

FALL 2006 | VOL 48 NO 2

# USE

MAGAZINE

A New Era for the  
USF Board of Trustees







FALL 2006 | VOL 48 NO 2

# USF

## MAGAZINE



JOSEPH GAMBLE

STUDENTS AT USF SARASOTA-MANATEE HAVE A NEW PLACE TO CALL HOME. STORY PAGE 6.

### Features

20

#### COVER: TAKING THE HELM

In a unanimous vote by the USF Board of Trustees, Tampa resident, business leader and USF graduate Rhea Law was elected new chair of the Board of Trustees. With plans and priorities already in place, she succeeds real estate developer and community leader, Richard A. "Dick" Beard III, the board's first chair.

26

#### A NEW MODEL FOR HEALTH

College of Medicine Dean and USF Health Vice President Stephen Klasko's vision for a new concept in healthcare that focuses on the overall well-being of patients is becoming a reality.

32

#### LIVE AND LEARN

Under the direction of Student Affairs Vice President Jennifer Meningall, USF is working harder than ever to create a rich campus environment that supports strong academics, traditions, school spirit and pride while offering lifelong academic experiences.

### Departments

- 2 FROM THE PRESIDENT
- 3 HISTORY
- 4 UPDATE
- 10 COMMUNITY
- 14 DISCOVERY
- 36 COMMITMENT
- 38 ATHLETICS
- 41 REFLECTIONS



JEFF FAYHOLLOWTREE IMAGES

THE FIRST DAY OF FALL SEMESTER 2006 WELCOMED A RECORD NUMBER OF STUDENTS TO USF. WITH NEW PROGRAMS IN PLACE, USF IS MORE FOCUSED THAN EVER ON CREATING A RICH CAMPUS LIFE FOR STUDENTS. STORY PAGE 32.

COVER PHOTO BY JOSEPH GAMBLE

## FROM THE PRESIDENT

**I**t is hard to imagine that a new fall semester is upon us and our 50th anniversary celebration is winding down. What a remarkable year this has been!

We kicked off the year with the announcement of USF's economic impact on the region—a staggering \$3.2 billion annually—and we close it knowing we are in a stronger position than ever to make that number grow.

During the annual meeting of the USF Board of Trustees, Tampa business leader, resident and USF graduate Rhea Law accepted the chairmanship of the board. Already she has begun to work on a number of initiatives to take USF to the next level. Rhea succeeds our first chair, Richard A. “Dick” Beard III, who guided USF through the greatest period of growth and accomplishments in this university's history.

In this issue you will read about Student Affairs Vice President Jennifer Meningall's efforts to create a rich campus life for USF students. New programs, new facilities and a department reorganization are just a few of the changes under way to meet the changing needs of today's students.

You also will read about how USF Health is building a new model for healthcare delivery. And, how philanthropists Carol and Frank Morsani are helping make that model a reality, allocating to the project seven million dollars of their recently announced \$10 million gift to the university.



Of course, those are only a few of the highlights you'll find in this issue of USF Magazine. Among the others are the Chemistry Department's new Drug Discovery Group, USF St. Petersburg's spectacular new residence hall, the new USF Sarasota-Manatee Campus Center and Dr. Marshall Goodman, our new campus executive officer for USF Lakeland.

There is so much going on and so much to look forward to here at USF. What a privilege it is for me to share it all with you!

*Judy Genshaft*

*USF Magazine* is published by University Relations at the University of South Florida.

**Editor** Ann Carney

**Associate Editor** Anne Scott

**Contributing Writers** Anne DeLotto Baier, Julie R. Booth, Paul Dodson, Randolph Fillmore, Kathy L. Greenberg, Mike Hogan, Sheryl Kay, Scott Kuykendall, Shannon Lanier, Mike Odneal, Barbara Perkins, David Steele

**Contributing Photographers**

Jeff Fay, Joseph Gamble, Jason Marsh

**University Administration**

Judy Genshaft, President  
Renu Khator, Provost and Senior Vice President  
Carl Carlucci, Executive Vice President  
Stephen Klasko, Vice President for USF Health  
Jo-Ann Alessandrini, Interim Vice President for University Advancement  
Robert Chang, Vice President for Research  
Jennifer Capeheart-Meningall, Vice President for Student Affairs  
Karen White, Regional Chancellor for USF St. Petersburg  
Laurey Stryker, CEO for USF Sarasota-Manatee  
Marshall Goodman, CEO for USF Lakeland

**USF Board of Trustees**

Lee E. Arnold, Jr.  
Michael J. Barber, PhD  
Richard A. Beard III  
Margarita R. Cancio, MD  
Sonja W. Garcia  
Frank S. Harrison  
Rhea F. Law, Esq., Chair  
Kiran C. Patel, MD  
John B. Ramil, Vice Chair  
Debbie N. Sembler  
Jan E. Smith  
Robert L. Soran  
Sherrill M. Tomasino

**Contact USF Magazine**

University Relations  
4202 E. Fowler Ave., ADM278  
Tampa, Florida 33620-6300  
(813) 974-4014  
scotta@admin.usf.edu

**Contact the USF Alumni Association**

Gibbons Alumni Center  
4202 E. Fowler Ave., ALC100  
Tampa, Florida 33620-5455  
(813) 974-2100 • (800) 299-BULL (2855)  
alumni@admin.usf.edu

**Update your contact information**

[www.giving.usf.edu](http://www.giving.usf.edu)

**Reprint Policy:** USF encourages reprinting articles in their entirety. Permission may be obtained by contacting [scotta@admin.usf.edu](mailto:scotta@admin.usf.edu).

**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.



## Founding Father

**A Bronze Star World War II Army paratrooper, United States Congressman Sam Gibbons always believed that education was a pathway to peace. In fact, when he was elected to the Florida Legislature in 1952, education was at the top of his platform. With almost no options for college-bound students in Florida, Gibbons deeply committed himself to doing something about the state of education.**

■ Acting on a study that predicted an explosion of college students in the next 15 years, and the accompanying recommendation that a four-year university be established in the Tampa Bay area, Gibbons saw his chance to positively affect higher education in the state. Working closely with his delegation colleagues, Tampa community and business leaders and then Florida Governor LeRoy Collins, Gibbons spearheaded the effort to create what would eventually become the University of South Florida.

In early 1955, Gibbons, a Tampa native, drafted a simple, 80-word bill to establish a state university in Hillsborough County. With little discussion, the bill easily passed and Collins signed it into law on June 18, 1955.

Despite the bill's wording, several Florida cities including Fort Lauderdale, Orlando, St. Petersburg and West Palm Beach made a pitch for the new university. Gibbons was not deterred. He pressed forward, eventually securing approval for the proposed Fowler Avenue location near the city of Temple Terrace in December 1956. And, by October 1957, after nearly a year-long struggle, the institution had a name—University of South Florida.

Today, as USF celebrates its 50th Anniversary, Gibbons, co-chair of the 50th Anniversary Honorary Committee, is affectionately known as the “Father of USF.” His commitment to the university continues to this day.



SITTING AT HIS KITCHEN TABLE ONE EVENING IN EARLY 1955, HILLSBOROUGH COUNTY LEGISLATOR SAM GIBBONS DRAFTED A SIMPLE, 80-WORD BILL TO CREATE A STATE UNIVERSITY IN HILLSBOROUGH COUNTY.

“The creation of USF is one of the proudest accomplishments of my life,” says Gibbons today. “We knew when we created the university that the Tampa Bay area would be one of the most populous in the state. But we never dreamed that USF would become the 11th largest university in the nation.”

Following 10 years of distinguished service in the Florida Legislature, Gibbons was elected to the U.S. House of Representatives in 1962. Over 17 terms in Congress, he helped establish the USF College of Medicine and the James A. Haley Veterans’ Hospital. And, he was instrumental in establishing both the University of West Florida and the University of Central Florida.

In addition, Gibbons was chairman of the Ways and Means Committee and its Subcommittee on Trade, vice chairman of the Joint Committee on

Taxation and U.S. Advisor to the World Trade Organization. He is recognized as one of the foremost proponents of open markets and free trade.

“I think if my father was asked to list his two proudest achievements, clearly they would be—above and beyond anything—the creation and nourishment of USF and the creation of the European free trade plan,” says Clifford Gibbons, president of Gibbons & Company, a government relations and public affairs company, and son of the former congressman. “He always equated education and trade as a way of avoiding wars.”

Though he retired from the House in 1997, Gibbons continues to spend time on the university. His son doesn’t expect that to change. “I don’t think anything can ever eclipse his passion for USF.”

—ANN CARNEY

## Research Dollars Reach Record High

**For the fiscal year 2005-2006, externally-funded research dollars at USF reached \$310.2 million, an increase of \$22.9 million, or eight percent, over the totals for the previous fiscal year. Since fiscal year 2000-2001, externally-funded research dollar totals at USF have risen by 67 percent, or \$124 million.**

■ “We have excellent faculty who have been very aggressive in their quest for funding,” says USF President Judy Genshaft. “Through their efforts and successes, the university continues to rank second among Florida’s state universities for externally-funded awards. We clearly make a positive difference in the nation, state and region.”

As in past years, the College of Medicine led the funding efforts, this year bringing in almost \$147 million, up \$34 million over FY 2004-2005. The

Louis de la Parte Florida Mental Health Institute continued to excel as the second-highest funding recipient, with \$30.4 million. The College of Marine Science brought in almost \$20 million, up from \$15.2 million, a 25 percent increase over the previous year. The College of Engineering saw a \$4 million increase in external funding since the last fiscal year. The College of Arts and Sciences increased its funding by \$3 million.

The biggest increase in external funding was in the College of Nursing where research dollars shot from \$1.6 million to \$3.9 million.

“It is a challenge to maintain a consistently high level of funding when research dollars are becoming more and more competitive,” says Robert Chang, vice president for Research. “To break the \$300 million mark is truly a tremendous achievement and we applaud the hard work of our research faculty.”

—RANDOLPH FILLMORE

## USF St. Petersburg Goes Residential

**With sweeping views of Tampa Bay and downtown St. Petersburg, USF St. Petersburg’s first residence hall is now open to students.**

■ Student Government President Megan Willoughby, a marketing senior from Palm Harbor, opened the hall with Regional Chancellor Karen A. White, Campus Board Chair Debbie Sembler, President Judy Genshaft and USF Board of Trustees Chair Rhea Law.

Willoughby was one of the first to move in and says she chose to live on campus for many reasons.

“I’m on campus six days a week, so I didn’t want to commute. It’s also a chance to experience the traditional college lifestyle of living on campus,” Willoughby says.

“Living on campus is a great way to interact and become acquainted





RESIDENCE HALL ONE AT USF ST. PETERSBURG, PICTURED ABOVE AND BELOW LEFT, HOUSES 95 APARTMENTS WITHIN ITS SEVEN-STORY FOOTPRINT. ALL STUDENT ROOMS AND APARTMENTS ARE COMPLETELY FURNISHED AND INCLUDE LOCAL TELEPHONE SERVICE, HIGH SPEED INTERNET AND CABLE TV.

with the university. I think that with Residence Hall One, our campus will benefit from the emphasis on student involvement and leadership opportunities.”

Each apartment in Residence Hall One has a full kitchen with refrigerator, range, microwave and garbage disposal. Each floor has its own laundry room and study lounge with wi-fi access.

Add to this the energy of downtown St. Petersburg living, with cafes, galleries and clubs just blocks away. Students living on campus have the best of both worlds—a world-class education and a fulfilling social life.

Regional Chancellor Karen A. White says, “For years students told us they’ve wanted to live on campus, and this beautiful building satisfies all their needs. Students can live close to home without being at home, and everything they need is right downtown. There truly isn’t a

better perk for our students.”

Students began moving into the hall the week before fall classes started, piling carts high with boxes and bags. Parents, faculty and staff joined the students with arms full of computers, bedding and clothes as they waited for the elevators.

The Office of Residence Life welcomed students the first week with programs teaching students the basics of living on their own. A highlight included cooking classes by the Publix Apron School on how to cook 15-minute meals.

Residence hall staff led a variety of educational programs including safety, diversity and time management. Seminars were rounded out with socials. Activities along the waterfront included a soda shack, intramural sports sign-ups and sailing team tryouts.

Since its first classes in 1965, USF St. Petersburg has transformed to a residential campus. USF St.

Petersburg was USF’s first regional campus and is experiencing a building boom as the campus keeps pace with its \$100 million Campus Master Plan. This investment includes student housing, parking, classrooms and cultural spaces. The construction of the hall and 1,100-space parking center has changed the landscape of the waterfront campus. These two university projects total \$33 million in new construction for the City of St. Petersburg, with an economic impact of \$100 million.

As USF St. Petersburg concludes its 40th anniversary celebration, it has laid the groundwork for its next 40 years. Through the dedication of faculty and staff, the campus is transforming into the comprehensive university envisioned by its founders.

—JULIE BOOTH



# A PLACE TO CALL HOME

BY MIKE ODNEAL

**A**fter 31 years of sharing a campus, it's great to have a new place to call home.

That's a sentiment shared by many USF faculty, staff and students at the USF Sarasota-Manatee regional campus. And what a great new place it is: a beautiful three-story,

computer labs, more seminar rooms and video-conferencing areas and a 190-seat lecture/exhibition hall. There is also a technology and learning center, a new dining area, training facilities for the School of Hotel and Restaurant Management—and even a daycare center starting in the upcoming spring semester.

Impressive arrays of high-tech learning tools are wired into the new building, making it a technology showcase for the convergence of voice, video and data. All classrooms are fully outfitted with the latest instructional technologies for full audio/video integration into each teaching station, setting the highest standards for “smart” classrooms.

Instructors have digital annotation and digital content at their fingertips. High-tech computer-based writing surfaces replace old-fashioned chalk and blackboards, enabling instructors to export their classroom notes electronically into an instructional Web site for future reference by students. Even the traditional paper content has the advantage of a technology twist, with the availability of document cameras built into the teaching stations.

Students are raving about the high-speed network throughout the building, which enables gigabit speeds to the desktop. Likewise, a wireless network serves the entire building—so students can plug into the network anywhere on campus via their laptops, without even actually plugging any-

108,000 square-foot structure of Italian Mediterranean style—inspired by some of the beautiful historic mansions located on nearby Sarasota Bay.

“Our architects, RS&H, and construction manager, W.G. Mills, have done a great job in bringing the project in on time and on budget,” says Campus CEO Laurey Stryker. “Facilities director Rick Lyttle, along with an active campus transition team, worked tirelessly to finish the project for fall classes.”

Behind the architectural beauty is plenty of academic muscle—including 24 new classrooms, several additional



thing in to a network wall socket.

“Here’s an analogy that our chief information officer, Greg Mallay, has used to describe the improvement in our network,” explains Stryker. “If you consider that our previous shared campus network ran at a top speed of say, 100 mph—then comparatively, the network at the new campus can run at a top speed of 1000 mph.”

In contrast to the high-speed technical capabilities of the campus center, the surrounding 26-acre lush green campus has a relaxed, comfortable collegiate ambiance. The U-shaped inner courtyard, outdoor seating area, reflecting pond, gazebo and other surrounding green spaces definitely make the new campus very friendly and welcoming to college students of all ages. The campus is co-located with the Crosley Mansion on Sarasota Bay where students can walk over the pond plaza bridge.

The regional USF campus will con-



JOSEPH GAMBLE





JOSEPH GAMBLE



tinue to share some of the previous facilities with New College, such as the existing library, conference center and recreation facilities.

Over the past five years alone, USF Sarasota-Manatee's enrollment has risen over 50% to 3,500 students annually, and the number of academic programs has increased from 19 to 39.

The new campus now has the space to increase its academic programs and offerings—including more daytime classes, which were previously limited due to the shared campus

arrangement with New College. The new campus center has the capacity to serve 5,000 students. As enrollment and programs continue to grow, the campus is ready to expand—with permits already secured for two additional buildings, most likely to be located behind the existing building when the needs arise.

One of the focal points of the new campus courtyard area will be a bronze bull, donated by several USF alumni in honor of the USF mascot. Talk is already circulating around campus

**USF SARASOTA-MANATEE'S NEW CAMPUS OPENED FOR CLASS AUGUST 28. THE CAMPUS HAS THE CAPACITY TO SERVE 5,000 STUDENTS.**

about seasonal decorations and fun photographs with the bull statue—in conjunction with campus events such as graduations, USF football games, holidays, finals week, and the like.

The first of those new campus events will be the grand opening ribbon-cutting event, scheduled for October 5, followed by tours of the new building and grounds. Stryker says the big event is open—no invitations needed.

"We're definitely proud of our new campus," says Stryker. "We welcome all who would like to find out more, and we will give plenty of tours to enable people to directly experience the new campus and its capabilities."



## Work of Art

**As USF's 50th anniversary approached and a decision was made to commemorate the milestone with an original work of art, Margaret Miller, director of the Institute for Research in Art, suggested Robert Stackhouse to create the commemorative work.**

■ "He was the natural choice given his international reputation, but also because he is a charter class USF graduate who continues to be actively involved with the university," Miller says. "That made his selection all the more meaningful and gratifying."

Stackhouse, who in 2003 relocated his studio to St. Petersburg, has had over 70 solo exhibitions and numerous group exhibitions throughout the world. His paintings, prints and sculptures have been on view at the Museum of Modern Art in New York, the Delaware Art Museum in Wilmington, the Virginia Museum of Fine Arts in Richmond and the

Australia National Gallery in Canberra. His sculpture installations, both temporary and permanent, can be found in outdoor and indoor venues in the United States and Australia.

Stackhouse is prominent on a virtual who's who list of artists who have had exhibitions and been commissioned to create new work at USF. Their prestige reinforces the university's position as a key player in the Tampa Bay region's cultural and economic life. Students as well as the public have access not only to their work but also to their creative energies through the USF Contemporary Art Museum (USF-CAM) and the acclaimed print atelier Graphicstudio. Stackhouse joins artists Roy Lichtenstein, James Rosenquist, Kiki Smith and Robert Rauschenberg, to name just a few, who have created works of art at Graphicstudio, lectured, interacted with students and exhibited their artwork at the museum. Collectors, museums and galleries from around the world have purchased the limited edition prints and sculptures published by Graphicstudio.

Like so many alumni, Stackhouse maintains strong ties to USF and in 2006 was awarded an honorary doctorate. A prolific artist and teacher, Stackhouse has lectured and taught classes at USF, produced new work at Graphicstudio and served as the juror for the annual student art exhibition in 2005. Furthermore, in 1997, he generously contributed over 50 of his limited edition prints to USFCAM, which established the University of South Florida Robert Stackhouse Complete Editions Archive, the only full collection of his print editions. An exhibition of his prints with an accompanying catalogue is scheduled for 2008 at the museum.

The 50th anniversary offered Stackhouse the opportunity to explore his impressions of his alma mater. He walked the university's familiar pathways in preparation for creating a watercolor and took note of how lush the campus environment has become.

"When I first came to USF, the landscape was pretty barren," Stackhouse says. "Along with the university's growth came spectacular growth throughout the overall environment. With the imagery I chose, I wanted to capture, by juxtaposing my well-known boat-shaped image with the ubiquitous palm, the blossoming that happens both outside and inside, as well as the sense of discovery and the journey into the future that everyone who comes here has experienced and will experience."

"Blue 5606," the title of the anniversary work, refers to the dates of the 50th anniversary, 1956 to 2006. It has been reproduced as both a limited edition offset lithograph and a high quality poster. Both are for sale at Graphicstudio/Institute for Research and Art. For more information call (813) 974-3503.

— BARBARA PERKINS





TROY PUMPHREY LEADS CSI ADVENTURE CAMPERS THROUGH A MOCK CRIME SCENE AT USF.

## Young Sleuths

**Several Tampa Bay children took on the role of detective this summer at CSI Adventure Camp at USF. The brainchild of two Tampa teachers; Troy Pumphrey, a retired Washington D.C. detective; and Dan Mathis, a reserve officer with the Hillsborough County Sheriffs Department, the camp provided a fun and exciting way to learn how professionals investigate wrongdoing and gather evidence at crime scenes.**

■ Television shows do a great job of depicting the mystery, intrigue and puzzle-solving qualities of investigating crime scenes and, quite naturally, adults and children alike imagine it would be fun to do that kind of work. Once the word got out, the two teachers from Wharton High School ended up with 30 enthusiastic children for this unique first-time venture.

"These children, some who are dreaming of careers in criminal justice, had a chance to learn from the experts," says Pumphrey. "They met law enforcement agents, attorneys, professors and scientists and participated in activities that gave them hands-on experience. In the end, I think it was very rewarding. Some want careers in this field more than ever

and a couple, though they enjoyed camp, now know they don't want to do this kind of work for a living."

CSI Adventure Campers, children in grades five through 12, investigated mock crime scenes and participated in arrest scenarios and DNA testing proce-

dures. They found clues, collected fingerprints, identified and marked evidence and participated in lab exercises. USF Campus Police offered the campers a chance to take a look at the inside of their official cars equipped with state-of-the-art paraphernalia. Hillsborough County Major Crime Unit Detective Craig Henson stopped by to talk about open and cold cases currently being investigated in Hillsborough County. Medical Examiner Investigator Henry Poage told campers how he collects human remains from crime scenes and processes them for evidence. The camp's Web site [www.csiadventure.com](http://www.csiadventure.com) includes photographs documenting the activities.

One camper put her skills to work and opened her own investigation following a crime in her neighborhood.

Someone ran over a neighbor's mailbox, so she took pictures, made impressions of the tire marks and brought them to class.

Pumphrey expects to see many of this year's campers return next year and plans to expand the week-long day

**"These children, some who are dreaming of careers in criminal justice, had a chance to learn from the experts."**

**– Troy Pumphrey**

camp program to an overnight camp. He also says an adult session is also being considered.

"I think it's a great concept," says USF Criminology Department Chairman Thomas Mieczkowski, who taught the children about fiber and hair evidence and drug detection methods. Forensics is hot right now because of all the television shows but they give an unrealistic view. I think it was quite useful for the children to be exposed to the realities, the limitations and the actual science involved." Mieczkowski's areas of expertise include drug testing, terrorism and forensics.

In addition to aspiring detectives, CSI Adventure Camp also attracted media attention from the *St. Petersburg Times*, Tampa Bay's 10 News and CBS, home of the CSI dramas that inspired it all.

– BARBARA PERKINS

## New CEO Campaigns for USF Lakeland

**When USF President Judy Genshaft tapped Marshall Goodman, PhD, to serve as vice president and campus executive officer at USF Lakeland, she knew she was getting someone who had excelled at some of the nation's top urban research universities. She also knew she was adding an experienced administrator who had served as a professor, department chair, center director, dean and provost. Indeed, these qualities were all evident from even a cursory review of the new CEO's résumé.**

■ The president's true stroke of brilliance, however, was a bit less obvious: she had just hired a campaign manager.

As Florida's political campaign season heated up for the summer, Genshaft added one more contest to the mix. With the president's blessing, Goodman has hit the campaign trail in central Florida, touting a bold new vision for the future of USF's youngest campus. He's waging a campaign for the hearts of Polk, Highlands and Hardee counties, urging them to "dream no small dreams."

Before his first 100 days are concluded, Goodman will have held over 200 meetings, reaching well over 1,000 of USF Lakeland's key stakeholders. He will have logged several thousand miles on the highways—visiting almost every hamlet between Orlando and Tampa and from Auburndale to Sebring. Over and over he hears the same question: Why are you here?

If you ask Goodman how he ended up in academia, he is likely to surprise you with a short answer: "It was an accident." With a little prompting, the "kid from Chicago" will elaborate, revealing that his own aspirations were in the rough and tumble of electoral politics. He imagined running political campaigns that would make a differ-



THE NEW PCC/USF LAKELAND JOINT USE TECHNOLOGY CENTER

ence in the lives of his family and neighbors and, at some point down the road, shape the course of human history. Goodman's passion for statistics and strategy made campaign management a natural field of interest.

However, as Goodman was preparing to embark upon his life's work, a faculty mentor at The Ohio State University nominated the young PhD candidate for a faculty post at

serve at the University of Cincinnati, the University of Wisconsin-Milwaukee and San Jose State University in the heart of California's famed Silicon Valley. At every stop, the energetic teacher-administrator has shown a flair for development: developing programs, funds, economies and friends have been par for the course.

So, why is Marshall Goodman campaigning in central Florida?

**"The president has given us an opportunity to step up to the plate. She's challenged us to meet some of the state's needs in unique ways, and we are prepared to do that."**

**– Marshall Goodman**

Georgetown University—without telling his student he was doing so. Years later, Goodman marvels at the insight of that adviser: "He knew academia was where I belonged, and I've never looked back."

Following a distinguished career teaching political science at Georgetown, Goodman went on to

In a new setting, Goodman is doing what he has always done. He is working with the region's political leadership, economic developers, community activists and a broad cross-section of USF resources to identify the perfect niche for USF Lakeland.

"The president has given us an opportunity to step up to the plate,"





says Goodman. “She’s challenged us to meet some of the state’s needs in unique ways, and we are prepared to do that.”

“In order to make this happen,” he adds, as he heads out the door for another afternoon of meetings, “we will need lots of help. That’s why I can’t afford to sit still.”

Longtime supporters of USF Lakeland have been energized by Goodman’s approach. According to one local entrepreneur, “I’ve never seen this kind of leadership and it’s exciting to imagine what the future holds.”

Today Goodman is doing what he wanted to do from the very beginning, making a difference in lives and helping to shape the future.

Like any veteran campaign strategist, Goodman is never far from the map that dominates his life: “I’m learning those communities. I’m learning the roads that connect them and the challenges that may divide them. I’m also totally convinced that USF Lakeland is the best thing to happen to our region. The timing is

perfect. President Genshaft has positioned USF to be the difference-maker, bringing access to higher education to nearly one out of every four Floridians. She’s put us in a position to fulfill a lot of dreams.”

The impact of such opportunity is not lost on a man whose career was launched by someone who took a chance. Now Goodman is helping USF Lakeland do the same, and—like the campaigner he is—he expects to succeed.

-SHANNON LANIER

## Room to Grow

**As USF Lakeland continues the development of a brand-new campus at the eastern intersection of I-4 and the Polk Parkway in eastern Polk County, construction on a new building at the current campus is nearing completion.**

■ The new building, the “PCC/USF Joint Use Technology Center,” is a collaborative investment by USF and Polk

Community College. The current schedule calls for academic and support units to move in late in 2006 and classroom activation for the Spring 2007 semester.

The new structure will essentially double the available teaching space at USF Lakeland while providing USF students and faculty with a state-of-the-art classroom experience. In addition to high-tech classrooms, laboratories and a library, the building will house the full range of student services—everything from registrar and cashier to advising and student life will be conveniently located under one roof—as well as offices for some faculty and administrative areas.

According to Marshall Goodman, vice president and campus executive officer, “This is a great example of the USF-PCC partnership. Our students and our communities win, and that’s great for Florida.”

-DAVID STEELE



# ON STAGE

BY BARBARA PERKINS

A veritable arts district thrives on the Tampa campus of USF as students, art, music, theatre and dance lovers and dozens of community groups can attest. With so many performances offered throughout the year, the district ranks high among Tampa Bay's top arts destinations.

Theatres I and II, part of the College of Visual & Performing Arts, sit in what has become a cultural hub for USF as well as for the local com-

munity. With the Contemporary Art Museum, the School of Art and Art History, the School of Music and the School of Theatre and Dance next door, the theatres provide top-of-the-line performance space used by students of the college, amateurs, professionals and the occasional legend. In fact, between campus productions and local groups, the theatres are booked nearly every night of the year and ticket prices are very affordable.

Beau Edwardson, coordinator of public functions, has the ultimate

backstage pass to productions that entertain a wide variety of audiences.

"The facilities are professionally equipped with computer lighting, sound boards, stage elevators, trap doors, a fly system and over 600 lighting instruments, providing students with almost everything you would find in any professional or commercial theatre," says Edwardson.

"This is exactly the kind of learning environment students need for the kind of training that prepares them for the professional world." And it is





exactly the environment that sets the stage for a memorable performance.

The main theatres are fully equipped with "Show Control," a computer-driven technology that provides digital audio playback and allows production designers and technicians the ability to link lights and sound with precision accuracy. The process is impossible to duplicate manually.

USF students and faculty have had the opportunity to appear on the same stage with world acclaimed

guest artists, such as Wycliffe Gordon, Chick Corea and Gregory Hines. Recently, award winning actor and Verizon spokesperson James Earl Jones worked with theatre students during an appearance for the President's Evening with the Arts, sponsored by Verizon.

"The quality of these spaces provides an enormous impact on our students' ability to learn and grow as artists," says Marc Powers, director of the School of Theatre and Dance. "I am impressed by Beau's diligence and

energy in maintaining the theatres. It takes that, as well as significant funds, to keep these spaces technologically current. We're fortunate to have the support of alums and others who love theatre."

ABOVE, A CAST OF TALENTED USF VOCAL STUDENTS WERE DIRECTED BY THERESA D'AIUTO ANDRASY, WITH WILLIAM WEIDRICH CONDUCTING THE USF SYMPHONY ORCHESTRA. THEY PERFORMED A NEW PRODUCTION OF "THE MAGIC FLUTE," COMMEMORATING MOZART'S 250TH BIRTHDAY IN APRIL.

# CHEMICAL SOLUTIONS

BY RANDOLPH FILLMORE

**T**here is a brave new world of drug delivery aimed at designing unique "vehicles" that improve drug solubility to bring about revolutionary changes in medicine and make big differences in treating diseases that have been difficult, even impossible, to treat.

Accordingly, USF's Department of Chemistry has initiated its Center for Molecular Diversity in Drug Design, Discovery and Delivery (CMD5) to advance revolutionary efforts at drug discovery, design and delivery.

The CMD5 group will also be focusing its efforts on drug delivery targeted to disease sites.

"Recent advancements in molecular chemistry, drug synthesis, structural biology and protein structure make this possible," says Mike Zaworotko, chair of the USF Department of Chemistry.

"USF is well-poised for such a venture because the university is fertile, collaborative ground for the rapid development of internationally competitive research, training and technology transfer in drug discovery."

Groundbreaking work is on-going.

For example, USF chemist Ed Turos and colleagues have patented a new class of synthetic antibiotics for overcoming drug-resistant bacteria, and have now developed a better (and

smaller) way of getting antibiotic drugs into a bacteria target. Using nanotechnology, their antibiotics now can ride into bacteria cells on nano-sized, spherical vehicles one millionth the size of a pinhead.

"Patients battling serious hospital infections may be treated with much smaller doses of a drug, potentially reducing unwanted side effects, such as toxicity and allergic responses, as well as the onset of further drug resistance," says Turos.

The new synthetic antibiotics use a new mode of action to stop methicillin-resistant staph (MRSA), the bacteria responsible for most of the hos-

team created nano-sized plastic spheres with drugs chemically bonded to their surface (less than 100 nanometers is nano and a nano is one billionth of a meter). The nanoballs allow the drug to be dissolved in water, dramatically improving performance. Once inside the cell, the balls release high concentrations of the drug where it wreaks havoc on the internal machinery of the cell.

"Many potentially valuable drugs look promising but are not very water soluble, so their efficacy is greatly restricted, says Turos."

Chemist Bill Baker, who spends

**"Patients battling serious hospital infections may be treated with much smaller doses of a drug, potentially reducing unwanted side effects, such as toxicity and allergic responses, as well as the onset of further drug resistance."**

— Ed Turos


pital-borne infections becoming resistant to vancomycin, the drug considered the last resort.

The team also developed a tiny drug delivery vehicle that could better carry the antibiotic to the infection site and deliver less drug more effectively. Using a process called "microemulsion polymerization" the

much of his time diving in the frigid waters of Antarctica retrieving tunicates, blob-like marine animals, has isolated a compound in tunicate biochemistry that may fight melanoma, a skin cancer rising at alarming rates.

"Tunicates have proven to be an important source of bioactive natural products," says Baker, who experi-





mented with the tunicate *Synodium adareanum*, retrieved from the shallow waters around Anvers Island. "We isolated a natural product in the species and sent it to the National Cancer Institute for testing against 60 different cancer cell lines."

The compound, Palmerolide A, named after the area in which the tunicates were taken, showed little to no effect against cancer cell lines such as breast cancer, prostate cancer and others.

"However, its effect on melanoma cells was nothing less than spectacular," Baker says. "It inhibited melanoma by three orders of magnitude."

Roman Manetsch is developing ways of Target-Guide Synthesis (TGS), a process by which reactive building blocks prevent protein interactions. A target enzyme is used for the selection and preparation of its own inhibitor.

"A collection of small compounds, which react slowly with each other, are first exposed to the target enzyme," explains Manetsch. "Then, the enzyme selects and binds the two reactive compounds, which have the best binding properties, and organizes the two reactive compounds in an optimal orientation, thus accelerating the reaction between these two."

"Compared to classical drug devel-

opment, this new technique shows tremendous potential in terms of speeding up as well as lowering the costs of the drug discovery process," he says.

Manetsch is able to rapidly discover the "hits" that represent the most potent products in terms of eventual biological targeting.

"This unique process is in its early stages of development," he adds.

According to Zaworotko, the CMD5 initiative has benefited from USF's recent bold infrastructure improvements and by USF's advancement into the ranks of the nation's top research institutions.

"The impetus for CMD5 has been facilitated by the opening of new research buildings on the USF campus, the hiring of several new faculty members, investment in research equipment and generous funding from a number of sources," explains Zaworotko.



HYDE/SARGENT IMAGES

## Hidden Danger

**When it comes to caring for our most vulnerable loved ones—the elderly—few would imagine that their final places of residence, nursing homes and assisted living facilities, might be potentially dangerous environments.**

■ According to Donna Cohen, professor and researcher at the University of South Florida's Louis de la Parte Florida Mental Health Institute, little attention has been paid to the increasing number of aging sexual offenders entering nursing homes and the potential for danger they pose to fellow residents. She has, however, received a grant from AARP in Washington, D.C., to study the presence of potentially violent and dangerous residents, including sexual predators, living in the nation's nursing homes.

"Too little is known about potentially dangerous residents in long-term care facilities," says Cohen, an internationally known expert on dangerous and violent behaviors in the elderly,

including murder-suicide. "Registered as well as unregistered sex offenders, and persons with criminal records, are entering long-term care, putting some of our most vulnerable citizens at risk."

Cohen and her colleagues are seeking answers about how extensive the problem is and what people are trying to do about it. Among the questions needing answers are: What are the states doing to protect residents from residents with violent backgrounds? What are the 'best practices' that can serve as models? How can potentially violent residents be identified before they move in and will residents and families be notified if residents with criminal records are found? How are decisions made to admit or not admit the potentially dangerous resident? Where can those denied admission go? Can facilities evict violent offenders?

Complicating the issue, many facilities do not pre-screen potential residents for convictions and may be prohibited from reporting such information because of privacy laws. Only four states have laws that specify that long-term care facilities must be notified when registered sex

offenders become residents.

The AARP study comes on the heels of a study by the Government Accountability Office (GAO) released in March 2006 that identified "about 700 sex offenders" living in U.S. nursing homes in 2005. In addition, the report found that long-term care facility administrators also worried about potential violence from residents who were mentally ill or cognitively impaired.

"There is an urgent need for research on the prevalence, risk factors and patterns of violence as well as the characteristics of perpetrators," explains Cohen, who has served on many national scientific and technical advisory boards and often testifies before Congress on issues involving elders and violence. "Long-term care administrators not only need to develop ways to identify potentially violent or predatory residents, but also need to develop policies and procedures for dealing with them."

Cohen points to data gathered by the elderly advocacy organization A Perfect Cause that found the number of registered sex offenders living in



the nation's nursing homes had more than doubled between 2004 and 2005. These data triggered Congressional hearings in Washington that lead to the request for a GAO investigation.

The GAO study found that long-term care facilities do not routinely impose supervision or separation requirements on residents who are known offenders or on those who have prior convictions.

"It is our hope that this study will not only emphasize the urgent need for awareness of the issue but will also encourage states and care facility administrators to engage their resources to protect the vulnerable," concludes Cohen.

-RANDOLPH FILLMORE

## Hurricanes: A Learning Experience

**Hurricanes, their impact and the best ways communities can respond before, during and after hurricanes, were among the topics covered this summer in a new program offered by the Office of Undergraduate Research and Honors College.**

■ The program, an interdisciplinary Research Experience for Undergraduates, consisted of three courses—a one-week intensive on quantitative and qualitative research methods, training in humanitarian and social interventions during and after hurricanes, and a research seminar comprised of weekly lecture-discussion presentations offered by faculty members engaged in hurricane-related scholarship and service.

"We envisioned this program as a means for the university to benefit the community through research and service," says program architect Naomi Yavneh, who is director of undergraduate research. "Hurricanes are an unfortunate part of our lives and we need to bring all of our

knowledge together and learn more in order to help prepare for any eventuality."

Content for the course included input from FEMA and disaster management services materials designed by the American Red Cross for Community Emergency Response Teams. The course also covered disaster behavioral health first aid specialist training, cultural competence in disaster response, and an introduction to critical incident stress management. Students also learned how to care for themselves with compassion fatigue resiliency planning.

Robin Ersing, a professor in the School of Social Work, says



"Research in the area of secondary traumatic stress, or compassion fatigue, suggests the need for helpers to remember to make time to 'help thy self.' Aiding survivors of a hurricane disaster requires a great deal of compassion and stamina. To remain effective in the role of caregiver or responder, it is necessary to learn techniques that will help in refocusing, re-energizing and renewing our spirit."

Students also participated in field trips to Hillsborough County's Emergency Operations Center, the National Weather Service offices in Ruskin and MacDill Air Force Base, where they boarded a storm tracking plane. And, they examined a best

practice model for coordinating community-based services to help residents in the aftermath of a natural disaster as well as models of university-community engagement to aid in disaster readiness, relief and recovery.

Participants are now matched as research apprentices to faculty members engaged in hurricane research, such as the role of neighborhood-level social capital for readiness and recovery during natural disasters.

Faculty instructors came from various disciplines. Professors Jennifer Baggerly (education and public health), Ersing (social work), Maggie Kusenbach (sociology), Beverly Ward (anthropology) and Yavneh (humanities and Honors College), all taught during the summer session. Meteorologist Jennifer Collins and Graham Tobin, both professors in geography, were also involved in the program.

"The tools and techniques our students gained can be readily applied to any kind of disaster or emergency planning and impact assessment," says Ward. "They were exposed to a broad range of methods and insights into how the methods can be integrated to strengthen their research findings."

Faculty members were impressed with the students who participated in the course.

"I would want any one of them on my team in a disaster," says Baggerly, an associate professor in the USF Counselor Education program, who provided disaster response after the 2005 Asian tsunami and hurricane Katrina. "They were a particularly talented, concerned and motivated group to begin with. Now they have a unique skills set that can benefit people wherever they go in life."

-BARBARA PERKINS

# DOCTORS OF NURSING

BY SHERYL KAY

**A**s an ICU nurse, Kelly Stamp had seen it all. From open heart surgery patients, to those with severe brain injuries, widespread sepsis infections, cancer, and more, Stamp dealt with life and death situations every day. There she watched and experienced in-depth nursing care.

And it was there that she decided she needed to do more.

"I wanted to increase excellence in patient care, and I knew I could do that by teaching nurses the right way to do procedures, the right way to treat patients," she says.

Academia became her focus, and with that, the realization that she would need to get her PhD. So Stamp, 31, living in Punta Gorda, enrolled in USF's nursing research doctoral program four years ago. She will defend her dissertation this fall, plans to graduate in December, and recently became an instructor at the USF College of Nursing.

The College of Nursing has launched two innovative projects to bring nursing research to the daily decisions nurses make at the bedside.

Stamp is earning her PhD as one of the first doctoral students to be assigned to a hospital in USF's unique "research residency." In addition to the PhD, USF has just begun its DNP (Doctor of Nursing Practice) program.

The DNP enables nursing to lead the evidence-based healthcare teams of the future. For patients, these advanced degrees for nurses mean safer, more evidence-based care. For Tampa Bay hospitals, strengthening research allows them to achieve status as nationally-designated "magnet" hospitals—a significant step forward for healthcare in the region.

"With the great attention focused on holistic health, nursing research has become a fast-growing track in the nursing profession," says Maureen Groer, PhD, Gordon Keller Professor, and director for the Center for Women's Health Research at the USF College of Nursing.

build knowledge and scholarship in nursing and in healthcare in general," Dr. Groer says.

While some may interpret that to mean that there is no clinical nursing involved, Stamp says nursing research really brings the two worlds, academia and clinical, together.

She notes her own dissertation research, analyzing the decision-making process of nurse practitioners regarding coronary risk factors, with the goal of developing a quick pocket guide on how to weigh these various risk factors.

"Ultimately the research is going to bring awareness to the nurse practitioner," she says. "Not only will it help

**The College of Nursing has launched two innovative projects to bring nursing research to the daily decisions nurses make at the bedside.**

"Nursing research professionals are conducting and analyzing human subjects' research—evidenced-based research—that attempts to answer questions about biological and behavioral processes involved in human illness, and the interventions that can be used to help people achieve the highest levels of wellness," Groer says.

"The ultimate focus is on keeping people well, physically and mentally, throughout their life span."

The individual attracted to the field is "an academic person wanting to

the healthcare provider, but it increases patient outcomes."

The requirements to complete the BS-to-PhD program at USF include three years of intensive course work (12 hours a semester in class; 20 hours a week teaching). In the third year, students focus on requirements for candidacy, including authoring a paper for publication, writing and submitting a grant (often relating to the student's proposed dissertation study), and finally defending the research proposal to PhD committee members.





ERIC YOUNGHANS

"THE ULTIMATE FOCUS IS ON KEEPING PEOPLE WELL, PHYSICALLY AND MENTALLY, THROUGHOUT THEIR LIFESPAN" SAYS MAUREEN GROER, DIRECTOR FOR THE CENTER FOR WOMEN'S HEALTH RESEARCH.

The fourth year is dissertation work and study.

During the final two years, students can be assigned to a research residency in a hospital setting. Stamp was assigned to Bayfront Medical Center in St. Petersburg, which coincidentally was also developing its own nursing research program.

"I met with hospital administrators, attended standards and protocol meetings, talked with clinical nurse specialists, started quality improvement projects," she says. "The whole experience was just invaluable."

Stamp also senses a difference with physicians, who often rely on a nurse's knowledge and input about the patient because their busy schedules leave less time to spend with patients.

"Doctors really appreciate nurses who are educated, who do research, who anticipate their questions, and in a non-confrontational way, might have some important information to add to help with the patient's healthcare," Stamp says. "This is a

whole new culture."

Evidenced-based research also becomes important outside the hospital, noted Christine Olney, another PhD candidate in the nursing research program.

Olney's line of research investigates the effects of back massage on blood pressure levels, but without establishing a true, fact-based, mind-body connection, the skeptics abound.

"Until we have research to show the benefits of a back massage there is no way an insurance company will reimburse for that procedure," says Olney, an RN and a licensed massage therapist. "If there is no effectiveness within that paradigm, there's no point in doing it in nursing. We need the evidence."

According to Susan Hartranft, also an RN and a PhD student in the program, several current social issues contribute to the ongoing increase in significance of nursing research.

First, there are tremendous initiatives nationwide for improving patient

safety, she says, so research becomes critical for backing up the formulation of decisions. Second, an exponential growth in technology makes research imperative for analyzing and testing the performance of this new age machinery. And finally, more fact-based information is needed to determine how to best care for an aging population that is living longer.

When Stamp looks back at where she began four years ago, she almost laughs out loud.

"I was excited and a little bit nervous about coming into a PhD program, but I came with what I call a real ICU ego," she says. "I thought I knew everything."

That's all changed.

"I see how much more I've learned, and how much more I can contribute now," she says. "My mantra has always been prevention, prevention. Having that research available, understanding that research, makes prevention so much more possible, and that translates right to the patient's bedside."

# TAKING THE HELM

THE USF BOARD OF TRUSTEES ELECTS A NEW LEADER

BY ANN CARNEY

In the early morning hours before she accepted the chairmanship of the USF Board of Trustees, Rhea Law enjoyed a moment of nostalgia. Walking from her car to the administration building, she stopped, took a look at the campus around her and considered how far the university has come since she first set foot on its grounds in 1968, initially as an employee and then as a student.

"We had no business community recognition, no political influence and little research support," she recalls. "What a transformation! What we are today wasn't even a glimmer in anyone's eye."

Law, a Tampa resident and graduate of the university, was appointed to the board of trustees by Florida Governor Jeb Bush in 2001, when the 13-member board was established by the Florida Legislature to set policy and serve as the university's legal owner and final authority responsible for efficient and effective use of resources.

The 13 trustees, who serve five-year terms, include distinguished figures in law, commerce, medicine, education, philanthropy and public policy leadership. Six trustees are appointed by the governor and five trustees are appointed by the Board of Governors.



RHEA LAW WAS ELECTED CHAIR OF THE USF BOARD OF TRUSTEES IN A UNANIMOUS VOTE BY THE BOARD ON JUNE 1, 2006.


The faculty senate president and student body president also serve as trustees. The president of the university serves as corporate secretary.

Chair Law succeeds real estate developer Richard A. "Dick" Beard III, who has served as chairman since the board's inception. John B. Ramil, president and chief operating officer of TECO Energy, Inc., will serve as vice chair.

Law is president and chief executive officer of Fowler White Boggs

Banker P.A., Tampa Bay's largest law firm and a member of the Government, Environmental and Land Practice Group. She is active in numerous civic organizations and has received countless honors and awards. In addition to serving as vice chair of the board of trustees since 2001, Law chairs the board's executive committee and the finance and audit workgroup and is an ex-officio member of all other workgroups. Law additionally



A woman with short blonde hair, smiling, stands on a staircase. She is wearing a white, double-breasted jacket with black trim on the collar, cuffs, and hem. She is leaning on the white balustrade of the stairs. The background shows the wooden steps and white railings of the staircase.

“What a transformation!  
What we are today  
wasn’t even a glimmer  
in anyone’s eye.”

- Rhea Law

“We must set priorities for the university and pursue those priorities as one institution . . . If we can harness the power of all our resources, we cannot be stopped.” - Rhea Law

serves on the boards of directors for the Florida Council of 100 and the H. Lee Moffitt Cancer Center & Research Institute. She is past chair of the Tampa Bay Partnership, a seven-county economic development organization; the Greater Tampa Chamber of Commerce and the Committee of 100, the economic development organization of Tampa and Hillsborough County. Earlier this year she was named one of the top women business leaders in Florida by the Commonwealth Institute of South Florida and Florida International University, and in 2004, she was named Business Woman of the Year by the *Tampa Bay Business Journal*. Law earned her bachelor of arts degree with honors from USF and her juris doctorate degree with honors from Stetson University College of Law.

“Rhea knows what’s going on,” says Beard, who remains on the board. She has a lot of history with the university. I am excited about her taking on the reins.”

So, too is USF President Judy Genshaft. “Rhea has been a major force in the development of the Tampa Bay region,” says Genshaft. “She will bring that same passion and commitment to her new role as

chair of the Board of Trustees.”

Law has big plans to take USF to the next level. She’ll build on the university’s major accomplishments of the last five years—moving up from 71st in the nation to 64th from a research standpoint; building new campuses in Sarasota and Lakeland; guiding enrollment growth from 37,000 to 44,000; increasing research funding from \$186 million to more than \$310 million; and building a state of the art research park.

And, she’ll build on the legacy of Chairman Beard who successfully challenged the university to be more accountable, putting key financial systems in place and tying funding to clearly defined strategic goals.

“If we are not accountable we cannot achieve our goals,” Law says. “We need to make sure our goals are understood by faculty, the community, students and the administration.” She plans to review those goals annually with the board, to ensure the university is in a position to meet the changing needs of the community and to take advantage of opportunities that arise.

Already Law has identified priorities for the board.

“I believe if you do well, you have to give back to the community.”

- Dick Beard







JOSEPH GAMBLE

## Legacy of Accomplishments

**W**hen Governor Jeb Bush asked Richard A. "Dick" Beard III if he would prefer to serve on the Board of Education or the USF Board of Trustees after the state's Board of Regents was dismantled in 2001, Beard applied for the position where he thought he could have the most impact.

"I felt at that time that boards of universities would be more important, more fun and would have more influence over the direction of the institution than the bigger board," he recalls. "I didn't have any idea what was coming by any means."

Neither did anyone else. USF had never had a board of trustees; there was no job description, no precedent to follow.

In its first order of business, the 13-member board elected Beard chairman, a position that has occupied about 50 percent of his time over the last five years. "You're always on call," he says. "There's always something going on." Like managing the complex relationships that are a part of the medical school, building new campuses, securing bond-

ing for major development projects, steering growth, improving the quality of education in the face of on-going budget cuts, building a research park and, of course, the Sami Al-Arian issue.

And while he says there were a lot of spirited discussions, there were very few non-unanimous votes.

Beard is proud of a number of accomplishments under his leadership. Chief among them he lists putting an accounting system in place. In fact, USF was the first Florida university to implement a functional accounting system. He is also proud of the board's handling of the highly controversial and highly public Al-Arian issue. Then, of course, there's the research park—a bold and ambitious initiative developed with no public monies that he believes will help propel USF into the top 50 rankings for public research universities. Already the university jumped its ranking significantly to number 64 under Beard's leadership.

USF President Judy Genshaft praised Beard's accomplishments during the board's annual meeting in June. "You have been a great leader and our accomplishments are a testament to that," said President Genshaft. "You have guided USF toward bold, innovative institutional goals to bring the university in

line with the nation's leading metropolitan based public research universities. You have challenged us to be more efficient and accountable in all areas of operation and we are a better institution today."

In August, during the summer commencement ceremony, Beard was awarded the President's Fellow Medallion for his leadership and service to the board, the university and the Tampa Bay community.

Leadership and service are what Beard is all about. In addition to his chairmanship of the USF Board of Trustees, Beard is currently a member of the H. Lee Moffitt Cancer & Research Institute board of directors, the advisory board of the Georgia Institute of Technology and the Florida Council of 100. Previously, he served on the Tampa General Hospital Foundation board, the board of trustees of the University of Tampa, and the alumni board of trustees of the Georgia Institute of Technology. He is chair of the 2009 Super Bowl Committee.

"I spent my whole career in Tampa," says Beard, a graduate of the Georgia Institute of Technology. "I believe if you do well, you have to give back to the community."

Thinking about the most memorable moments of his chairmanship, Beard lists first speaking to students, faculty and staff in the aftermath of September 11 and second, his jump out of an airplane with the Golden Knights—a jump he made with newly appointed board chair Rhea Law.

Without the added responsibilities of being chairman, Beard now plans to focus on the finance and audit workgroup, serving as the board liaison to the university's finance and properties corporations, and the health sciences and research workgroup.

It is unlikely he'll devote any less time to the university which he is so passionate about.

"USF is a great institution," he says. "It is an important piece of this community."



JOSEPH GAMBLE

JOHN RAMIL, SECOND FROM LEFT, WAS ELECTED VICE CHAIR OF THE USF BOARD OF TRUSTEES.

First among them, she says, the university “must speak with one voice.” To be successful, the university, despite its multi-campus structure, must be entirely focused on the same priorities—priorities that will meet the needs of the state and the various communities served by the university.

“We must set priorities for the university and pursue those priorities as one institution,” says Law, adding that the university must have strong campuses. “It is in our best interest that all our campuses are excellent.”

Second, Law says, the university must assemble and deploy its resources. “We want to spread as wide a net as possible, using the resources of the university strategically,” she says. “If we can harness the power of all our resources we cannot be stopped.”

When she first joined USF as an employee in 1968, Law was stunned that the business communi-

ty hardly seemed to know or care about USF. All that has changed, she says, adding that the business community now relies heavily on the university. “The university is now very relevant. The economic development of the region is tied to the focus and success of the university.”

Law also plans to “put a fine focus on research,” as fewer dollars become available and competition for those dollars continues to increase. “We need to partner with businesses; we need to partner with private firms,” she says. “We need to look under every rock.” That means working more closely with the USF Foundation Board, which is in the process of launching its most ambitious fundraising endeavor.

In the next five years Law envisions the university achieving top 50 designation for a national research university. And she envisions the university becoming a

leader in healthcare research and delivery systems.

“We have all the components to be a leader in providing levels and quality of healthcare,” she says. “We have all the partners right here.”

There’s no disguising Law’s passion for the university—or her enthusiasm for propelling it forward. She hopes that passion and enthusiasm become contagious.

“USF is good for the community and it’s good for the state,” she proclaims. But she knows the university’s scope is far greater. “Our initiatives have national implications and global implications. There is no end to our reach.”





JOSEPH GAMBLE

## The USF Board of Trustees

*from left:* **Robert L. Soran**, president of Jack Graham, Inc., parent company of Marina Jack, O'Leary's and Marina Jack Marinas

**Rhea F. Law, Esq.**, chair, president and CEO of Fowler White Boggs Banker P.A.

**Jan E. Smith**, president of Jan Smith and Company

**Margarita R. Cancio, MD**, founder and medical director of the International Traveler's Clinic and Infectious Disease Associates of Tampa

**Lee E. Arnold, Jr.**, CEO and chairman of the board of Arnold Companies, Colliers Arnold

**Judy L. Genshaft**, president of USF (corporate secretary)

**Kiran C. Patel, MD**, founder and chairman of Empire Solutions

**Richard A. "Dick" Beard III**, owner of R. A. Beard Co.

**Frank S. Harrison**, student body president of USF and student representative for the Board of Governors of the state university system

**Sherrill M. Tomasino**, senior consultant, IBI Group Inc.

**John B. Ramil, vice chair**, president and COO of TECO Energy

**Debbie N. Sembler**, former marketing executive

**Sonja W. Garcia**, currently directs a federally-funded reading program in the Hillsborough County School District

**Michael J. Barber, PhD**, professor of chemistry and microbiology, USF College of Medicine and president, USF Faculty Senate



"We are breaking down the old ways of practicing healthcare and creating a new concept that focuses on the patient's overall well-being." - Dr. Stephen Klasko



# A NEW MODEL FOR HEALTH

BY ANNE DELOTTO BAIER

**R**ose Brown\*, 73, is waiting for the day when she won't have to carry her medical records from one doctor's office to the next, and spend precious time filling out the same forms over and over again.

"The paperwork can be overwhelming," Brown says. "Why can't all the information be computerized so that each doctor can just pull up the record and update as needed?"

Brown, who was diagnosed with Type 2 diabetes 20 years ago and recently recovered from cancer surgery, routinely visits four specialists in addition to her primary care physician. A gregarious former fishing boat captain, she is persistent in asking questions and following up on her care.

"You really have to be your own case manager. When I get blood work done, I make five copies of the test results and fax them to all my doctors and then call to make sure they each have the latest information," Brown says. "I'm fortunate to have all my wits and a supportive husband who accompanies me to appointments—if I lived alone, it would be very difficult to negotiate the system."

Brown describes the ideal healthcare setting as one with easily accessible, understandable med-

ical records—a place where all her appointments are conveniently coordinated in the same location and calls are returned promptly. More than that, though, it would be a place where providers communicate with one another and her about enhancing her health so she can continue to lead a full and active life. "You need personal interaction with health professionals to develop the trust and respect required to make it through the tough times."

Stephen Klasko, MD, MBA, dean of the USF College of Medicine and vice president for USF Health, knows that the patient experience is too often marked with insecurity, confusion, worry and significant time and money spent on inefficient healthcare.

Under Dr. Klasko's direction, USF Health has begun to change tomorrow's model of healthcare today. This commitment is backed by the belief that creating healthier communities requires a transformation in the way healthcare is taught and delivered.

"We are breaking down the old ways of practicing healthcare and creating a new concept that focuses on the patient's overall well-being," Dr. Klasko says. "Today's graduates will be mid-career by 2015, which

*\* Patient's name changed*

ABOVE, USF NURSING STUDENTS LEARN THEIR PROFESSION. USF'S MEDICAL AND NURSING STUDENTS PRACTICE CLINICAL AND DIAGNOSTIC SKILLS IN A STATE-OF-THE-ART CENTER FOR INTEGRATED EDUCATION.

JOSEPH GAMBLE

**"The bottom line is professionals must work together to come up with solutions for patients. They need to be able to communicate, collaborate and cooperate to serve the best interests of their patients."** — William S. Quillen

means that to alter the fundamentals of health and healthcare, we have to develop the model today. By transforming the learning journey for our students, we will transform the health journey for our patients."

USF Health has launched a \$105-million project to change the fundamentals of health. The visible signs of this project are two outpatient centers—the Carol and Frank Morsani Center for Advanced Healthcare and USF Health Pavilion South—where USF Health faculty will provide and teach quality, service, technology and leadership to students and healthcare professionals.

More than just another health facility, these buildings will be the hubs for teams of doctors, nurse and public health professionals who learn and work together, who harness the best features of technology to provide care that works for patients and their families, and who recognize that preventing illness and improving the quality of life is every bit as important as treating and managing diseases. They have begun to see healthcare in the context of the full spectrum of health—from the environment, to the community, to the individual. It's a vision that will help revolutionize the way healthcare is practiced.

#### **Starting with Innovative Education**

Transforming health starts with

innovative education. USF Health already has one of the most innovative teaching programs in the country. Medical and nursing students practice clinical and diagnostic skills in a state-of-the-art center for integrated education.

Physical therapy students earning clinical doctorate degrees spend 80 percent of their first year learning the basic sciences and hands-on physical diagnosis alongside first-year medical students. They also study health policy with public health students.

These shared educational experiences help students to appreciate the value of different perspectives. Faculty anticipate that students from different disciplines who collaborate during their formative years of professional health education will be more inclined to work together for life—leading to better communication, safer care and a commitment to wellness.

"We're doing this because teaching and learning together makes teamwork become second nature," says William S. Quillen, associate dean in the College of Medicine and director of the School of Physical Therapy and Rehabilitation Sciences. "The bottom line is professionals must work together to come up with solutions for patients. They need to be able to communicate, collaborate and cooperate to serve the

best interests of their patients."

USF Health continues to develop innovative educational programs to prepare tomorrow's health leaders—leaders who understand the critical importance of health outcomes and evidence-based practice. This is embodied in its dual degree programs—the MD-PhD Program in Biomedical Sciences, the MD-PhD Program in Biomedical Engineering, the MD-MBA Program, and programs giving medical students, physical therapy students and nursing students the opportunity to jointly earn master's degrees in public health.

"The graduates of such interdisciplinary programs, which emphasize co-teaching among USF faculty in different professions and colleges, will be uniquely poised to contribute leaders in an increasingly complex healthcare environment," says Paul Wallach, vice dean for educational affairs at the College of Medicine.

#### **Providing Care that Works**

This summer construction began on the Carol and Frank Morsani Center for Advanced Healthcare on the USF Tampa campus. This spring, construction began on the USF Health Pavilion South, the smaller of the two facilities, next to Tampa General Hospital on Davis Islands. Both facilities will offer one-stop healthcare designed to



# Building the Model

USF Health has launched a \$100-million project to change the fundamentals of health. The project includes two buildings with more than \$15 million of shared information technology to support integrated patient care. Both facilities will feature one-stop healthcare, excellent customer service and holistic health that focuses on the patient's overall well-being.

The project paves the way for a new model of health where nurses, doctors and other health professionals learn together and work in teams to provide better, safer, outcome-driven care.

## Carol and Frank Morsani Center for Advanced Healthcare

Located on the USF Tampa campus at Holly and Magnolia Avenues, the Center for Advanced Healthcare is the primary gateway to the USF Health quadrant.

The \$67-million, six-story structure, with 194,400 gross square feet, will initially house the following major components:

- Diagnostic imaging (fully digital) MRI, CT, women's diagnostics with mammography and ultrasound, fluoroscopy, basic X-ray, nuclear medicine, bone densitometry
- Ambulatory surgery/procedure center, including eight operating rooms and five endoscopy suites
- Outpatient facilities, including 60 clinic exam rooms
- Patient support areas and patient administrative services
- Patient Outreach and Education Center
- Pharmacy
- Expected clinical space includes: Sports Medicine, Brain Health, Women's Health, Digestive



CAROL AND FRANK MORSANI CENTER FOR ADVANCED HEALTHCARE



USF HEALTH PAVILION SOUTH

Disorders and ENT

- Clinical and Translational Research

## USF Health Pavilion South

Located adjacent to Tampa General Hospital on Davis Islands, the \$28-million, seven-story structure with 126,000 gross square feet will initially house the following major components:

- Diagnostic imaging (fully digital), MRI, CT, women's diagnostics with mammography and ultrasound, fluoroscopy, basic X-ray, nuclear medicine

- Outpatient facilities, including 90 clinic exam rooms

- Patient support areas and patient administrative services

- Patient Outreach and Education Center

- Expected clinical space includes: Pediatrics, Brain Health, including Neurosurgery, Neurology and Psychiatry, Cardiology, Dermatology, General Surgery, Vascular Surgery, Digestive Disorders, Internal Medicine, OB-GYN

- Clinical and Translational Research



ERIC YOUNGHANS

USF'S MEDICAL, NURSING, PUBLIC HEALTH AND PHYSICAL THERAPY STUDENTS ARE TOMORROW'S HEALTH LEADERS.

provide patients with a memorable experience based on quality, service and safety.

Patients can complete several appointments for their annual examination, including diagnostic tests, at one location on the same day. They will be able to schedule appointments, send e-mail messages to doctors and request prescriptions online—all through a sophisticated privacy-protected electronic records system that eliminates filling out repetitive paperwork. Concierge staff will greet patients and direct them to the appropriate office. This service-oriented care will be

enhanced by combining faculty and students from medicine, nursing, physical therapy and public health to fully assess the patient's health, not just their symptoms and medical history.

"We will evaluate the myriad of factors that impact health—where patients live, where they work, and, the extent to which they can take advantage of opportunities for health improvements through diet, exercise, risk reduction and elimination of stress," says Donna Petersen, dean of the College of Public Health. "This information will allow us to venture outside the clinic walls and, working with community leaders and organizations, allow us to begin to address the root causes of poor health—in the environment, in the community, or in the policies affecting healthcare financing, access and quality."

One of the anchors of the Morsani Center, duplicated on a smaller scale in the Pavilion South, will be a community library offering personalized health education and counseling. The library, open to the public, will be a comprehensive source of information on prevention, wellness, and illness. USF Health physicians and other practitioners will prescribe patient education just like they prescribe drugs and other therapies. So, for instance, a patient newly diagnosed with arthritis can be directed to the library to gain a better understanding of the disease process and treatment options, learn how lifestyle changes can help manage symptoms and improve quality of life, and even receive referrals to support groups and resources in the community.

"In essence," Petersen says, "we will look at each of our patients as windows into the community. By making each patient's life better, we can make the community's health better."



# Building the Team

**W**ith its colleges of Public Health, Nursing and Medicine, including the Schools of Basic Biomedical Sciences and of Physical Therapy and Rehabilitation Sciences, USF Health is well positioned to translate strategic research initiatives into real-world health solutions.

The centers for advanced health-care, strategically located at USF's Tampa campus and adjacent to Tampa General Hospital on Davis Islands, will be places where health practitioners translate the laboratory findings of their colleagues into new therapies for patients. The facilities will be designed to encourage constant dialogue and problem solving among scientists, clinicians and patients and their families—an approach that will help deliver the best health outcomes.

USF Health's four signature research programs will have a presence in the Carol and Frank Morsani Center for Advanced Healthcare and the USF Health Pavilion South. Each program is directed by a physician-scientist and a basic science researcher. The programs are: Neurosciences (brain health), Cardiovascular (heart health), Allergy, Immunology and Infectious Diseases (immune health) and Cancer Biology.

In addition, emerging areas of research interest, including Women's Health, Sports Medicine, and Regenerative Medicine, will be housed in the new outpatient centers.

"The complexity of today's biomedical research problems increasingly demands scientists move

beyond the scope of their own discipline. They must explore creative new models to promote interdisciplinary research, education, and care that improve patient outcomes," says Abdul Rao, MD, senior associate vice president for research at USF Health.

"We are breaking down the traditional barriers between departments and replacing them with interdisciplinary teams to maximize our research discoveries. It's no longer neurosurgery, psychiatry, cardiology and obstetrics and gynecology—it's brain health, heart health, women's health. We are connecting scientists and clinicians across all disciplines," Dr. Rao says.

"By focusing on the entire continuum of health, our opportunities for research collaboration and breakthroughs are limitless."

**"Scientists must explore creative new models to promote interdisciplinary research, education and care that improve patient outcomes."**

**– Dr. Abdul Rao**



Jon Feingersh/GETTY IMAGES



USF IS WORKING HARDER  
THAN EVER TO CREATE  
A CAMPUS ENVIRONMENT  
THAT OFFERS RICH LIFE  
EXPERIENCES

BY KATHY L. GREENBERG

With more than 44,000 students, USF is working harder than ever to create a dynamic learning environment that meets the changing needs of today's students. And while high enrollment may mark a thriving university, an active student body—one that supports strong academics, traditions, school spirit and pride—indicates a collective push for success. The growing collaboration between USF students, organizations, faculty and administration is resulting in an institution that facilitates productive campus life and lifelong academic experiences.

"It's been an interesting but fun and educational experience with me," says David Brickhouse, a third-year political science major. "I got involved in Student Government and started talking to people. It's a once-in-a-lifetime opportunity to make an impact affecting students. And there's a lot more services and events now, from movies on the lawn to clubs and organizations that have events each week."

Some of the initiatives proposed to further an engaged student body include additional classrooms and residence halls, a larger student events center, a newly revised orientation, expanded electronic services, an all-inclusive health, recreation and





JEFF FAY/HOLLOWTREE IMAGES

# LIVE AND LEARN

counseling facility, and a vote drive for Student Government elections.

To help assess and orchestrate student programs, Jennifer Meningall came to USF less than a year ago as vice president of Student Affairs. Under her helm and with a department reorganization nearly complete, Student Affairs is making a difference.

"As an institution, we want to partner with students in their educational pursuits and provide experiences that will help them make informed choices about careers, val-

ues and life," says Meningall.

The division currently oversees 12 departments: University Police, Campus Recreation, Counseling Center, Marshall Center, Residence Services, Student Disabilities Services, Student Judicial Services, Student Health Services, Student Government, Student Publications, Student and Parent Relations and Parents Association. Each department works toward fulfilling Student Affairs' mission of promoting student development and learning; providing seam-

less student services; and building and fostering community.

"I've had a great time here," says Ashley Jones, a third-year communication sciences and disorders major. "When I first came to USF, I thought the campus was huge. But I moved into a residence hall and made friends there. I also work in orientation and am part of the marching band, so I've really gotten to know the university, and it feels like home now."

One of the most important changes on campus will be the con-

struction of a new Marshall Center. The new, larger facility will boast additional amenities, including a 1,200-seat ballroom, more office space, a restaurant and sports grill, plus an expanded food court, retail stores, lounges and a 700-seat auditorium. Demolition will begin with the Student Events Center (SEC) this year and construction of the new building will commence shortly thereafter. The project is due to be completed in 2008.

"The new Marshall Center will be a hub of student activity at USF," says Brian Schulte, Marshall Center marketing coordinator. "With almost twice as much space as the current Marshall Center for amenities and

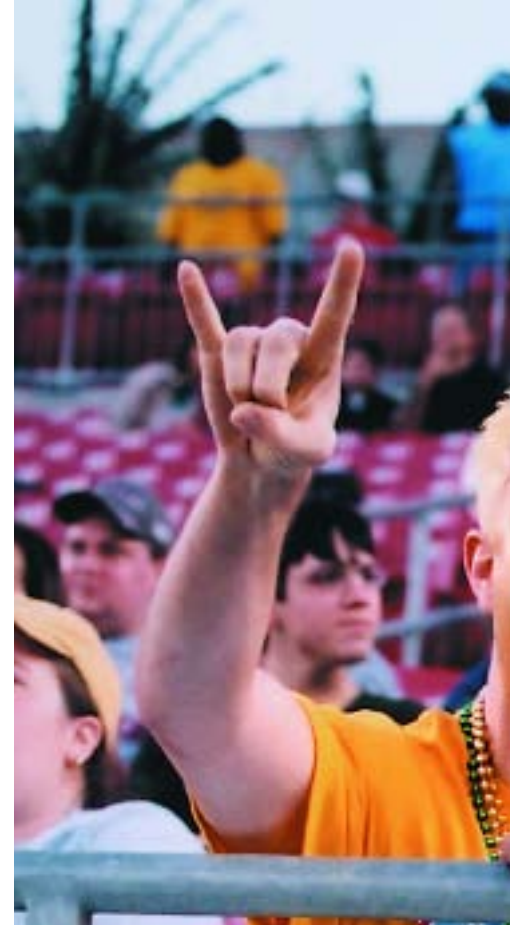
places for students to relax and get involved, the new building will certainly be an exciting place full of lots of things for everyone."

Meanwhile, a completely redesigned orientation program is proving to be an immediate success with students. The new First-Time-In-College (FTIC) program consists of seven sessions, divided into three parts over the course of the year to assist nearly 600 attendees per session. Incoming students are welcomed to a two-day program that includes a mandatory overnight stay in a residence hall, while parents are invited to attend separate activities. Divided sessions for parents and students inform the entire family of what to expect during the first year of college while promoting a new student's independence.

Freshmen also benefit from electronic innovations introduced on campus. OASIS, a comprehensive software system, offers a full range of online services, including Cyber Advising (<http://www.ugs.usf.edu/advising/index.html>), a Web site that fosters a mentoring relationship via e-mail between students and USF prior to their first semester. USF's electronic services also allow students to register for courses, schedule classes and pay tuition fees online.

Sororities and fraternities are among many interest-related organizations that offer opportunities for active involvement in campus life. Recognizing the value of a strong Greek presence on campus, USF made the bold move to open Greek Village in August 2003. The community's 340 beds accommodate the members of 14 national fraternities and sororities. Twenty to 28 residents occupy each building.

As members of a Greek organization, students engage in philanthropic endeavors such as raising funds for breast cancer research and domestic violence awareness or participating in community service work. They create longstanding friendships and develop a network to assist them academically as well as professionally after gradua-



tion. Member participation also supports and promotes Greek life, attracting future students and securing the longevity of organizations.

"At a Greek organization, not only do you get involved and meet people, you have created a bond with people and made the university smaller," says Luz Paniagua, chapter adviser for Phi Beta Sigma. "The relationship between Greeks and the university is great," she adds. "The university needs us because we bring diversity and attract students to the university. But what happens with Greeks reflects on the university. It's a privilege for a Greek organization to be on this campus."

Campus organizations help all students, including the 1,400-plus internationals who represent more than 130 countries. Wilkistar Otieno, a PhD student in industrial engineering, journeyed from her native Kenya to enter the College of Engineering's graduate program. USF responded quickly to her application, offering her a teaching assistantship to help defray tuition costs. Further, her department organized an orientation at which incoming students met professors and other graduate students.



JASON WATSH

"As an institution we want to partner with students in their educational pursuits." - Jennifer Meningall





The introduction helped Otieno to acclimate and guide her toward her chosen field of study.

"As an international student, everything seems different. It makes you feel like you're not completely included. In my department, most students are international and somehow that helps us to all go through it together," she says. "I'm glad I chose USF because I love the program. I like the professors. They've all introduced me to the idea of industrial engineering, a field that is yet to be included in the colleges of engineering in Kenya."

Otieno's social sphere expanded further after becoming involved with Friends of Internationals, a multicultural organization for international students and scholars at USF.

"Friends of Internationals has been instrumental for me meeting other people," says Otieno. "They go out of their way to help all international students—organizing weekend social and educative outings or ensuring that if you're going out of town and need a ride to the airport, for example, they're there to help."

Vice President Meningall champions these kind of cultural exchanges.

"Because this campus has such a large percentage of students of diverse backgrounds, we have an opportunity to educate students in a variety of ways," says Meningall. "We're trying to enhance the student experience. We hope to provide an on-campus experience that will create pride and loyalty to the university."

Friends of Internationals is one among many student organizations on campus that make a real impact on students. Others focus on volunteering and community services, recreation, religion and academics, to name a few. Student Government (SG) concentrates on developing leadership skills and, like other USF departments and organizations, strives to instill and continue campus traditions and a vibrant student experience.

"We want to go over a lot of traditions here at USF and analyze them and provide new ideas and ways to improve the USF experience," says Senate president Barclay Harless. "We want to get students involved in campus life from the day they set foot here."

As a means for encouraging tradi-

tions, Harless says the Department of Student Activities may add two events in the spring to complement the annual fall Round-up and Homecoming events. A cabinet on research and development also has been created to assess services provided to students on campus, "mainly advocating for greater student life on campus," says Harless.

SG's goal for improving campus life relies in part on student participation. This year the Senate is focusing on becoming more visible to the student body, "not just during vote time," says Harless, adding that SG offers a range of leadership roles that further student involvement and campus-focused initiatives. The SG president, for instance, sits on the USF Board of Trustees, helping to make decisions that affect every student on campus.

On all levels, USF is a student-oriented institution. It is a place that cultivates growth, learning and positive experiences. Student Affairs' new tagline says it best— "We're inspiring learning and changing lives, one student at a time."

# THE HEART OF PHILANTHROPY

BY ANN CARNEY

“**G**iving makes us feel good.” It takes less than a second for Carol and Frank Morsani to answer why they give so generously to USF, the Tampa Bay community and beyond. They answer in unison, “That’s all the reward we need.”

In June, Carol and Frank Morsani announced a \$10 million gift to the university. The first seven million dollars of their gift, eligible for a 100 percent match by the state, will cre-

tice complex and new stadium for the women’s softball team. Though Frank admits he and Carol are not huge sports fans, he recognizes sports are an important part of campus life and one of the most effective and important advertising vehicles for a university.

Frank, a Navy man who served during the Korean War, made his fortune in the automotive industry. He is the retired chairman of Automotive Investments, Inc. and a trustee of the Frank and Carol Morsani Foundation.

**“We can’t just be takers in society. We have to be givers.”**

**- Frank Morsani**

ate the Carol and Frank Morsani Center for Advanced Healthcare, a model for teaching healthcare students in an advanced patient care center.

“USF is one of the first universities in the country putting all the pieces together for a better healthcare delivery system,” says Frank. “We think a better delivery system is what the healthcare industry needs, and healthcare is the number one thing we all need.”

Three million dollars of the gift will help build a new football prac-

He was appointed by President George W. Bush and President Ronald Reagan to two Small Business Councils, and in 1986, he chaired the board of the United States Chamber of Commerce. Since 1995, Frank has served on the USF Foundation Board of Trustees and is a past vice chairman of the board.

Carol and Frank Morsani’s most recent gift to the university brings their total giving to USF to more than \$23 million. Their gifts have benefited USF Health, Honors College, public broadcasting,

Alzheimer’s research, the College of Visual & Performing Arts, the College of Arts & Sciences, the College of Business Administration, the College of Public Health, the USF Women in Leadership & Philanthropy program and USF Athletics.

“You can’t take it with you,” says Carol, who serves as director of the Frank and Carol Morsani Foundation and is honorary chair of the USF Women in Leadership & Philanthropy program, a program designed to educate, train and empower women within the university and the community on topics such as leadership and philanthropy through seminars, workshops and conferences. “You might as well use it while you are here and enjoy what



JOSEPH GAMBLE





you can do for other people.”

The Morsanis have a long history of supporting the Tampa Bay region, where they have lived since 1970. Carol has been active at the H. Lee Moffitt Cancer Center & Research Institute and the largest concert hall at the Tampa Bay Performing Arts Center is named in her honor. Though they typically support projects that benefit the community long term, the couple wrote \$50,000 checks to both the American Red Cross and the Salvation Army last year when Hurricane Katrina devastated the Gulf states. In April, when fires swept through Lehigh Acres, destroying homes, property and spirit, Carol and Frank contributed

generously to each of seven families who lost everything to the fires.

They give to causes near and dear to their hearts—education ranks high on the list.

“In order to get ahead you have to have an education. More and more today it is important,” says Carol.

“Because of globalization—which we have been privileged to see—we know the world is a much bigger place,” adds Frank, who travels the world with Carol. “In today’s environment and in the future, people are going to have to be better informed and equipped. Isolation is not an alternative for people or for a nation.”

Carol and Frank Morsani have been married 55 years. Both were raised in

Tulsa, Oklahoma, though she jokingly calls herself a “city girl,” and Frank, “a farm boy.” They began dating in college, at Oklahoma State University, married and moved to Florida in 1957, where they have lived all but five years. Together they have two married daughters, one in Tampa with two children, and one in Singapore.

When they first started giving, they did so anonymously. Today, though they feel much more comfortable at their 200-acre ranch home than in the spotlight, they recognize the importance of being out front with their giving.

“Being out front sends a strong message that that’s what life is about,” says Frank. “We can’t just be takers in society. We have to be givers.”



USF SPORTS INFORMATION

## Women's Basketball A Slam Dunk

**USF is coming off the most memorable season in the program's history and Head Coach Jose Fernandez has the Bulls entering the 2006-07 season with expectations never seen before at the Tampa school.**

■ When Jose Fernandez was officially named head coach of the USF women's basketball team in December of 2000, a reporter asked him a question for a magazine article that he was writing. The question was, "Where do you see this program in five years?" Fernandez looked straight into the reporter's eyes and said, "In the Top 25." Well, you would have to excuse most people if they laughed at Fernandez' youthful exuberance. He was just 29 years old, had absolutely no Division I coaching experience as an assistant—let alone as a head coach—and just took the reins of a program that

had just eight seasons of .500 or better in the previous 28, and now he was predicting that USF would move into the Top 25.

As Fernandez begins his seventh season at the helm of the Bulls, he didn't quite get USF into the Top 25 during his time frame, however, the 35-year-old Miami native has brought unprecedented success to the Bulls' program and has led the team to three consecutive postseason bids while also bringing the "Green and Gold" to the brink of the national stage on the women's basketball scene.

The Bulls finished 2005-06 with a 19-12 record and a 9-7 slate in their first year in the BIG EAST Conference. In addition, the Bulls advanced to their first-ever NCAA Tournament, earning a No. 9 seed in the Bridgeport Region. They faced the No. 8 seed USC in the first round in Norfolk, Va., losing to the Women of Troy in a 67-65 thriller.

"Coming off the NCAA season and playing in a first round game that I

feel we should have won, that right there adds some fuel to the fire for this coming season," says Fernandez. "Every team's goal in the country is to go to postseason play, and when you go to the WNIT or the NCAA Tournament, that's a success. For us, and what we have done over the last six years, we've gotten to a point that finally when you mention the University of South Florida it is looked upon as a legitimately respected basketball program. Having gone to two WNIT's and the NCAA last year, there are a lot of expectations and aspirations for next year, but that's a good thing. We want the community, the athletic department, and the student body to expect that every year we are going to go to the NCAA Tournament. That's when you've made it and have come full circle, which is the point we are getting to. But last year was very rewarding with six years of hard work, getting to that point."

—MIKE HOGAN





## At the Top of Her Game

**As Jessica Dickson enters her senior year at USF she is not just climbing the Bulls' career record lists, but ready to put the green and gold flag precisely on the top.**

■ A native of Ocala, Fla., (Vanguard High School), Dickson has turned herself into one of the top players in the country and will likely be included on the preseason national player of the year lists for the John Wooden Award, given by the Los Angeles Athletic Club and the Naismith Award, which is presented by the Atlanta Tip-Off Club.

Last year Dickson led the nation in scoring for 11 of 17 weeks before eventual National Player of the Year Seimone Augustus of LSU surpassed her. Dickson would finish the year third in the nation averaging 22 points per game which is the highest that any BIG EAST women's basketball player has ever finished in the conference's history. In addition, her 682 points scored during the year marked a single season school record.

For her efforts during the 2005-06 season, Dickson was named a first team All-BIG EAST selection and was tabbed an honorable mention All-American by the



Associated Press and Women's Basketball Magazine.

The 5-11 forward, who is third on USF's all-time scoring list with 1,755 career points, is just 66 points shy of becoming the school's all-time scorer.

—MIKE HOGAN

## Grad Picked by Hawks

**During a national television broadcast in June, former USF men's basketball player Solomon Jones became the highest-ever drafted Bull and the first in 20 years. Jones was selected 33rd overall by the Atlanta Hawks in the 2006 National Basketball Association Draft.**

■ Jones' name was announced at Madison Square Garden by NBA Deputy Commissioner Russ Granik. He was the third-straight BIG EAST player selected and one of 11 overall.

"We are extremely excited for Solomon," USF head coach Robert McCullum said. "I hope his selection being as high as it was speaks to player development at the collegiate

level and its ability to prepare players for a professional career."

Jones is the first USF player selected in the draft since Curtis Kitchen in 1986, who was selected by Seattle in the sixth round. A Mount Dora, Fla., native, Jones was a two-year letter winner (2004-05 and 2005-06) for the Bulls after transferring from Daytona Beach Community College. He earned Honorable Mention All-BIG EAST accolades as a senior after finishing among the league leaders in rebounding and blocked shots. Jones concluded the year averaging 13.2 points per game and 9.8 boards per game and blocked 90 shots.

Currently in the Hawk's training camp, Jones is on track to become one of two former USF stars playing in the NBA. Chucky Atkins (1993-96) currently owns a seven-year NBA career, having most recently played for the Memphis Grizzlies during the 2005-06 campaign.

—SCOTT KUYKENDALL

## Local Hero Comes Home

**Lelo Prado, a native of Cuba who grew up in Tampa before embarking on an ultra-successful college coaching career, returned home in June as new head baseball coach of USF. Prado, whose coaching career includes back-to-back NCAA Division II National Championships in his hometown, signed a five-year contract with the university.**

■ It didn't take long for Prado to announce his first hire. Former New York Yankee and Tampa Bay Devil Ray Tino Martinez, who played at Tampa while Prado was an assistant coach there, will be the Bulls' volunteer assistant coach. Martinez also played for Seattle and St. Louis in his 16-year major league baseball career.

"Lelo Prado is the absolute perfect fit for USF Baseball," says Doug Woolard, USF's athletic director, announcing the new coach. "We couldn't be more pleased to bring home a local hero with such a strong track record of success. We were looking for the absolute best



USF ATHLETIC DIRECTOR DOUG WOOLARD AND USF PRESIDENT JUDY GEN-SHAFT WELCOME PRADO AS USF'S HEAD BASEBALL COACH.

onships (1992, 1993), eight NCAA appearances and three Division II World Series appearances. At Louisville, Prado took the program to its first-ever NCAA appearance in 2003. He was the 2002 Conference USA Coach of the Year, the same year he won USA Baseball Coach of the Year.

In his seven seasons at the University of Tampa, Prado com-

sey is retired at Tampa, but he will return to the number as head coach at USF.

Prado's success in Tampa pre-dates his days as the Spartans head coach. As a sophomore catcher at Tampa Catholic High School, he helped the Crusaders to a state title. In his senior season of 1981, Prado hit .504 en route to all-Hillsborough County honors.

He went on to play two seasons at Hillsborough Community College (HCC) in Tampa before a two-year playing career at the University of Tampa, where he earned a bachelor's degree in adult fitness in 1985. He worked the 1985 fall as an assistant at HCC before he re-joined Tampa as an assistant from 1986-88 prior to being named head coach.

Prado's accomplishments extend to the USA National Team, where he was the head coach in 2002 and an assistant in 2000. Additionally, he was a member of the USA Baseball Selection Committee from 1995-98, including the 1996 Olympic Team Selection Committee.

— PAUL DODSON

**Prado, 43, joins USF from the University of Louisville, where in 11 seasons he became that school's all-time winningest coach with 320 victories.**

candidate who would offer the strongest partnership with our baseball student-athletes, and there is none better than Coach Prado."

Prado, 43, joins USF from the University of Louisville, where in 11 seasons he became that school's all-time winningest coach with 320 victories. In 18 seasons as a head coach, including seven at Tampa and 11 at Louisville, Prado is 598-425-2 with his two national champi-

pled a 278-124-1 record and took all seven teams to nothing short of the NCAA South Region Finals. He was named the ABCA National Coach of the Year in 1992 and 1993, and he was the South Region Coach of the Year in 1990, 1992 and 1993. He also won Conference Coach of the Year in 1989, 1990 and 1995 and was inducted into the Sunshine State Conference Hall of Fame in 1995. His number "1" jer-



## Elton Smith

This fall, Dr. Elton Smith will teach “The Bible as Literature” for the last time. He’s been teaching the class since 1961, when the student body numbered less than 2,000 and the campus had “not a blade of grass.”

A Baptist minister with a master’s degree in sacred theology and a doctorate in Victorian literature, Smith has a commanding knowledge of the Bible. He teaches biblical material, avoiding questions of theology. And he keeps meticulous attendance records for each of his students.

Smith is USF’s longest employed faculty member. Quite possibly, its most beloved. Every week, former students stop by and share Sunday dinner with Smith and his wife, Esther. Many are married now, some with children of their own.

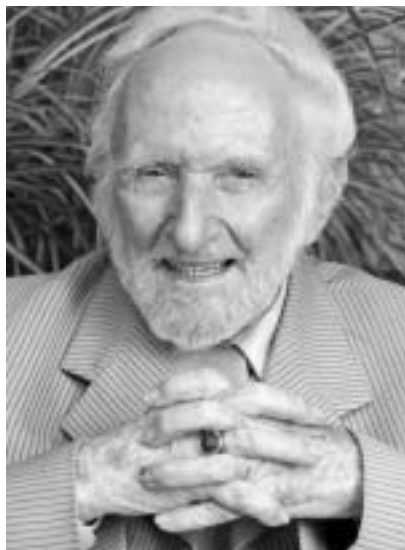
Along with his wife, also a PhD, Smith has written 39 books. He has preached, lectured or conducted Bible studies at more than 50 local churches. And he continues to serve as faculty adviser to the university’s Baptist Collegiate Ministry.

**USF:** What brought you to USF?

**Smith:** I had invitations from Emory, the University of Pennsylvania and others. But they all had faculty in place. When the invitation came from here—which was a nothing at the time—they said I could teach anything I pleased.

**USF:** Is it true that you’ve had as many as 400 students in a class?

**Smith:** Oh yes; sometimes it’s been a mob scene. But being a Baptist, and Baptists love crowds, I always said whoever wants to take the class is welcome.



JOSEPH GAMBLE

**Name:** Elton Smith

**Age:** 90

**Greatest book in the Bible:** I’d have to say two—Genesis and Revelation

**Best restaurant in Tampa:** The USF Faculty Dining Room

**Favorite spot on campus:** The Baptist Collegiate Ministry

**Favorite song:** The Hallelujah Chorus from Handel’s Messiah

**USF:** Tell me about your teaching style.

**Smith:** Having been a clergyman, I’m mostly a lecturer type. I tend to come in, open my eyeglass case and class has begun. I am very active when I lecture; I do dramatic things. On one occasion we were studying from the Acts. I had a cot put on the platform and I laid on it like one of the Apostles.

**USF:** What is the one thing you hope your students will learn about the Bible?

**Smith:** I want them to learn from the point of view as if I was teaching Socrates or Euripides. I want them to know the material in the text. Our syllabus for the course is 23 pages

long; it always has been.

**USF:** You don’t seem to have any trouble keeping your students’ attention.

**Smith:** I think my students know I’d rather be with students than anybody. I think they respond to that.

**USF:** Do you always wear a suit and tie to class?

**Smith:** I figure someone ought to be properly dressed. I tell my students I do that to balance things out. I say, “you guys look terrible!” My students burst into laughter the time I came to class without a tie.

**USF:** What has been your proudest moment?

**Smith:** I can tell you the moment that most relieved me—When I passed my 34th birthday by one day. My Daddy died when he was 34. Who would expect when your dad died at 34, that both Esther and I would be 90.

**USF:** Tell me something memorable about your experience at USF?

**Smith:** At USF, doors were opened wonderfully for me in international service. I was a Fulbright lecturer in Algeria for one year and also at the University of Morocco. In Paris, at the University of Paris, I taught undergraduates in English and I lectured graduate students in French at the Sorbonne.

**USF:** And about the students?

**Smith:** I have found them to be wonderfully kind. On my 90th birthday I could hardly get into my classroom. They had decorated my room with bells and whistles and cookies and punch. When my doctor says I’m in very good health and my blood pressure is that of a 17-year-old, I tell him that’s because I spend my time hanging around kids.

—ANN CARNEY



JOSEPH GAMBLE

OCEANOGRAPHY CAMP FOR GIRLS, SPONSORED BY THE USF COLLEGE OF MARINE SCIENCE, WAS DEVELOPED TO INSPIRE AND MOTIVATE YOUNG WOMEN TO CONSIDER CAREER OPPORTUNITIES IN THE SCIENCES. ABOVE, CAMP DIRECTOR AND USF OCEANOGRAPHER TERESA GREELY WORKS WITH CAMPERS. THE THREE-WEEK PROGRAM, OPEN TO PINELLAS COUNTY STUDENTS WHO HAVE COMPLETED EIGHTH GRADE, PROVIDES HANDS-ON EXPERIENCES IN BOTH LABORATORY AND FIELD ENVIRONMENTS.



UNIVERSITY RELATIONS  
University of South Florida  
4202 E. Fowler Ave., ADM278  
Tampa, FL 33620-6300

Non Profit Org.  
U.S. POSTAGE

**PAID**

Tampa, Florida  
Permit No. 257