that would change her life.

Corsentino was one of a handful of students who signed up for a service learning opportunity in East Tampa. Rather than complete a traditional research paper, Corsentino would spend 15 hours working as a community volunteer and formally report back on the revitalization program under way there.

Before she got started, Corsentino took a mandatory, up-close bus tour of East Tampa led by Evangeline “Vann” Best, a retired social worker and neighborhood leader born, bred, schooled and still living about 12 blocks from the designated East Tampa Community Revitalization Area (CRA).

“It was an extreme eye opener,” recalls Corsentino, now working toward her graduate degree in public administration. “It really drew me in;

I felt almost embarrassed that I didn’t know about urban communities.” Today, though not living in East Tampa, Corsentino is very much a part of the community. And very much a part of helping to make it a better place.

Drawing in students like Corsentino was the idea behind USF’s East Tampa Initiative, says Judi Jetson, director of the USF Collaborative for Children, Families & Communities. Drawing in students and making a meaningful difference.

A Willing Partner

Shortly after she was elected in 2003, Tampa Mayor Pam Iorio called on her alma mater, USF, to become a partner in the city’s East Tampa Initiative, a broad-based, comprehensive revitalization and redevelopment program. Working with select community partners, Iorio was determined to help turn one of the city’s most challenged neighborhoods into a community of vibrant residential, business, recreational, social and cultural life. Bound by Hillsborough Avenue to the north, I-4 to the south, the city limits of Tampa to the east and I-275 to the west, the neighborhood was suffering from



EVANGELINE BEST, JUANITA HAMILTON, AND USF STUDENT AMANDA CORSENTINO MEET OUTSIDE WOODY'S CAFE IN EAST TAMPA. USF STUDENTS MAPPED EAST TAMPA'S COMMUNITY ASSETS, INCLUDING SMALL BUSINESSES LIKE WOODY'S, AS PART OF THEIR FIELD WORK.

years of decline, neglect and lack of investment.

USF President Judy Genshaft signed on, pledging to mobilize the university's diverse resources in a coordinated effort.

"Being engaged in the community is our duty as a major metropolitan research university, and it is a responsibility we take very seriously," Genshaft says. "At USF we have the resources and expertise that can drive progress and change lives."

Genshaft met with her chief academic advisor, Provost Renu Khator, to move the commitment forward. Khator challenged Jetson, an experienced and successful builder of relationships between researchers and community leaders, to come up with

a project that would deliver tangible results to the neighborhood. That led to a meeting with representatives from 10 USF colleges; faculty members; administrators; graduate students; and Ed Johnson, the mayor's point person for the initiative.

"We listened to the facts. We noodled on it; we offered opinions and came up with ideas," says Jetson. "Then, we got in a smaller group to talk it over. We involved the community. We listened to everything they had to say."

And, the group came up with an idea.

A Project Takes Shape

The group's idea, embraced by Johnson and community representa-

tives, was asset mapping, an endeavor to formally collect data and map the assets of the neighborhood. The effort would serve to identify what was right with the community, instead of what was wrong. Beverly Ward, a senior research associate in the Department of Anthropology, spearheaded the effort.

"All you ever hear in these underserved communities is the negative," says Johnson. "We agreed it was important to map the assets, and that would help to lure other people in."

The project marked the beginning of a relationship that Sam Kinsey, a 41-year resident of East Tampa and chairman of the East Tampa Community Revitalization

“Being engaged in the community is our duty as a major metropolitan research university, and it is a responsibility we take very seriously.”

Partnership, calls “unlimited.” He adds, “There is endless potential here for the community and the university.”

The Commitment Grows

By spring 2004, USF was taking its involvement to the next level. In addition to Ward’s Asset Mapping Training, four service learning classes got under way in East Tampa, all funded by seed grants from the Collaborative. Students in the College of Nursing researched the community’s health assets. Architecture students, led by associate professor Trent Green, developed a commercial vision for a one-mile stretch of the badly deteriorated 22nd Street corridor, once the heart of the neighborhood. Students and professor Harold Keller from the College of Education and assistant professor Richard Briscoe from the Florida Mental Health Institute explored how best to build a rich cultural partnership with the community. And students in assistant professor Kay Perrin’s Adolescent Health class in the College of Public Health got to work identifying neighborhood assets.

In return, the community provided a rich learning environment.

“I believe we have as much to learn from the community as they have to gain from what we can offer,” says Jetson, who already was beginning to see the initiative catapult the university to a new level of community engagement.

Six additional East Tampa service

learning opportunities were offered the following spring. Among the classes were music lessons for the community directed by the College of Visual & Performing Arts, asthma education and diabetes education directed by the College of Nursing. And USF’s School of Social Work began mapping the community’s social capital.

By summer 2005, USF’s Center for Urban Transportation Research produced the final product of the original project idea—asset maps for East Tampa.

The maps revealed a community rich with assets. Ten registered neighborhoods, 16 schools, 4,732 home-steads and six health care facilities. More than 150 licensed childcare providers and 110 places of worship within a half-mile radius. The maps detail the city’s public transit system, and identify every registered business in the area and each of the city’s social organizations, including cultural and artistic organizations, mutual support organizations, political groups, recreational organizations and volunteer and civic organizations.

“The university helped us tremendously,” says Johnson. “The data base they have created is phenomenal.”

A Meaningful Impact

“Service learning isn’t the easy choice. It’s about making a difference in the community—not just staying in the world of ideas,” says Jetson. “It only works if you make a contribution.”

Not just any contribution. Best,

who serves as liaison between USF and the East Tampa community, says the contribution cannot be one-sided. It must meet the needs of the community.

“Until I feel we have East Tampa’s best interest at heart, I’m not going to agree to any service learning project,” says Best. And once she agrees, she insists that every participant start their service learning by taking a tour of the community. As Best shares the history of East Tampa during the tours, she involves the students, allowing them to feel a part of East Tampa. With this shared knowledge and the experience, the students are equipped with information to be successful in their community initiatives.

For Corsentino, the tour was a raw, emotional experience. “It was shocking. I almost felt like I was in a different world,” she recalls. “But then I heard Ms. Best in the background talking about all the good things going on.”

By the time she had completed her first service learning class, working with Chloe Coney, president and CEO of the Corporation to Develop Communities (CDC) of Tampa, Corsentino was hooked. She continued her volunteer work throughout the summer, developing important relationships and a greater understanding of the community. In the spring, under the direction of Robin Jones, coordinator of USF’s College of Arts and Sciences Community Initiative, Corsentino took part in the Legislative Internship Program, entering into an internship with State



JASON MARSH

MORE THAN 1,000 STUDENTS ASSEMBLED IN JANUARY TO PLANT TREES, BEAUTIFY NEIGHBORHOODS AND GET INVOLVED IN USF'S STAMPEDE OF SERVICE '06 SPONSORED BY VOLUNTEER USF AND STUDENT GOVERNMENT.

1000 Strong

Nearly 1,000 students came by the busload, vowing to make a difference. And when it was all done, they visibly had.

USF's Stampede of Service '06, a massive project designed to help the East Tampa community, was the largest community service project in the history of the university. Students gave their time—more than 5,400 hours-taking part in 23 different community service projects.

They planted bushes and trees in front of community centers, throughout parks and neighborhoods. They removed trash from residential areas. They cleaned up community parks, a basketball court and retention pond. All while the



JASON MARSH

neighbors looked on—some asking how they could help.

Ed Johnson, manager of the East Tampa Redevelopment Division, was awed by the number of students who volunteered their time. "USF had their first cleanup campaign here in 2003. There were about 100

students," he recalls. "This year, we had 1,000 folks out there. It's just amazing the growth that has happened with volunteering."

Students were glad for the chance to give back to the community.

"This was a great way for us to continue USF's initiative in East Tampa. It was a chance for our students to be one with the community," says Amy Simon, Volunteer USF coordinator. "And it's just the beginning. Our hope is to continue our involvement in the community for the long term."

USF's Stampede of Service '06 was sponsored by Volunteer USF and Student Government as part of the university's Martin Luther King, Jr. celebration and the university's 50th anniversary.



The USF Collaborative

When Robert Friedman, chairman of the Department of Child and Family Studies at USF, and his colleagues in Psychology, Public Health, Education, Social Work and Business began developing research partnerships in the community, one thing became clear—real world problems require multi-disciplinary perspectives. And so, the USF Collaborative for Children, Families and Communities, a faculty-initiated and led program, was begun in 1996.

Over the past 20 years the Collaborative has awarded more than \$1.5 million in small grants for research projects and service learning classes—pairing USF faculty with community groups to enhance services, programs, relationships, and learning and bring knowledge into practice. The investments have yielded a five-fold return in additional grants and community-based research.

Today, the Collaborative focuses on six core activities: Faculty grants for research and service-learning, Research Day, an annual conference, distinguished speakers, new faculty orientation and a newsletter. Its steering committee, led by David Shern, dean of the Florida Mental Health Institute, holds bi-monthly meetings on closed-circuit television in order to exchange information on what works in communities served by all of USF's regional campuses.

To learn more about the USF Collaborative, visit <http://usfcol-lab.usf.edu>.

Representative Arthenia Joyner (D-Tampa), whose district includes East Tampa.

“The internship, along with my internship at Ed Johnson’s office and the honors thesis I wrote about civic life in East Tampa, gave me an outlet to connect the example of East Tampa to my broader learning experience,” Corsentino says. “This, in turn, helped me to reflect on my values and decide what I wanted to contribute to society as a professional and as a citizen.”

Today, pursuing her master’s degree in public administration at USF, Corsentino says her attachment to East Tampa is stronger than ever. “I really love the people here; they are like family to me. I feel like I am more of a whole person because I have become a part of this community.”

A Three-Legged Stool

Jetson credits the city, the residents and USF faculty with the success of



the initiative. “It’s a three-legged stool,” she insists. Together the partners are making significant strides.

“This is a perfect example of the tangible, meaningful results that can be realized when a community brings together its resources,” says Iorio. “Each of these entities is impressive and together they are an amazing force that is helping to change a community by improving the overall quality of life.”

“The relationship is evolving,” Kinsey says. “As each day passes we meet, we plan and we come up with new ideas. We look to what resources are available to accomplish those tasks and USF gets involved.”

USF’s Green and his architecture students are getting involved in a major East Tampa revitalization project as a result of their service learning work. Green and his students have been contracted to develop 100 retention ponds into community lakes.

“This is a perfect example of the tangible, meaningful results that can be realized when a community brings together its resources.”

“Trent became trusted because he was there,” Jetson says, adding that the contract award took more than a year. “He listened. And he rallied with his students to come up with something important to the community.”

For graduate architecture student Daren Patterson, the project is an opportunity to gain real world experience in his chosen field of study. “For me as a student this is extremely helpful,” he says. “I am committed to seeing the project through to completion.” Seeing the project through means interacting with various city departments, such as Stormwater and Parks and Recreation—interactions that further enhance the learning

experience while allowing Patterson to make a meaningful contribution to the community.

This spring USF offered four service learning classes in East Tampa. Like they do at the end of each semester, students and faculty presented what they’ve learned to the community at an annual research day luncheon.

“What we are doing is incremental, but it is a long lasting approach to getting involved in the community,” says Jetson. “Everyone is tired of the flash in the pan. This program has legs.”

ENGINEERING EXCITEMENT

BY RANDOLPH FILLMORE

Engineering EXPO brings 33 years of engineering excitement and tradition to Tampa Bay.

It's happened in February for the last 33 years. Kids in greater Tampa Bay start dreaming of mousetrap cars, balsawood bridges, robots and chemical magic shows. Those "kids" are ages six to well over 60, but the age gap doesn't mean much because the lure of neat gadgets, amazing chemical and laser demonstrations and cutting edge technology on display at USF's Engineering EXPO crosses not only age, but gender boundaries.

Sponsored by the College of Engineering and held annually since 1973, USF's Engineering EXPO is held in advance of National Engineering Week and, over its 33 years, may have been instrumental in a generation of attendees choosing engineering professions.

"I used to do a survey on incoming students and many said that they had attended Engineering EXPO and that EXPO had encouraged them to seek careers in engineering," says Dolores Gooding, who along with her fellow graduate students planned and carried out the first EXPO in 1973. She would be at the helm of EXPO for the next 25 years as a professor in the College of

Engineering's Department of Industrial and Systems Management.

With USF celebrating its 50th anniversary in 2006, and the College of Engineering recently having celebrated its 40th anniversary, a sense of tradition and USF history are never far from the hearts and minds of EXPO participants and organizers past and present.

Gooding speaks fondly of the early days of EXPO when past Dean of Engineering Ed Kopp drove the 1911 Baker Electric Car and gave rides to the young attendees. The attention paid to one of the past favorites, Cecil the Robot, named after then-USF President Cecil Mackey, never failed to make the *Tampa Tribune* during EXPO, says Gooding.

Engineering EXPO, funded by industry partners and USF's student government, is a massive volunteer organizational effort and much of the EXPO 'git-r-done' work ethic is now and always has been student-driven.

"Student volunteers are a big part of EXPO's success every year," says Paul McCright of the College of Engineering's Department of Industrial and Systems Management



MINI BAJA RACE CARS ARE DESIGNED BY ENGINEERING STUDENTS IN THE USF CHAPTER OF THE SOCIETY FOR AUTOMOTIVE ENGINEERS. PARTICIPATING IN MINI BAJA RACING COMPETITIONS GIVES STUDENTS REAL-WORLD EXPERIENCE AND A LEG UP WHEN SEEKING JOBS IN THEIR FIELD.

and who has been the faculty advisor and organizational force behind Engineering EXPO since 1999. “This year we had a 20-student planning staff and over 300 volunteers,” says McCright.

As has been the case since 1973, industry is well represented at EXPO. Over the years such past and present industry giants as Raytheon, Westinghouse, Tampa Electric (TECO), Brunswick, Honeywell and Westinghouse participated. In 2006, the Museum of Science and Industry (MOSI), TECO, Baxter, Mosaic, Honeywell, Raytheon, Electronic Learning Products and HDR Engineering

were among the participants.

Along with student involvement, what really got EXPO rolling was the high level of industry participation, says Gooding, who recalls “cold-calling” many companies not only in the Tampa Bay area but as far away as California to get them on the bandwagon. Today, many of the industry participants are former students who return representing their own companies or their employers.

“Our alums working in industry come back to campus and participate in EXPO because they really enjoy getting involved,” adds McCright. “It’s a chance for them to

see changes and a chance for students to network with them.”

While the attendance of school children has always been an intricate part of EXPO, the last two years have seen an increase in the number of elementary school children attending. Starting with EXPO 2004, students from the Douglas L. Jamerson, Jr. Elementary School in St. Petersburg started participating alongside USF. The Jamerson program aims at closing what is perceived as a serious gap in American education by encouraging students toward science and engineering career choices and EXPO helps gets the message



STUDENTS OF ALL AGES, FROM ELEMENTARY SCHOOL THROUGH COLLEGE, ARE EXPOSED TO THE EXCITEMENT AND FUN OF ENGINEERING AT EXPO. FOR MANY IT IS THE START OF A CAREER IN ENGINEERING.





GIL WILLIAMS



GIL WILLIAMS

across to students that engineering is not only fun, but a future.

"EXPO gets the kids on to campus," says McCright. "For them, a university campus begins to be known and not scary, so they are likely to go on to college with more confidence. I think we are helping many kids direct their career choices. That's very rewarding for me. It's an extension of the classroom."

Many of the students from the community are anything but shy at EXPO.

"One of our 5th grade classes showcased Jamerson engineering by helping participants build, design and test hoop gliders," explains Jamerson principal Robert Poth. "Another 5th grade class helped participants build pencil helicopters. A third class staffed our exhibit booth, sharing information about our program with attendees."

Why participate at such a high level?

"We challenge our students to

excel in all areas: math, reading, writing and the sciences," says Poth. "Jamerson is one of only a handful of elementary schools in the USA offering the curriculum incorporating math and engineering."

And, participation means more kids interested in engineering. Once more, USF engineering student participation sends a message to the community at-large.

"The wide variety of research and educational venues at EXPO are indicators of both the depth and breadth of engineering and the exciting challenges and opportunities our students and faculty engage in," says College of Engineering dean Louis Martin Vega.

Following this year's EXPO, McCright handed the responsibility to Hendrick Jeanty, a professor in the COE's Department of Computer Science and Engineering, who will take over advising 2007 EXPO. Jeanty, who came to USF in 2004 is anxious to take over the reins.

"I'm not going to make any major changes with EXPO's success," says Jeanty, who is already at the helm and working on the planning for EXPO 2007. "I do want to engage more industry sponsors."

Jeanty says he was eager to take over because it gives him the sense of "giving back."

"When I was an undergraduate at Manhattan College I always enjoyed our version of Engineering EXPO," recalls Jeanty. "It is really an important recruitment tool for USF and I want to continue that effort through EXPO because not only might kids get hooked on engineering and science, we hope they decide to come to USF to start their careers."

If the future is like the past, many students enjoying Engineering EXPO will return as students, perhaps even as professors.

BRANDING SUCCESS

BY JEREMY CANODY

As a young boy, Jordan Zimmerman began developing his business acumen when he established a paper route in his central New Jersey neighborhood. His route was so successful he had to hire two kids to help out. Those humble beginnings provided a glimpse into what Zimmerman would later achieve as one of the most creative minds in the advertising and branding industry.

Today, Zimmerman, a 1980 USF

graduate, is founder and chairman of the Fort Lauderdale-based Zimmerman Advertising. Essentially, Zimmerman Advertising is a business solutions company posing as an ad agency, a strategy that has served the company well. A combination of long-term brand building and short-term sales, which Zimmerman calls “brandtailing,” has won the agency a who’s who list of clients including Nissan, Target, Papa John’s Pizza, Office Depot and Fris Vodka. An Omnicom subsidiary since 1999, the 22-year-old firm billed in excess of \$1.5 billion last year, making it the 17th largest firm in the country and the largest agency in the southeast and bigger

than most agencies off Madison Avenue. More than 900 employees in 22 offices worldwide are driven by Zimmerman’s philosophy. Last fall, USF offered a semester-long advertising and mass communications curriculum based on Zimmerman’s approach to brand building. Zimmerman reconnected with his alma mater to create the Zimmerman Advertising Program (ZAP) after recognizing a need to update curriculum for students entering an industry that changes almost

daily. “It’s about more than giving dollars,” Zimmerman says. “I wanted to influence the curriculum.”

our brand. She gets it and the faculty gets it.” It was at USF that Zimmerman first coined the phrase “brandtailing” to challenge his professors and the conventional methods of marketing and branding. He got his first real taste for advertising when his campaigns class at USF won a national campaign award that inspired the “Just Say No” drug prevention program in the early 80’s. Their hard work earned the class the opportunity to present their campaign at the White House. First Lady Nancy Reagan was so moved by their presentation that she adopted the campaign as one of her main causes during her husband’s term in office and launched the campaign nationwide.

After graduating from USF and a less-than-stellar start trying to break into the New York advertising world, Zimmerman returned to Tampa to reconsider his life’s ambition. Working by day at Hilton Advertising and weekends at Chuck’s Steakhouse and going to school at night, he revolutionized a branding model that would one day earn him the respect and praise of his industry. With \$10,000 and unfettered determination, Zimmerman started his own company and introduced the world to brandtailing.

Explaining the theory that made him famous, Zimmerman says, “I wrote a business plan where I inverted the purchase funnel. In order to invert the funnel I moved profitability from the bottom of the funnel to the top and moved awareness to the

“When I graduated from USF, I swore that one day I would build an advertising agency and give back to my university. It’s a satisfying feeling that I can give back and watch the students grow.”

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daily. “It’s about more than giving dollars,” Zimmerman says. “I wanted to influence the curriculum.” Brandtailing was one of the first ZAP classes offered—a class which Zimmerman Advertising professionals traveled from Fort Lauderdale weekly to teach. In addition to supporting the creation of the class with a significant gift, Zimmerman personally shared his achievements and insights with students.



JORDAN ZIMMERMAN, A 1980 USF GRADUATE, IS FOUNDER AND CHAIRMAN OF ZIMMERMAN ADVERTISING, THE 17TH LARGEST ADVERTISING AGENCY IN THE COUNTRY. HE IS A RECIPIENT OF THE PROFILES IN LEADERSHIP AWARD, AN HONOR BESTOWED BY THE PRESIDENT THAT RECOGNIZES SOME OF USF'S MOST DISTINGUISHED AND ACCOMPLISHED ALUMNI.

bottom. I put profitability on the top of the funnel above product awareness, because if a brand is profitable, it has awareness; if a brand is profitable, it has market share; and if a brand is profitable, it has revenue and margin. However, if I invert it back, it does not work the same way...I could have awareness and have no sales; I could have awareness and no relevancy; I could have awareness and no share; and I could have awareness and have no margin. So, in this industry, why is brand awareness on top and why do we herald the agencies that build this awareness level for their brand, when we should herald them for the

profitability of that brand and the market share of the brand? That's what I did through brandtailing and it has worked for more than two decades now. Brandtailing gives the consumer a better reason to buy than price."

Zimmerman is now sharing his successes with others. "When I graduated from USF, I swore that one day I would build an advertising agency and give back to my university. It's a satisfying feeling that I can give back and watch the students grow. No matter how successful you are, that's something you don't get from going to work every day."

He says the university gave him

his first introduction to the world of advertising and marketing in an educational way. He recalls USF as a "young" and "energetic" place where the professors truly cared and got involved with individual learning styles of each student.

In addition to providing his alma mater with the resources, knowledge and hands on opportunities that will impact students for years to come, Zimmerman says he'd like to build the program to set the precedence for educating young talent industry-wide. "You've got to think globally, act locally," he emphasizes more than once.

"I saw this as an opportunity at my alma mater because I think it can be a great resource for attracting young talent for my own agency and other companies. If we are able to influence their learning with a more relevant curriculum, then ultimately, it's a win-win for the students and a win-win for the businesses that are looking to hire these students."

Last semester ZAP students worked on a real-life advertising case study—Papa John's Pizza. The class culminated with a presentation by students to a review board which included Papa John's founder, John Schnatter, and Zimmerman.

"The students looked at this as a great opportunity, not a challenge. It's hard to take on challenges, but opportunities are there for the taking," Zimmerman says. "We saw them shine in ways we didn't know they could."



GEORGE FOREMAN TOSSED THE COIN AS THE BULLS SQUARED OFF AGAINST N.C. STATE AT THE MEINEKE CAR CARE BOWL.

Big East, Big Opportunities

As USF winds down on its inaugural year in the Big East Conference, early returns indicate USF Athletics has seen enormous benefits.

■ Retail store BullsHeaven owner Jeffrey Neil Fox, the Bulls' official on-site merchandise retailer, has invested more than \$500,000 into his on-site and retail locations to capitalize on the ever growing appetite of Bulls fans. Bright House Networks has also jumped on the Bulls' marketing caravan, signing a five-year, multimillion dollar deal this past fall.

The move to the Big East got the attention of USF fans. Announced attendance at Raymond James Stadium averaged 38,865 per game in 2005, compared with 27,257 per game for six contests in 2004. The USF basketball program markedly increased attendance and revenues by hosting Big East schools with high-profile basketball squads. Women's basketball, men's and

women's soccer and volleyball also saw marked increases in attendance.

Big East membership gives any USF degree added name recognition in major markets. The USF Career Center recently teamed with the other league members to form the Big East Career Center Consortium. One major goal of the consortium is to have career centers from across conference schools join together to hold live and virtual job fairs that bring current students and alumni from different schools together with employers.

The Tampa Convention and Visitors Bureau recently visited the Men's Big East Basketball Tournament to highlight the Tampa Bay area with other conference representatives. Their hope is that administrators will select Tampa as an outstanding location to entertain alumni, donors and fans.

Within the athletic department, one of the largest attractions of Big East membership was the chance to participate in the Bowl Championship Series, and Jim Leavitt's football program capitalized quickly. Charlotte's Meineke Car Care Bowl paid the Bulls \$1.1 million as the league's rep-

resentative, and the bowls that have agreements with the Big East in total contribute \$12.5 million to the conference's coffers. Conference finish and the particular bowl game a team plays determines the size of the payout, but even if the team doesn't play in a bowl game USF can expect at least \$1.5 million from that arrangement according to Rick Costello, associate athletic director and CFO for the department.

USF made significant upgrades to the Sun Dome and event operations during its first season of Big East Conference play, installing state-of-the-art video scoreboards, adding more floor seats and food service, replacing the playing surface, hiring additional game day staff and creating a more exciting game atmosphere.

"We want to make sure our fans and guests have a great time at each USF event," says Kosha Irby, assistant director of Athletics. "With all of the attention we are luring a lot of first time buyers. We want them to become repeat customers and enjoy our product for years to come."

-COLLIN SHERWIN

Superstar at Top of Her Game

There is an athlete on campus that few people may know—an athlete who epitomizes the term student-athlete. Challenged to balance her daily practice with the softball team and 70-game schedule, along with schoolwork and community service, right fielder Tiffany Stewart excels at all she does.

■ Stewart is a senior at USF. With a 3.96 grade-point average, the psychology major was named a 2005 Conference USA Scholar Athlete of the Year and earned the CoSIDA/ESPN The Magazine Academic All-American distinction.



SENIOR TIFFANY STEWART

But her success doesn't end there. Stewart is one of the best athletes ever to take the field for USF Softball. In 2005, she led the Bulls in batting average (.399), slugging percentage (.627), on-base percentage (.500) and walks (32), and finished tied for the lead in home runs (9). The right fielder was named a 2005 Louisville Slugger/NFCA All-American for her athletic achievements, becoming the only USF student-athlete to earn both the athletic and academic All-

America distinction last year. Acknowledged as one of the top players in the country, Stewart was drafted by the New England Riptide, one of seven National Pro Fastpitch teams, earlier this year.

And despite all the work Stewart puts into her athletic training and academics, the Odessa, Florida native still finds time to give back to the community. She works with special needs children at summer camps and is a youth Sunday school teacher at her church.

"Tiffany Stewart is the epitome of an All-American student-athlete," says Head Softball Coach Ken Eriksen. "She's a great teammate and leader on the field, and off the field her success is not only in the classroom but in the community and as a mentor. We are very, very fortunate for her to wear the green and gold and to represent not only the university and her family, but also her community where she grew up playing ball."

-RACHEL CONSTANTINE

Big Turnaround

To say that Jose Fernandez has changed the direction of the USF Women's Basketball program is an understatement. This year the team advanced to its first-ever NCAA Championship Tournament. But that's just one measure of the program's success. In the past five years that Fernandez has coached the Bulls (2001-06), USF has recorded a 75-72 (.510) record with four winning seasons and three post-season appearances.

■ In the five years prior (1996-01), the Bulls posted a 51-88 (.367) record with just one winning season. Fernandez is just one win from tying for the second most wins among head coaches in program history and nine from becom-



FRESHMAN SHANTIA GRACE

ing the all-time wins leader.

Consider these remarkable achievements for the 2005-06 USF Women's Basketball Program:

- With 19 wins, USF recorded the second most wins in school history (19-12). It was the program's second consecutive winning season.
- USF's 12 home wins (12-3) equals the second most home wins in school history. In addition, over the past two years, the Bulls have posted a 26-5 record in the Sun Dome.
- USF advanced to its third consecutive postseason appearance this season and its first-ever NCAA Tournament. The Bulls were a No. 9 seed and faced No. 8 seed USC in the Bridgeport Region first round in Norfolk, VA.
- The Bulls faced eight teams that were ranked in the Top 25 of both the Associated Press and ESPN/USA Today polls this season, two of which advanced to the 2006 Final Four in Boston.
- USF defeated two of the eight top 25 foes—both in overtime—it faced this season. The Bulls beat DePaul, 79-77, in their inaugural BIG EAST Conference game and Notre Dame, 68-64, on the road.

Special Delivery

It was hardly your ordinary delivery. Sure, the baby was cute and had lots of hair. But this was no ordinary baby. This was the first gorilla born at Busch Gardens Tampa Bay in the theme park's 46-year history. And, it was the first gorilla USF OB/GYN Catherine Lynch ever delivered.

■ “I’ve been going to Busch Gardens for about seven years now working with endangered gorillas and orangutans,” says Lynch. “Kishina [the mom] was my first patient; I feel like I have a true doctor-patient relationship with her. It was so exciting to hand her a very much desired baby.”

The birth made headlines around the world. Kishina, the 33-year-old gorilla mom had placenta previa, a complication of pregnancy that is life-threatening to both mom and baby. In placenta previa, the placenta, or afterbirth, is in front of the opening of the cervix.

Lynch and her colleague, Joan McCarthy, assistant professor of OB/GYN at USF, performed an emergency cesarean section on the mom who had been experiencing difficulties over several days. She was joined by two USF/Tampa General Hospital neonatologists, Robert M. Nelson, professor and chair of Pediatrics, and Tom Havranek, assistant professor, among others. Aside from the skin being a little thicker than human skin, Lynch says the procedure was remarkably standard.

That’s if you don’t consider the delivery took place at Busch Gardens’ zoological hospital with a staff of about 15 OB/GYNs, neonatologists, vets, techs and cameramen on hand.

The little bundle, who would only be named after a national contest, weighed in at a healthy four pounds,



USF DRs. LYNCH AND MCCARTHY PERFORMED A CESAREAN SECTION ON KISHINA, A 33-YEAR-OLD GORILLA MOM, DELIVERING A HEALTHY 4 LB. 10 OZ. MALE INFANT.

10 ounces. He brings the number of gorillas at Busch Gardens to seven, all living in the park’s Myombe Reserve habitat, a three-acre rainforest environment opened in 1992.

Lynch started helping out at Busch Gardens seven years ago when the zoological park began a more active breeding program for endangered primates. Two years ago she performed a C-section on another park primate—an orangutan who had been in labor for 36 hours. Typically, though, she focuses her deliveries on human primates. She’s been delivering those for more than 15 years, most at Tampa General Hospital.

Lynch says she has learned a lot about animals through her work with Busch Gardens. “I continue to be fascinated by them and the similarities between apes and humans.”

Bolingo, as he was eventually named, is doing well at the park. His

name means “love” in Lingala, a language spoken in the Congo region of Africa where endangered gorillas like him are found. Bolingo was the clear winner among the names proposed, claiming 18,000 of the 58,000 online votes.

The baby’s dad is a nine-year-old western lowland gorilla named Cenzoo. He was transferred to Busch Gardens from the Denver Zoo in March 2003 along with his own Dad, Koundu, a 29-year-old gorilla. The transfer was part of the internationally recognized Species Survival Plan (SSP) initiated by the American Association of Zoos and Aquariums. The SSP is a cooperative population management plan designed to maintain the genetic diversity of endangered species.

—ANN CARNEY

Andy Huse

Andy Huse, assistant librarian in the Special Collections Department and Florida Studies Center, came to USF in 1995 as a transfer student. Pursuing a degree in English at the time, Huse quickly realized his true passion was history and changed his academic focus. In addition to undergraduate degrees in English and history, Huse earned master's degrees in history in 2000 and in library science in 2005, from USF.

In 2002, Huse took on the role of lead researcher and photo archivist for the university's just-released 50th anniversary commemorative coffee table book. Recently appointed to the USF faculty, Huse's research interests include modern social history, oral history, the culinary arts and USF's Chinsegut Hill property.

USF: How did you become involved with USF Libraries?

Huse: It started in 1998 as a four-hour stint one evening a week to augment odd jobs I was doing. My foot was in the door and one year later I became a fulltime staff member working in the Media Center.

USF: And with the Florida Studies Center?

Huse: I graduated with a master's in history in 2000 and was trying to figure out what to do next. The day before it closed, I heard about an opening in the Florida Studies Center and applied. I saw it as a huge opportunity—a playground—there were so many facets to the job. There still are.

USF: Why Florida?

Huse: People don't always choose the places in their lives; sometimes the places choose them. Like Phyllis



JASON MARSH

Age: 32

Greatest period in history: The 20th century

Pet peeve: Traffic and cell phones, together and separately

Reading or writing: You can't have one without the other

Favorite book: *Rites of Spring* by Modris Eksteins

Favorite food: There are only two kinds, I prefer the good kind

Best place on campus for a good read: Under a sprawling tree on the unused space between MLK plaza and the Music building

Marshall said, once you're here, the sand gets in your shoes and you never leave.

USF: How much time did you spend on the 50th anniversary coffee table book?

Huse: A little over three years. It was a labor of love. I had a lot of fun exploring stories and USF is chock full of them and colorful characters, of course.

USF: What was the greatest thing you learned about USF during the project?

Huse: The roads not taken—a lot of bad roads and good ones, too. There are so many places where his-

tory could have branched off and turned into something different.

USF: The most surprising thing?

Huse: The constant conflict over the direction of the university, not just among academics, but students as well. Today it seems like a well oiled machine from a distance, but there were a lot of fundamental conflicts early on.

USF: Such as?

Huse: The fight over the radio station was a big one. The station was student-run and some of the music was student oriented. The rock show didn't jive with what some academics thought was in keeping with the mission of the institution. The station's students ended up spawning WMNF 88.5 FM.

USF: You've finished the book. What's next?

Huse: I've got to finish my own projects. There are several things I've been working on, like my restaurant book—the history of Tampa as told through its restaurants and food.

USF: What are the top three treasures in the Special Collections?

Huse: First would be the personnel. The resources themselves don't do anything unless people have access to them. We have a great team; we've made a lot of progress. Next I'd say the Oral History Program, which is still evolving, and started in 1997. Last, I'd have to say the Floridiana Collection, not just the books, but the manuscript collections.

USF: What has been your greatest accomplishment?

Huse: The best is yet to come.



USF HISTORIAN MARK GREENBERG AND PRESIDENT JUDY GENSHAFT SIGN THE FIRST COPIES OF *USF: THE FIRST FIFTY YEARS*, A COMPLETE HISTORY OF USF AUTHORED BY GREENBERG. TO READ ABOUT THE BOOK, AND WUSF'S ONE-HOUR TELEVISION SPECIAL, *GREEN & GOLD: A HALF CENTURY OF USF*, SEE PAGES 6-8 OF THIS ISSUE. BOTH THE BOOK AND TELEVISION PROGRAM ON DVD ARE AVAILABLE INDIVIDUALLY AND IN COMBINATION AT THE USF BOOKSTORE. GO TO WWW.BOOKSTORE.USF.EDU OR CALL (813) 974-5026 FOR INFORMATION.



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