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USE

M A G A Z I N E

A new Florida Center of Excellence
in biotechnology could change the
way disease is detected and treated



SCENE ON CAMPUS



USF

MAGAZINE



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Ranking first among six grant recipients and 19 finalists, USF's proposed Florida Center of Excellence in biotechnology was awarded \$8 million in state money. The new center, a true collaboration between university, community and business, has the potential to change how illness and disease is detected and treated.

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BEATING THE ODDS

An innovative program developed by USF's Karen (Kay) M. Perrin allows teen mothers to stay in school while receiving no-cost, safe daycare for their children. Now in all Hillsborough County public high schools, the program is making education a viable option for pregnant teens who might otherwise end up on welfare.

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Three new grants awarded to partners of the Louis de la Parte Florida Mental Health Institute and USF will focus on and evaluate programs set up to help elderly substance abusers, caregivers in the court system and the homeless.

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SCENE ON CAMPUS: USF SARASOTA-MANATEE'S NEW MEDITERRANEAN-STYLE CAMPUS WELCOMES STUDENTS WITHIN A THREE-STORY, LIGHT-FILLED ATRIUM. THE CAMPUS OPENED FOR CLASS IN AUGUST.



JOSEPH GAMBLE

THANKS TO A PROGRAM THAT ALLOWS PREGNANT TEENS TO STAY IN SCHOOL, USF SENIOR KELLI SHAW GRADUATED HIGH SCHOOL AND WILL EARN A DEGREE IN BIOMEDICAL SCIENCE THIS YEAR. STORY PAGE 28.

FROM THE PRESIDENT

What a year we have just begun! On the heels of our 50th anniversary celebration, USF is making huge strides and growing its reputation as a research leader at a remarkable pace.

As you will read in this issue, USF ranked first among Florida universities and medical centers in the fall, receiving \$8 million to create the Florida Center of Excellence in biotechnology. The new center has the potential to change the detection and treatment of illness and disease, and is a true collaboration between university, business and community partners.

In December, we announced that USF will partner with Silicon Valley-based SRI International and the State of Florida to create a \$10 million marine technology research center affiliated with our College of Marine Science and Center for Ocean Technology. The center will greatly strengthen both the university's and Florida's position as a leader in marine exploration and discovery.

Earlier in the year, three new grants were awarded to partners of the Louis de la Parte Florida Mental Health Institute at USF to study substance abuse among the elderly, caregivers in the court system and the homeless.

There is so much to celebrate as we enter our 51st year. Along with these major research awards, you will read about countless innovative programs that are making a difference in our community every day.



Thanks to assistant professor in the College of Public Health Kay Perrin, for example, pregnant teenagers in Hillsborough County now have an alternative to dropping out of school. The program's value is evident in the story of Kelli Shaw who, as a participant, was able to graduate high school with a 5.3 grade-point average, and will graduate from USF this year with a degree in biomedical science.

The list goes on and on. In large ways and small, USF is impacting this community, the state and beyond.

I look forward to sharing more good news with you in the coming issues of *USF Magazine*. No doubt 2007 will be an exciting year for USF—one of the nation's outstanding public research universities.

Judy Genshaft

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International Honor

On the eve of Republic Day in India (January 25th), surrounded by family and high ranking dignitaries, USF Provost Renu Khator and her husband, Suresh Khator, professor of Industrial & Management Systems Engineering and director of Engineering Computing, returned to their homeland to accept the prestigious Hind Rattan (Jewel of India) award. Given annually, the award recognizes the outstanding service, contributions and achievements of non-resident Indians.

■ “I was told it was because I was the first person of Indian origin to become provost of a major research university,” says Renu. “And Suresh has done even more. He has graduated so many PhDs in Engineering...his students are in significant leadership positions in several countries including India, Brazil, Hong Kong, Turkey—some are deans or vice chancellors of universities.”

It is the first time a couple has received the award. For this couple, it seems only fitting.

“Whatever I am today, it is because of him,” says Renu. “Suresh is my mentor, my teacher, my friend.”

Renu’s life today is far from the life she imagined when she learned at age 18 that she would marry a complete stranger in just 10 days. At the time she was convinced an arranged marriage would end her dream of earning an advanced degree.

Nothing could have been further from the truth for the woman who is today USF’s chief academic officer and number two administrator.

In their adopted country, the Khator’s Indian heritage is very much a part of their daily life. The couple is active in Tampa Bay’s thriving Indian community, and returns at least once every year to their homeland. Students, colleagues and friends who surround them invariably learn something about India.

“My connection to India keeps my



SURESH KHATOR, PROFESSOR OF ENGINEERING, AND PROVOST RENU KHATOR ARE THE FIRST COUPLE EVER TO RECEIVE THE PRESTIGIOUS HIND RATTAN AWARD.

batteries charged,” says Renu.

Suresh agrees, adding, “The connectivity is rejuvenating to both the heart and soul. It is a blessing to have the best of two worlds to choose from.”

During their eight-day stay in New Delhi, the Khators attended the 26th International Congress of Non-resident Indians. The annual congress, of which the award is a part, provides a platform for Indian businessmen and non-resident Indians to explore opportunities for collaboration and joint business ventures.

The Hind Rattan award comes at the heels of another prestigious honor for the university’s provost. In December, Renu received the Outstanding American by Choice award from the Department of Homeland Security/U.S. Immigration and Citizenship Services. The award, presented by Emilio Gonzalez, USICS director, recognizes the significant contributions of naturalized United States citizens and demonstrates the positive impact of immigration by honoring naturalized citizens who are making a special

difference in their communities.

Among the previous recipients of the Outstanding American by Choice award are: The Honorable Melquiades “Mel” Rafael Martinez, Florida’s 33rd senator; The Honorable Thomas P. Lantos, the only Holocaust survivor ever to serve in Congress; Eduardo J. Padrón, president of Miami Dade College, the nation’s largest institution of higher learning; Caitriona Lyons, refugee program coordinator for the State of Texas; and Marina Belotserkovsky, director of Russian Communications and Community Outreach at the Hebrew Immigrant Aid Society, where she is responsible for assisting over one million members of the Russian-speaking community in America. Dr. Kiran C. Patel, a member of the USF Board of Trustees and a philanthropist, was also honored at the same award ceremony.

“In a span of just a month, I was recognized by both countries, my adopted land and my motherland,” Renu says. “I feel very humbled and very blessed.”

—ANN CARNEY

\$14 Million for Bay Area's Youngest

In one of the largest gifts in Florida to support research and care for newborns, USF alums Pam and Les Muma have donated \$6 million to USF Health to support a partnership between Tampa General Hospital and the university. Eligible for a state match of \$5 million and a USF match of \$3 million, as well as physician support, the total impact of the gift is more than \$14 million.

■ As part of the gift, TGH will expand and redesign its Neonatal Intensive Care Unit and rename it the Jennifer Leigh Muma Neonatal Intensive Care Unit, in memory of Pam and Les's daughter who died in a neonatal nursery. In addition, state-of-the-art core research laboratories at USF Health will be named for Lisa Muma Weitz, their daughter who lives in Charleston, South Carolina.

At USF, the gift will create the Pamela and Leslie Muma Endowed Chair in Neonatal Research.

The gift will allow USF Health and TGH to apply research to transform newborn intensive care, according to Dr. Steven Klasko, vice president for USF Health and dean of the USF College of Medicine. "This is the type of leadership gift that not only allows USF and TGH to perform research that will transform neonatal care, but also fundamentally changes the community such that patients from around the country will look to Tampa as the place to care for the sickest babies and their moms."

- ANN CARNEY

Genshaft to Head Tampa Bay Partnership

Judy Genshaft, president of USF, has been named the new chair of the Tampa Bay

Partnership, a seven-county economic development organization dedicated to strengthening the Tampa Bay region as a destination for business relocation and expansion, conducting regional research and influencing business and government issues that impact economic growth and development.

■ Genshaft's election to the position was announced during the Tampa Bay Partnership's Annual Meeting and Community Update luncheon in November. About 500 business and community leaders attended the sold-out meeting.

Genshaft, who previously served in the positions of vice chair and secretary/treasurer for the group, also serves as a member of the Greater Tampa Chamber of Commerce, the Florida High-Tech Corridor and the Florida Council of 100.

President Genshaft pledged to continue the important work of the partnership in seven key areas: transportation; affordable housing; support of the Bay Area legislative delegation; business development; the development of the regional economic scorecard; Vision21, which maintains a focus on long-term issues of growth; and the Leadership Now campaign.

"Supporting the economic development of the region is central to my presidency at USF," she says. "I believe the role of a metropolitan research university is to be part of the fabric of the region. The Tampa Bay Partnership has emerged as a key player in the future growth and development of the region. I am confident the Partnership will continue to be a leader in resolving important regional business and community issues in the upcoming year."

- PHILIP BOOTH

Programs Earn Top Marks

Both for its academics and community engagement, USF is earning top marks nationally.

■ The Executive MBA program was named one of the country's best programs of its kind for Hispanics, according to a ranking published in the September/October issue of *Hispanic Trends* magazine.

The program, at USF's College of Business Administration, is ranked tenth in the United States on a list of the Top 25 Executive MBA programs for Hispanics. USF's program ranked higher than Executive MBA programs at the University of Pennsylvania's prestigious Wharton School, Georgetown University, Purdue University and UCLA, according to *Hispanic Trends*.

In addition, the College of Business Administration's recently established Entrepreneurship in Applied Technologies program was included on a list of the nation's major entrepreneurship programs, as selected by *Entrepreneur* magazine and The Princeton Review. The program offers both a master of science degree and a graduate certificate.

Off campus, USF is earning top marks as well. USF was named one of 76 U.S. colleges and universities that are the most engaged with their local communities. That's according to the Carnegie Foundation for the Advancement of Teaching, which selected USF for the foundation's new Community Engagement Classification.

USF, the only Florida university to receive the classification, is one of only ten public research universities accorded this prestigious status including the University of North Carolina Chapel Hill, UCLA, the University of Minnesota, Arizona State University and Michigan State University.

- PHILIP BOOTH

USF4YOU

When Educational Outreach staff were discussing ways to increase USF's enrollment at the graduate level, they found an opportunity in an underserved audience—working professionals contemplating a post-baccalaureate education.

■ “There are a large number of people who want to attend USF and they haven't known how to approach us,” says Lagretta Lenker, director of Metro Initiatives and Graduate Certificates.

“We realized we could create a pathway into the university for working professional students, whether they were seeking a degree or some other credential, to explore all of the credit and noncredit options available at the university,” adds Kathleen Moore, associate vice president for Academic Affairs and Educational Outreach. “We designed a service to help students identify their education and career goals and direct them to a program or course of study that will get them there.”

Called USF4YOU, the new service is a one-stop portal for adult working professionals to access USF programs and services. Prospective students call 1-888-USF4YOU and speak with a consultant who helps them evaluate and choose from a variety of programs, including graduate certificates, professional master's degrees, bachelor's degree completion options, distance learning and noncredit continuing education programs.

The program is working. In just one semester, supported by a comprehensive advertising and marketing campaign, USF4YOU made more than 500 referrals of students to academic degree programs, mostly at the graduate level.

“It has been so terrific to help people fulfill their



LAGRETТА LENKER, KATHLEEN MOORE AND GERENE THOMPSON SAY THAT IN JUST ONE SEMESTER, USF4YOU MADE MORE THEN 500 REFERRALS OF STUDENTS TO ACADEMIC DEGREE PROGRAMS.

goals or point them in the right direction,” says Lenker, whose entire career has involved helping adults return to school.

Employers interested in helping employees advance—educationally and professionally—are taking note. In fact, the USF4YOU office has received several requests for presentations from Tampa Bay area businesses. “Employers appreciate the help to best use their education and staff development dollars,” Moore says.

In the Tampa Bay area, competition for graduate students today is fierce and includes both out of state and for-profit entities. Often the programs can be very expensive and confusing.

“USF is a state university, and we have a responsibility to facilitate access,” Moore says. “We have programs of high quality and

offer all the benefits of a public university, including world-class faculty, extensive student support services and a research library.”

Moore hopes to see the service expand its reach to other prospective post-baccalaureate students not currently working—people who have completed one career, for example, but are not ready to retire. “Everything we know about careers tells us that people change jobs five or six times in their lives,” she says. “We know they need a single place to explore options and obtain referrals.”

The key to the success of USF4YOU thus far is the people behind it, says Moore. And, adds Lenker, the individualized attention. “When you are working with the adult population, it really is a one-on-one process.”

“The decision to return to school is not a five or six-week decision. It can be a two or three-year decision. When people considering this step see the opportunity to explore their options, they're eager to take advantage.”

—ANN CARNEY



NEW PARTNERS FOR MARINE RESEARCH

PHILIP BOOTH

Marine exploration and discovery efforts in ocean science, maritime industry and port security will attract international attention to the newly launched SRI-St. Petersburg, affiliated with USF's College of Marine Science and its Center for Ocean Technology (COT).

Marine technology research and development is the primary focus of the high-profile technology research center, officially approved by Governor Jeb Bush on November 30.

SRI-SP, a 30,000 square-foot facility expected to be built at a cost of \$10 million, is the result of an innovative public-private partnership among USF, the State of Florida and Silicon Valley-based research and technology giant SRI International. The research center will be permanently located at the Port of St. Petersburg in the USF-St. Petersburg area, and initially will employ 40 staff members from COT.

"SRI continues the strong tradition of the USF College of Marine Sciences conducting, sponsoring, and recruiting world-class research and technology with direct market applicability," said USF President Judy Genshaft. "I pledge USF's continued support to SRI and

welcome them as our newest partner."

Governor Jeb Bush applauded the launch of SRI-SP, and the collaborative effort that attracted the facility to St. Petersburg.

"The expansion of SRI's world-class research and development (R&D) operations into the Tampa Bay area exemplifies Florida's attractiveness to premier R&D institutes worldwide, and validates the strength of our marine science and research foundation," said Bush. "The presence of SRI will have a tremendous impact on the continued growth of our bio-sciences base. I have been distinctly honored to work with the Florida Legislature to support the expansion of SRI into Florida, and I applaud the outstanding collaboration of our academic, economic development and statewide leaders to successfully bring this visionary project from idea to reality."

Curtis Carlson, president and CEO of SRI International, points to St. Petersburg as the perfect home for the firm's next major center.

"Ocean science and technology are a growing national priority, and SRI's reputation has been built on providing high-value innovations to our clients. When we decided to broaden our R&D to include marine technology,

"The expansion of SRI's world-class research and development operations into the Tampa Bay area exemplifies Florida's attractiveness to premier R&D institutes worldwide and validates the strength of our marine science and research foundation."

-Governor Jeb Bush

Florida—and the Tampa Bay area in particular—became the logical choice," Carlson said. "The institutional infrastructure is in place, and the broad-based support we have received already creates momentum and terrific potential for our new operation."

SRI's five-year goal for the center is to employ 100 staff members actively involved in research, engineering and the process of bringing innovative products to the market. Marine sciences, maritime security, bio-medical sciences, nanotechnology, and energy and the environment will be the



PHILIP BOOTH

PRESIDENT JUDY GENSHAFT WELCOMED SRI AT A PRESS CONFERENCE HELD AT THE KNIGHT OCEANOGRAPHIC RESEARCH CENTER AT USF ST. PETERSBURG IN NOVEMBER.

emphases of SRI-SP, to be locally managed within SRI's Engineering and Systems Division.

SRI-SP will be home to several high-impact collaborations with USF and other regional economic, academic and research organizations, including:

- PharmAdvance, a Florida version of SRI's successful PharmaStart model for translational drug development
- Regional Economic Development Study, prepared by SRI's Economic Development group in coordination with regional agencies
- Port Security Initiative, a multi-institution program creating a center of excellence for port and maritime security in Florida
- Center for Independent Aging, designed to assess and develop technologies and policies impacting social,

technological and economic issues associated with an aging population

The expected economic impact of SRI-SP over 10 years is dramatic. The center is expected to bring as much as \$172 million to the local economy, and create a total of 200 jobs. The Governor's Office of Tourism, Trade, and Economic Development worked closely with Enterprise Florida, Pinellas County Economic Development, Pinellas County Board of County Commissioners, City of St. Petersburg, USF and the Tampa Bay Partnership to secure this project for Florida.

"USF is an important economic driver in St Petersburg and the region," said Genshaft, USF president and the new chair of the Tampa Bay Partnership. "I am confident more high technology companies will join SRI in making the

Tampa Bay region home."

Officials with USF, SRI International and the governor's office announced the launch of SRI-SP during a press conference at the Knight Oceanographic Research Center at USF-St. Petersburg.

Genshaft, Carlson, St. Petersburg Mayor Rick Baker and Pinellas County Commission Chair Ken Welch were among those who offered remarks during the press event.

Funding for SRI-SP is derived from a variety of sources, including a \$20 million Innovation Incentive Fund, provided by the State of Florida to cover SRI-SP's operating costs for its first three to five years; \$5 million from the City of St. Petersburg, by way of a grant from the Florida Seaport Transportation and Economic Development Council; \$5 million in matching funds from Pinellas County; and \$3.5 million in salary and personnel support from USF. The City of St. Petersburg will lease the center's site to SRI at a nominal cost.

SRI International, formerly known as Stanford Research Institute, is a research and commercialization firm with 60 years of experience in technology development. SRI, with more than 2,000 staff members and consolidated revenues of \$390 million in 2005, has pioneered many technologies that have played a vital role in U.S. economic and technological growth.



BRIGADIER GENERAL LUIS VISOT LOOKS ON AS USF PRESIDENT JUDY GENSHAFT ACCEPTS SEVERAL 9/11 ARTIFACTS TO BE DISPLAYED IN THE JOINT MILITARY LEADERSHIP CENTER.

BREAKING NEW GROUND

PHILIP BOOTH

Construction of the Joint Military Leadership Center (JMLC), the new \$10.4 million home of USF's Army, Marine, Naval and Air Force Reserve Officer Training Corps (ROTC) programs, officially began September 11. Groundbreaking for the center coincided with USF's observances of the fifth anniversary of the 2001 terrorist attacks.

During the hour-long ceremony,

attended by about 225 officials and ROTC students, USF President Judy Genshaft accepted several artifacts to be displayed in the center when completed in late 2007. Among the artifacts: A square of steel recovered from the World Trade Center and soil obtained from the Shanksville, Pennsylvania crash site of United Airlines Flight 93.

Congressman C.W. Bill Young, sponsor of the \$6 million federal grant that helped fund the center, attended along with state representatives Kevin C. Ambler and

The center is home of the nation's only joint program for ROTC units from the Army, Marine Corps, Navy and Air Force.

Richard Glorioso; USF Provost Renu Khator; Brig. Gen. Luis R. Visot, executive director of the center; USF Board of Trustees Chair Rhea Law; and Tampa Mayor Pam Iorio.

The center, home of the nation's



PHOTOS: JOSEPH GAMBLE

CONGRESSMAN C.W. BILL YOUNG (R-INDIAN SHORES), SPONSOR OF THE \$6 MILLION FEDERAL GRANT THAT HELPED PROVIDE FUNDING FOR THE CENTER, SPOKE AT THE CEREMONY WHICH WAS ATTENDED BY ABOUT 225 OFFICIALS AND ROTC STUDENTS.

only joint program for ROTC units from the Army, Marine Corps, Navy and Air Force, is a four-story, state-of-the-art facility located on Maple Avenue immediately north of the USF Recreation Center.

In addition to providing four classrooms and a 360-seat auditorium for ROTC programs and administrative offices for the JMLC, the center will offer two, 200-seat auditoriums and classroom space for use by the entire university.

More than 320 undergraduate men and women participate in the

ROTC programs at USF, one of only 38 campuses in the nation offering ROTC programs from all Armed Forces. Many of those participating in USF's ROTC programs are undergraduate students at nearby colleges and universities that do not have their own ROTC program, faculty or facilities.

"Nowhere else on any university campus is there a joint ROTC program," Genshaft said during the ceremony. "It is making an historic impact."



A DOSE OF REALITY

BY SHERYL KAY

When USF medical student Peaches Orallo started a unit of her third-year program, she found the material unfamiliar, and frankly a bit daunting.

As part of a 16-week program in primary care medicine that addresses special needs populations, Orallo began a unique module on patients with disabilities. USF offers one of very few such formal programs in the country.

"It's not something I had ever come into contact with every day," says Orallo. "It was like a disconnect. I never thought I might have

addressing adults with physical, sensory, intellectual and developmental disabilities.

"This is our attempt to deal more in depth with issues that might not be addressed on a daily basis in medical school," says Dr. Laurie Woodard, associate professor of Family Medicine and one of the initiators of the course. "These are populations that need a little bit of extra attention, and attitudinal, financial and physical barriers prevent us from doing so."

For decades, most of the medical needs of developmentally disabled (those whose disabilities, mental and/or physical, occurred during

sometimes complex, requirements.

"Doctors reflect society, and have the same biases," says Woodard.

"Clearly it's become an issue to find adult providers who are willing or able to deal with people with developmental disabilities."

Caution about approaching the unfamiliar, along with curricular time constraints, have left medical schools neglectful of addressing the issues their students will face with patients with disabilities.

Still, the need to teach about the unique requirements of this population is real, and growing. According to a recent Surgeon General's report, one in five Americans are living with some form of a disability. Yet a separate study by the Special Olympics indicates that an adult with an intellectual disability would have to visit 50 primary care doctors to find one with even minimal training in the care of this population.

"Every physician, regardless of specialty, will encounter patients with disabilities," says Dr. Kira Zwygart, assistant professor and clerkship director for the Primary Care and Focus on Special Populations clerkship. "For that reason, we believe it is important for future physicians to learn some basics about the care of these patients, and about issues that are important to them."

The unit offered at USF begins with the strong declaration that

"Every physician, regardless of specialty, will encounter patients with disabilities. For that reason, we believe it is important for future physicians to learn some basics about the care of these patients, and about issues that are important to them." – Dr. Kira Zwygart

to help someone out of a wheelchair and on to the exam table one day. When I started this unit, I was afraid I might physically hurt them, or offend them in a certain way."

Orallo's timidity is in part what motivated faculty and administrators in the College of Medicine to design a course component

childhood) have been tended to by pediatricians, notes Woodard, even as the patient got older. As medicine becomes more specialized, the disabled, like all people, require the medical attention of various physicians, and most doctors have not been prepared to work with this population and its unique,



ERIC YOUNGHANS/USF HEALTH

UNDER THE GUIDANCE OF DR. LAURIE WOODARD, ASSOCIATE PROFESSOR OF FAMILY MEDICINE, USF MEDICAL STUDENT PEACHES ORALLO IS LEARNING TO ADDRESS THE SPECIALIZED NEEDS OF ADULT PATIENTS WITH DISABILITIES, LIKE ROBIN STAWSKI.

physicians must see the disabled as people first, and as disabled second.

"We'd like our students to be able to walk into a room and see the person, and not be totally distracted because the person may be in a wheelchair or may be non verbal," Woodard says.

To that end, the module places students in many different real-life situations with the disabled population, from home appointments to calls at community centers, on-campus visits, panel discussions, and practice interviews and exams.

Cristina Spiegel coordinates the students' visits with various organizations and neighborhood programs. Something like this has

never been done before," says Spiegel. "They've never had medical students reach out to them before. It gives these groups a sense of positive support."

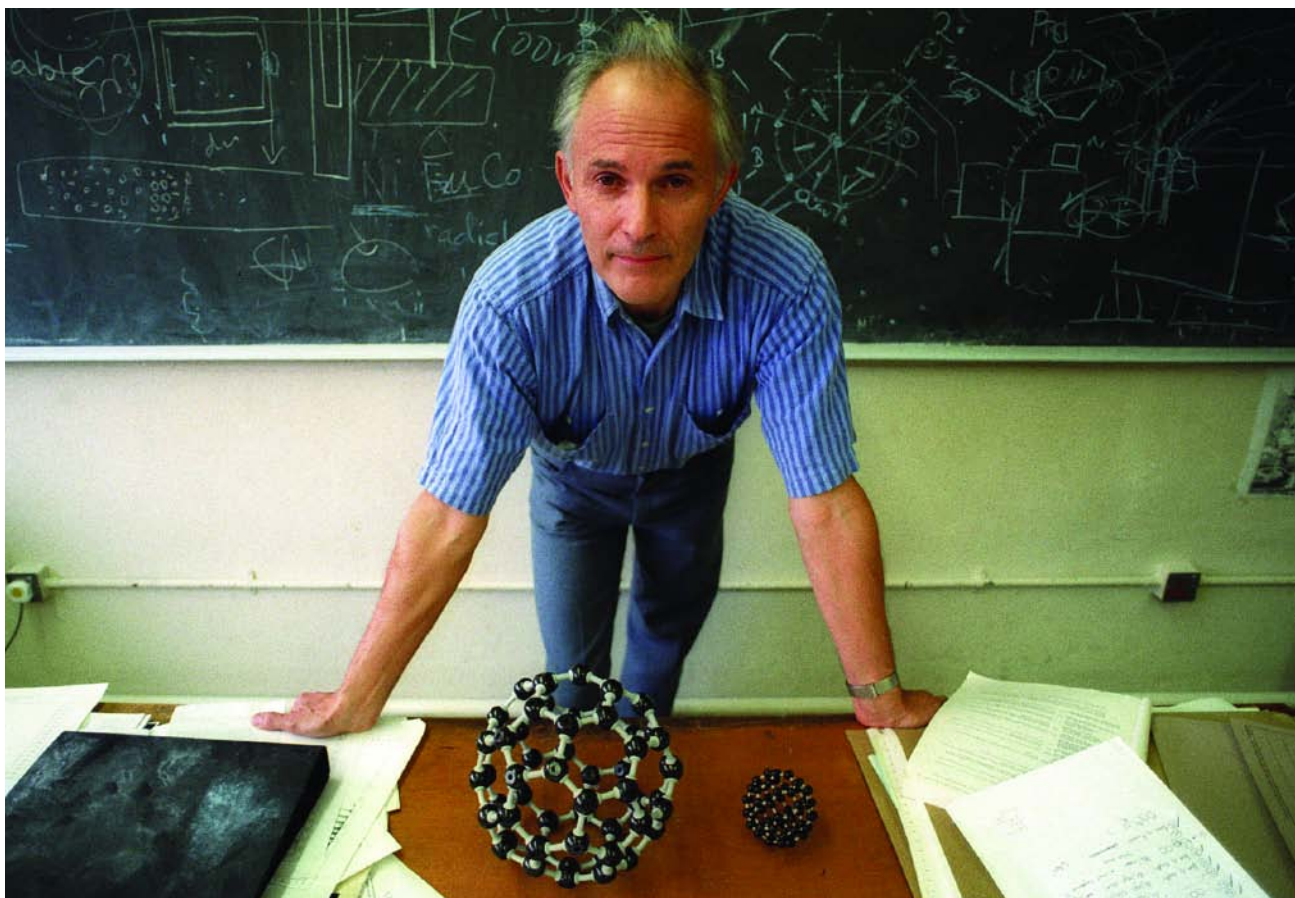
Students are also offered sensitivity training where they are put in simulated situations like being blind folded, or seated in a wheelchair, to get a small inkling of what that disability might be like.

Since its inception, about 120 students have passed through the unit, and the heightened awareness is evident. Students feel more at ease and therefore better able to care for these patients in the clinical setting.

"I've definitely made a connect

now," says Orallo. "Now I'm not afraid to ask a patient 'do you mind if I put you on the table.'"

"If medical students can learn to be empathetic with patients who have disabilities—if they can take care of them and be thoughtful and courteous—that will transfer to all of their patients," Woodard says. "We take an oath to take care of our fellow humans. I'm hoping from this course the students will develop a sense of responsibility and desire to care for all people that are in need, especially people who may appear on the surface to be a little different."



NOBEL LAUREATE SIR HAROLD W. KROTO, WITH MODELS OF FULLERENES IN 1996, SPOKE ON CAMPUS IN NOVEMBER. NOBEL PEACE PRIZE HOLDERS DESMOND TUTU AND WANGARI MAATHAI ALSO LECTURED ON CAMPUS IN 2006.

Nobel Visitors

In November, the Nobel Laureate Sir Harold W. Kroto, known for attaching Buckminster Fuller's name to a molecule he discovered spoke at the Sam & Martha Gibbons Alumni Center Traditions Hall.

■ Kroto is known for his co-discovery of what is popularly known as "buckyballs," but formally called buckminsterfullerene, a form of pure carbon. The spheroid molecule, consisting of 60 carbon atoms, resembles the pattern on a soccer ball. The shape reminded Kroto of the late architect and inventor's geodesic domes. Kroto won the Royal Society's prestigious Michael Faraday Award in 2001 for his contributions to furthering public communication

of science in the United Kingdom.

Kroto is one of numerous Nobel Laureates to lecture at USF since 1968.

The first Nobel Laureate to lecture at USF was Willard Libby in 1968. Libby was recognized with the Nobel Prize in Chemistry in 1960 for his work on carbon dating. Since that time there have been at least 16 others. The majority were part of the

Subsequent to his visit, Ivar Giaever accepted an appointment as chair of the Physics Executive Advisory Board in 2004, a position he continues to hold. A third Physics Nobel Laureate, Charles H. Townes, was on hand to accept an honorary doctoral degree from USF in 1988.

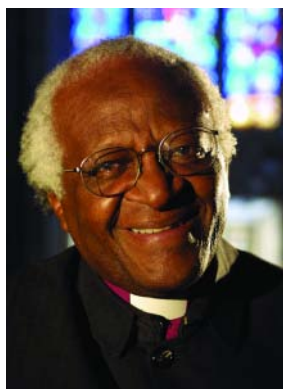
In addition, the University Lecture Series, in cooperation with the Humanities Institute, presented Nobel

"Tremendous vision inspires the work of people who merit the Nobel Prize and we value the opportunity to have our students and faculty learn from and interact with them." -John Skvoretz

chemistry lecture series.

The Physics Department also has hosted two Physics Nobel Laureate lecturers and convinced one to stay.

Peace Laureates, apartheid opponent Archbishop Desmond Tutu and environmental activist Wangari Maathi to the university community and the



DESMOND TUTU



WANGARI MAATHAI



NAOMI YAVNEH

Patel Foundation brought Muhammad Yunus, founder and president of the Grameen Bank in Bangladesh, to address a gathering in honor of his being awarded the foundation's Global Citizen Award. He became a Peace Prize recipient a few months later.

"Tremendous vision inspires the work of people who merit the Nobel Prize and we value the opportunity to have our students and faculty learn from and interact with them," says John Skvoretz, dean, College of Arts and Sciences.

Nobel Laureates who have spoken at USF

Sir Harold Kroto, Chemistry, 1996
Wangari Maathai, 2004 Peace Prize
Archbishop Desmond Tutu, 1984 Peace Prize
Muhammad Yunus, 2006 Peace Prize
Dr. John C. Polanyi, Chemistry, 1986
Frank Wilczek, Physics, 2004
Dr. William D. Phillips, Physics, 1997
Horst Stormer, Physics, 1998
Ivar Giaever, Physics, 1973
John Polanyi, Chemistry, 1986
George Hitchings, Physiology, 1988
Herbert A. Hauptman, Chemistry, 1985
Jerome Karle, Chemistry, 1985
Gertrude Elion, Physiology, 1988
Charles H. Townes, Physics, 1964
Derek Barton, Chemistry, 1969
R. Bruce Merrifield, Chemistry, 1984
Herbert C. Brown, Chemistry, 1979
Melvin Calvin, Chemistry, 1961
H. Gobind Khorana, Physiology, 1968
Willard F. Libby, Chemistry, 1960

-BARBARA PERKINS

Faculty First

Naomi Yavneh appears to be as comfortable searching into the past as she is delving into contemporary issues. And, because of her considerable contributions in and beyond her field, she was chosen by USF Women in Leadership & Philanthropy (WLP) as the recipient of its inaugural Faculty Research Recognition Award.

■ The director of undergraduate research and associate professor of humanities, Yavneh is a major figure in Italian Renaissance studies and yet managed to create an innovative new research course entitled "Hurricane Humanitarian and Social Interventions" that produced substantial media attention last summer. She received a \$5,000 grant to support continued research and one year's honorary membership in WLP.

"We developed this award to recognize USF faculty whose research and creative efforts focus on women and related issues in a significant way," says Juel Shannon Smith, WLP executive director. "The recipient also had to demonstrate active involvement in the academic community and a contribution to the institutional welfare of women at the university."

Yavneh, who holds a PhD in literature from the University of

California, Berkeley, is the 2006 president of the Society for the Study of Early Modern Women (SSEMW). She has co-edited and contributed to two books: *Gender and Sibling Relations in Early Modern World: Thicker than Water* and *Maternal Measures: Figuring Caregiving in the Early Modern Period*, which won recognition as the 2000 Outstanding Collaborative Project from SSEMW. She also is a former president of the Modern Language Association's Caucus for the Modern Languages.

Stuart Silverman, dean of the Honors College, says, "Her work is nothing short of spectacular. She has invented a new kind of interdisciplinary research experience for undergraduates and is responsible for expanding our annual undergraduate Research Symposium to high school students."

"Her work draws on material as varied as literary art, theological treatises, obstetrical treatises, visual art, the Bible and recent feminist theory, as well as her own experience as an American academic woman and mother," says Silvio Gaggi, chair of Humanities and American Studies. Calling Yavneh "a true interdisciplinarian," he adds, "She is an energetic and immensely popular teacher and she is a leader beyond her teaching and scholarship."

USF Women in Leadership & Philanthropy also has supported four research projects in conjunction with the Hillsborough County Commission Committee on the Status of Women on employment, health, housing and child care.

-BARBARA PERKINS

First in the Family

What's the real world impact of USF First Generation Scholarships? The scholarships, the first of which were presented at a September reception at the new USF Athletic Training Facility, let students be students: The funds help students, who will be the first in their families to graduate from college with a bachelor's degree, to work less, and study more.

■ That's been the experience of Ciera White, a junior studying criminology and planning on a career in law, and fellow students Sylvester Coston and Elsie Alvarado.

"When I received the scholarship, I was able to cut back on my hours," says White, who graduated with honors from Hardee Senior High School in Wauchula. White previously worked 25 hours a week and relied on her mother for financial assistance.

"I have more time now to focus on studying and getting everything ready to apply to law school," White says. "I can manage my time better without having to focus on work or having to depend on my mom or my family for extra expenses."

"This was something that my mother and my grandmother and my great grandmother didn't have the opportunity to do," she adds. "I hope that I can be a role model for children everywhere around me. I hope it motivates my mom and other family members to earn their own college degrees."

White, who initially studied athletic training, switched to criminology after a summer stint assisting deputy clerks in Hardee County's Juvenile Justice Department.

"I helped them with getting their documents ready, and I also attended court with them," she says. "I also got a chance to sit in on the jury selection for a couple of trials. I learned how the process works. I'm



USF FIRST GENERATION SCHOLARSHIP RECIPIENTS SYLVESTER COSTON, CIERA WHITE AND ELSIE ALVARADO PLAN TO PAY IT FORWARD.

a people person, and I love helping others whenever I have the opportunity to do so."

Approximately \$967,000 in scholarship funds, including monies donated by Publix Supermarkets

First Generation Scholarships during the 2006-07 academic year," says Pete Fazio, director of the University Scholarship Office. These students are currently enrolled full time at USF, have significant finan-

"I see myself as raising the bar for the rest of my family members, to show them that it's possible." - Sylvester Coston

Charities, Genesis Financial Management Inc., the Krewe of Sant'Yago, and donors to the Latino Scholarship Program and the Jim and June Grant Foundation, have been awarded to First Generation Scholars. "At least 500 USF students are expected to be provided with

cial need and have demonstrated academic success.

Through the First Generation Matching Grant Program, the state of Florida matches, dollar for dollar, up to \$967,000 provided by private donors to USF. Thus, USF may award up to \$1.934 million in First Generation

Scholarships based on donations committed to this program.

Coston, a sophomore headed for a degree in mass communications and a career in film and television production, also is pleased by the impact of the First Generation Scholarship on his studies.

"The time I was putting into work I can now spend on studying and going over my coursework," says Coston, a graduate of Robinson High School in Tampa. "It saves me a lot of working time."

Coston, the first in his family to graduate from high school and the first to go to college, echoed White's hopes for the indirect results of his college studies, in terms of affecting siblings and cousins.

"I see myself as raising the bar for the rest of my family members, to show them that it's possible," he says. "My younger cousins got excited about me going to college."

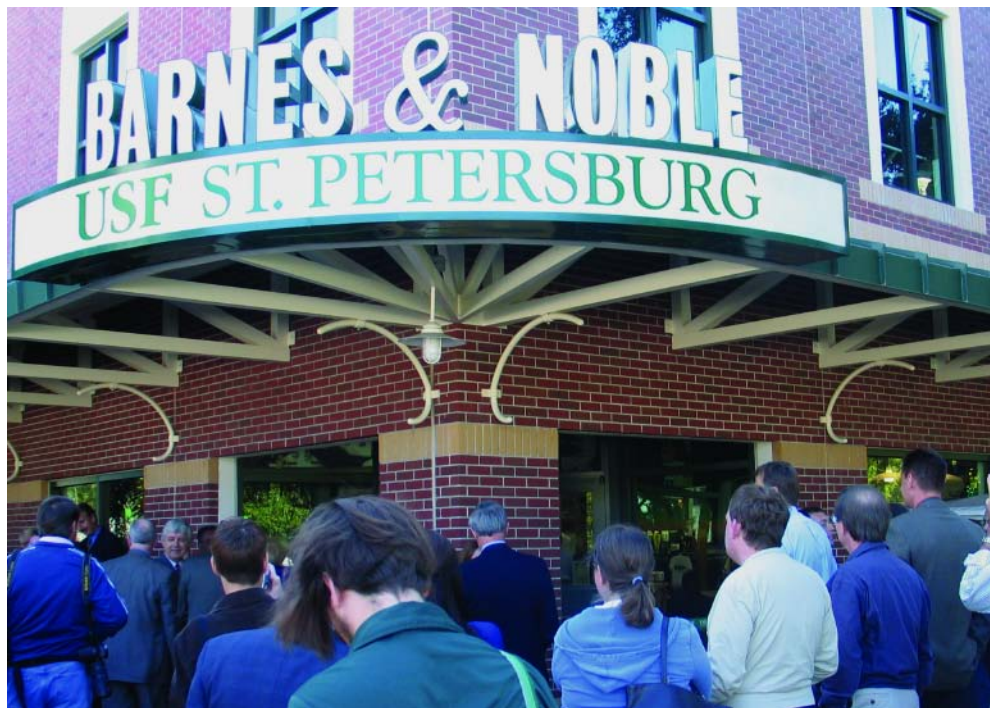
Alvarado, a freshman taking pre-med classes, agrees with Coston and White on the difference that her First Generation Scholarship has made, in terms of enabling her to focus more intently on her school work.

"I have a work-study job on campus, and I would probably be working more hours there if not for the scholarship," she says.

Alvarado, a graduate of Middleton High School, with family roots in Puerto Rico, hopes to someday use her medical expertise to help underprivileged people in Latin America, Africa and elsewhere. She has already gained practical experience, shadowing nurses at St. Joseph's Hospital in Tampa.

"I always liked helping people," she says. "I'm thinking about going to poor countries and helping people there. They don't have enough medical support. I just want to help them, and to teach them how to take care of themselves."

-PHILIP BOOTH



USF ST. PETERSBURG'S NEW BARNES & NOBLE OPENED IN THE FALL. USF FACULTY AND ADMINISTRATION, BUSINESS AND COMMUNITY REPRESENTATIVES AND LOCAL RESIDENTS FLOODED THE STORE.

Well Read

Faculty, staff, students and community members recently celebrated the grand opening of Barnes & Noble USF St. Petersburg—the first major chain bookstore in downtown St. Petersburg.

■ The 10,000 square-foot superstore, located on the USF St. Petersburg campus, includes a special section for faculty authors, an expanded reading section and a café featuring Starbucks® products. The store is open seven days a week.

"I love it. I love books and bookstores, and I love coffee. So this is a perfect combination for me. It rounds out downtown," said St. Petersburg Mayor Rick Baker at the grand opening event in October.

For students, the superstore is a welcome addition.

"It's a great place for students to

meet up for study groups or even to grab a quick bite to eat," says Megan Willoughby, Student Government president. "There is a steady stream of students walking to and from the store throughout the day."

Children from the YWCA Family Village Pre-K class visited the store on opening day for its first story time by College of Education student Melissa Harvey.

"It's great to walk by the store and see the campus and community enjoying our bookstore," says Karen White, regional chancellor. "It has helped make downtown and the campus more vibrant."

The opening of the new bookstore came just in time for the St. Petersburg Times Festival of Reading and correlates with USF St. Petersburg and the city's recent growth. The university just opened its first residence hall and parking garage in August.

-ERIKA LLENZA

HATS ON

BY SHERYL KAY

Today's skin cancers are rooted in yesterday's sunburns.

"There is no such thing as a healthy tan," says Dr. Richard Roetzheim, professor of Family Medicine at USF's College of Medicine. "Tanning is the skin's attempt to protect itself from the damage being done by the sun, and many skin cancers that adults get are from exposures during childhood."

After watching the incidence of skin cancer reach "epidemic proportions" in his own family practice, Roetzheim searched for ways to help prevent the onslaught, only to realize he was 40 or 50 years too late for

Now in its second of four years, the USF researchers are monitoring children's compliance with wearing protective hats while playing outside, as well as measuring changes in the health of these children's skin during the study.

While including information about the importance of sunscreen, the educational study emphasizes the added benefit of hats as a skin cancer prevention measure.

"In earlier studies looking at the use of sunscreen at the beach, we observed that parents tend to miss areas like the back of neck or ears when applying sunscreen to their children and rarely do they reapply

"Many skin cancers that adults get are from sun exposures during childhood. The key to skin cancer prevention is to start limiting sun exposure early in life by shading children's skin." — Dr. Richard Roetzheim

most of his patients. Since people receive more than 80 percent of their total lifetime sun exposure before age 18, he realized the key would be to start limiting sun exposure early in life by shading children's skin.

This prompted Roetzheim to apply for, and ultimately receive, a \$1.3 million grant from the National Cancer Institute for a study called Sun Protection for Florida's Children. Roetzheim is working with the community-based health education organization More Health and USF faculty members in interdisciplinary oncology, psychology and pediatrics.

the child's sunscreen after swimming," Roetzheim says. "So, putting on sunscreen appears to offer a false sense of security that may keep people from wearing a hat, staying in the shade or reducing the amount of time spent in the sun."

This year the Sun Protection Program was rolled out at 23 elementary schools across Hillsborough County. Almost 2,000 fourth graders have been given specially designed light-weight, tightly woven hats with two-inch-wide brims designed to shade the most vulnerable part of the head, face and neck. The hats are

worn while playing outside (one remains at school, and one goes home with each child). Half of the schools are the control group, and do not receive hats.

Teachers and administrators have been encouraged to participate too.

"We knew there would be some social factors that might keep individual kids from wearing a hat, so we decided to do it as a group thing, where they have the support of everyone in the whole grade, and they can model the teachers' behaviors," Roetzheim says.

Project Director Seft Hunter has launched the study by visiting the schools and presenting age-appropriate classes on skin cancer and prevention.

"It's all about social marketing," Hunter says. "We want to make sure we've packaged the message in a way that is effective for fourth graders, not to scare them, but to educate them and empower them."

While children volunteer to be in the project, they are not required to





JOSEPH GAMBLE

DR. ROETZHEIM'S STUDY ENCOURAGES YOUNG CHILDREN TO WEAR HATS WHILE PLAYING OUTDOORS TO LIMIT THEIR SUN EXPOSURE EARLY IN LIFE. NEARLY 2,000 HILLSBOROUGH COUNTY FOURTH GRADERS WERE GIVEN SPECIALLY DESIGNED HATS AS PART OF THE SUN PROTECTION PROGRAM.

wear the hats, so their compliance is monitored by Hunter and other trained observers who visit the various schools.

Additionally, five students randomly selected from each class were each examined for the numbers of moles on the skin, as well as the amount of skin pigment melanin. These students will be examined again at the end of the school year. More or larger moles, or more melanin, will indicate sun damage.

Susan Marohnic, principal at Lillian Symmes Elementary School in Riverview, oversaw the implementation of a pilot program at her school last year, and is tremendously excited about its future potential.

Before the pilot study, Marohnic says, she never saw children wearing hats on the playground unless it was a special event or a designated hat day (while wearing hats is not allowed in classrooms, it has always been permitted outside during recess and gym). Today, she says, she not

only sees the wide-brimmed hats at school, but often in backpacks of children who were not even part of the study.

"This small pilot created awareness among the children, and the result will be much more far reaching than any of us could have anticipated," she says.

It's an overwhelming feeling for Marohnic whose own son is a skin cancer survivor. First diagnosed with melanoma, the most serious form of skin cancer, when he was only 13, he endured five different surgeries, and is one of the lucky ones. Now 26, he has been cancer-free for six years.

Mary Kay Foody, mom of 10-year-old Trey who participated in the pilot last year at Corpus Christi Catholic School in Temple Terrace, echoed Marohnic's commendations.

Foody, an oncology nurse, says both of her children swim in an outdoor pool six days a week, and it has always been a struggle to convince

Trey to wear sunscreen.

"I used to have to literally chase him around the house," she says, "and now he actually reminds me to apply his sunscreen."

While Trey did not continue wearing the protective hat, he is much more aware of sun exposure and the damage it causes, and for that, Foody is grateful.

"I don't think we can ever be too careful here in Florida," she says.

Roetzheim noted that while those living closer to the equator might experience more days of constant sunshine, sun exposure can cause damage no matter where someone lives.

In his effort to protect his own two children, Roetzheim puts into practice the same behaviors he wants them to emulate.

"You'll never find me outside without my hat and my beach umbrella," he says. "It's a struggle, but you have to stay on top of it for the kids' sake."

THE WORLD OF LUCY'S CHILD

BY RANDOLPH FILLMORE

USF geologist husband and wife team Jonathan Wynn and Diana Roman have reported on the world's oldest fossil remains of a juvenile female, early pre-human ancestor. The *Australopithecus afarensis* was discovered in Dikika, Ethiopia. The geologists' findings were published in the September 21 issue of *Nature*. The coverage served as the magazine's cover story, "A Child of her Time." Roman also was quoted in the December 2006 issue of *Scientific American* on how the fossils were dated at 3.3 million years old.

Because the new fossil was found in the region of Ethiopia where similar adult female fossils called "Lucy" were found in 1974, the popular press dubbed the new 3.3 million-year-old child fossil bones "Lucy's child."

"Not only is this fossil the oldest juvenile hominid discovered to date, the fossil is remarkably well preserved for a specimen of such antiquity," says Wynn. "Juvenile specimens in such a pristine state of preservation are known from much later species, such as the



USF PROFESSORS OF GEOLOGY JONATHAN WYNN AND DIANA ROMAN RECENTLY RETURNED FROM ETHIOPIA WHERE THEIR RESPECTIVE FIELDS COINCIDE TO DEFINE THE WORLD OF LUCY'S CHILD. ROMAN'S WORK DETERMINES HER AGE, AND WYNN'S DESCRIBES THE ENVIRONMENT WHERE SHE LIVED.

Neanderthals, while most of the early pre-humans are known from a few teeth and isolated, disarticulated bones."

Scientists found the 3-year-old child's almost complete skull associated with scapulae (shoulder bones) and clavicles, some vertebrae, some rib bones and fingers, parts of leg bones and metatarsals. All were buried, most likely by a flood, soon after the child died. The more non-human-like nature of the shoulder, leg and finger bones have led scientists to specu-

late that this *Australopithecine* may have spent considerable time climbing in trees as well as walking the earth. More delicate bones, such as the hyoid bone (important for human speech) and scapula, are preserved in anatomical precision. The "Lucy's child" fossils present a nearly complete upper body and face, with brain features preserved in good detail.

"This unique preservation will provide anthropologists with many clues as to early human adaptations such as upright walking and

THE TEAM WORKS ON THE DIKIKI RESEARCH PROJECT IN THE AFAR REGION OF ETHIOPIA. LOCAL PEOPLE OF THE AFAR AND ISSA TRIBES ARE HIRED BY THE SCIENTISTS AS GUIDES. FOSSILS ARE DATED BY THE STUDY OF “TUFF”—VOLCANIC ASH FOUND IN THE LAYERS OF SOIL.



the potential for—or lack of—the capacity for speech,” notes Wynn.

Wynn provided geological expertise to help explain the geological context of the find, noting that the unique state of preservation of this fossil is a direct result of the geological environment in which it lived 3.3 million years ago.

“In this part of Ethiopia’s developing rift valley, the floor of the rift was dropping down very rapidly due to the spreading of Earth’s crustal plates that define the rift zones of East Africa,” explains Wynn. “Rapid rates of tectonic activity provided the setting for rapid accumulation of sediments, perhaps from a flood, which buried the fossil shortly after death.”

Encapsulated in sediment as a corpse, the fossilized bones were excavated by anthropologists more than three million years later.

“We provided answers about the paleoenvironment and the complex geological history of the site,” says Wynn. “We were also able,

through an examination of the local geology, and especially the active volcanic history of the region, to provide a solid geological date for the fossil.”

Roman, a volcanologist, used chemical “fingerprints” preserved in volcanic glass around the fossil to identify unique eruptions of known geological age that were

nique that compares the relative amounts of potassium and argon in the feldspar crystals the ancient eruptions produced.

Volcanic activity not only helped date the fossils but may have formed an important backdrop to the “Lucy’s child’s” life millions of years ago.

“Volcanoes thought to have

USF geologists help explain the earliest known human ancestor—a 3-year-old pre-human child who may have lived in a volcano’s shadow.

subsequently used to “bracket” the age of the fossil.

Roman explains that “tephrostratigraphy,” a technique of examining volcanic ash layers above and below the fossil, produced a date range of 3.31 to 3.35 million years old for “Lucy’s child.” The ash was dated by a combination of paleomagnetic analysis and a tech-

been active during the time that “Lucy’s child” lived, and which are preserved in the geological record, may have also influenced the local environments and influenced the habitats she lived in,” suggests Roman.



THREE LIONS/GETTY IMAGES

High Anxiety

Purely psychological stress produces behavioral symptoms in animal models similar to those observed in people with Post Traumatic Stress Disorder, according to researchers at the University of South Florida and the James A. Haley Veterans' Hospital in Tampa.

■ Phillip Zoladz, a USF doctoral student in psychology, conducted the research with David Diamond, a research scientist with the Tampa VA and a professor of psychology and pharmacology at USF. Findings of the research, supported by a grant from the Veterans Administration, were presented in October at the Society for Neuroscience meeting in Atlanta.

"Rats were exposed to a cat for one hour," Zoladz says. "No physical harm came to the rats because of a barrier between the rats and cat."

Diamond and Zoladz reasoned that because rats have a powerful instinctual fear of cats, the inability of the rats to escape from the cat would be traumatic, and that the experience would be analogous to the terror that people feel in life-threatening situations.

The USF and VA investigators suggested that this research can serve as a tool to develop pharmacological treatments which may alleviate the symptoms of PTSD in people. "A substantial number of troops returning from the war in Iraq have been diagnosed with PTSD, according to the latest studies conducted by the U.S. Army," says Diamond. "As a result, there's an urgent need for research into the biological basis of PTSD to facilitate the development of treatments for this disorder."

Just as veterans of combat with PTSD have heightened anxiety that may persist long after they return to civilian life, rats displayed high levels of anxiety, an exaggerated response to being startled, and increased blood pressure long after they were exposed to the cat, explains Diamond.

"This animal model of PTSD will enable researchers to examine mechanisms in the brain that may be responsible for the pathological effects of traumatic stress on people," says Zoladz.

-RANDOLPH FILLMORE

Building a Smarter Cell Phone

Researchers at USF's Center for Urban Transportation Research (CUTR) and Department of Computer Science and Engineering are working on cell phone applications that can help keep you safer, tell you when to evacuate from a hurricane and even let you help law enforcement prevent or solve crimes.

■ Your next cell phone, in addition to being a communication tool, may be a friend indeed when you are in need. That's thanks to the development of the Wireless Safety/Security System (Wi-Via), which can gather and distribute massive amounts of information and send it where it needs to go over the Internet and mobile phone channels.

"A number of convenient, personalized services are possible with these advancements," says Sean J. Barbeau, a CUTR researcher working with a team developing new computer software applications using "location-based middleware" and "remote method invocation."

The next cell phone generation's Global Positioning System (GPS) will have the capability to determine within three to five meters your position in the event of an emergency, according to Barbeau. If a hurricane approaches, you can find out if you are in a mandatory evacuation zone. Likewise, bi-directional capabilities, like reverse 911 calls, can alert subscribers that they are in a hurricane evacuation zone as a storm approaches. Or, if



PAUL TEARLE/GETTY IMAGES

you dial 911 and send a picture to a dispatcher, that dispatcher can see the image you have sent and can be in contact with you at the click of a mouse. It will also relay a picture or video to first responders, who will be able to respond more effectively. Wi-Via technology can also help law enforcement tracking missing children.

"If an Amber Alert is issued for a missing child, a user responding to an alert could send a picture of a suspect and the suspect's location to a 911-like center," Barbeau says. "That picture could then be sent to other Amber Alert subscribers in the nearby area."

Barbeau has been invited to represent USF in an elite group of international experts developing a new software standard for mobile phones. USF is the only university asked to participate in the development process. The high-profile group includes hand-picked representatives from Motorola, Samsung, Sprint-Nextel, Cingular, Nokia, Sun Microsystems, Inc., Sony Ericsson, GPS hardware manufacturer Sirf, and European cellular providers Orange and Telecom Italia.

With funding support from both the Florida and U.S. Departments of Transportation, CUTR and the Department of Computer Science and Engineering at USF are developing a variety of location-aware cell phone applications. USF has pioneered research in this area of technology and will now bring its experience and expertise to the development group.

- RANDOLPH FILLMORE AND PHILIP BOOTH

A Beneficial Delay

Treating dementia patients with cholinesterase inhibitors (ChE-Is) may delay placement into nursing homes while providing improved quality of life and helping preserve personal and societal resources. That's according to researchers from USF's Louis de



GETTY IMAGES

USF RESEARCH SHOWS THAT TREATING PATIENTS WITH CHOLINESTERASE INHIBITORS, LIKE ARICEPT, EXCELON AND RAZADYNE, MAY DELAY NURSING HOME PLACEMENT BY AS MUCH AS THREE AND A HALF MONTHS.

la Parte Florida Mental Health Institute's (FMHI) Department of Mental Health, Law and Policy and the School of Aging Studies. Their findings were published in the September issue of *Alzheimer's Disease and Associated Disorders*.

■ "Dementia is a very debilitating condition," says co-author Ross Andel of the School of Aging Studies and the Florida Alzheimer's Disease Research Center. "It affects up to 10 percent of adults over 65 and can account for up to 70 percent of the long-term care, nursing home population. This study provided evidence that treatment with ChE-Is can delay nursing home placement by an average of three-and-a-half months, possibly as a function of temporary stabilization of cognitive and functional abilities."

According to the Alzheimer's Association, ChE-Is are designed to increase levels of acetylcholine, a chemical messenger involved in memory and thought processing. The drug, first approved by the FDA in 1993, is known by several trade names, including Aricept, Exelon and Razadyne.

To carry out the study, researchers used records from the Florida Medicaid program to follow separate groups of patients over age 60 with dementia who were either taking or not taking ChE-Is and had not been placed in a nursing home.

"The group of patients who were already taking ChE-Is were significantly older and included more women," says lead study author Marion Becker of FMHI. "That those taking ChE-Is were placed in a nursing home more than three months later than those not taking the drug has implications not only for patients and their families, but for controlling the rising costs of Medicaid."

Cost effectiveness is also a consideration when expensive drugs are used in the Medicaid system.

"The cost of the therapy can be off-set by the financial benefits that come with nursing home placement delay," Becker adds.

Nursing home care costs in Florida average approximately \$60,000 per patient. In 2003, nursing home costs in Florida amounted to \$2.5 billion.

-RANDOLPH FILLMORE

BATTLING THE DISEASES OF POVERTY

BY ANNE DELOTTO BAIER

Dennis Kyle has made a career out of battling deadly but neglected parasitic diseases in developing countries. A scientist who spends as much time in the field as in the laboratory, he has witnessed the tremendous burden of diseases like malaria—miscarriages among pregnant women, low-birth-weight babies, school children with physical and mental impairments and lost wages for afflicted workers.

But the reality hit home when he was working as chief of immunology and parasitology for the Armed Forces Research Institute of the Medical Sciences in Bangkok, Thailand. The 3-year-old son of a colleague in Nigeria contracted malaria and died within days.

"I thought I knew a lot about malaria, but then I learned how truly devastating the disease can be in a personal sense," says Kyle, a zoologist who recently joined USF as a professor in the College of Public Health's Department of Global Health and in the Center for Biological Defense. "The first time you see a child die of malaria you gain a different and more immediate perspective about what research needs to be done."



DR. DENNIS KYLE IN BANGKOK

"The first time you see a child die of malaria you gain a different and more immediate perspective about what research needs to be done." – Dr. Dennis Kyle

There is an urgent need for cheaper, safer and more effective drugs to treat parasitic diseases endemic to some of the world's poorest countries, mainly in tropical and subtropical regions of Africa, Asia and South America, Kyle says. Although malaria is a curable disease if treated promptly and appropriately, a record number of cases—350 to 500 million—are reported today. Pregnant women and young children are particularly vulnerable to severe anemia, dehydration and death from malaria parasites, which are transmitted from

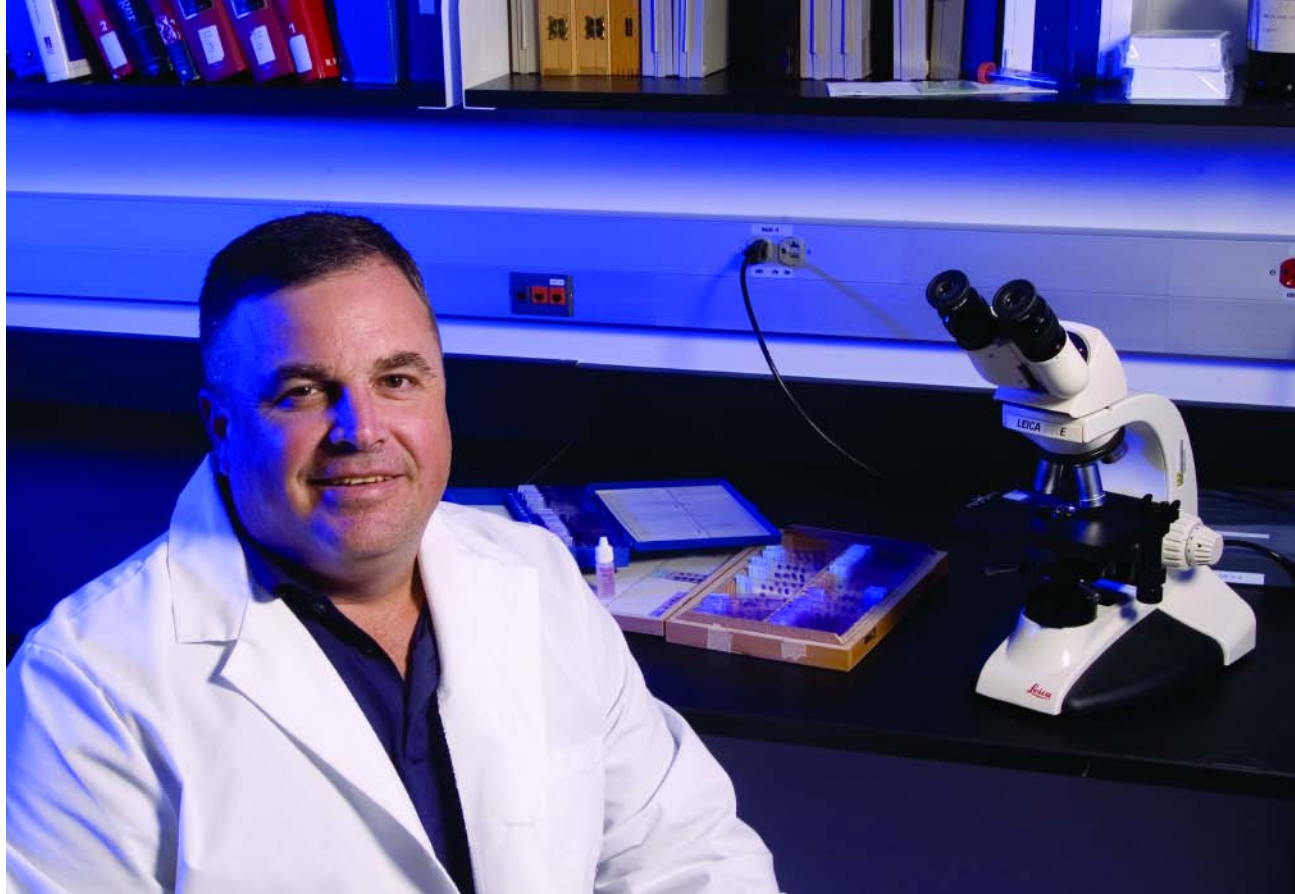
infected to healthy people through the bite of a mosquito.

One of the major challenges is overcoming the increasing resistance of parasites to antimalarial drugs. If the currently used anti-malarial combination medicine containing an artemisinin compound (ACT) develops resistance, nothing exists to take its place.

In the case of leishmaniasis, a

parasite transmitted by tiny sand flies, the long course of treatment administered by injection is cost prohibitive and difficult for patients to comply with.

"Developing drugs and vaccines for the poorest of the poor has really never been a priority for anyone but the World Health Organization, but that's changing," Kyle says. "The upswing in funding over the last five years is due largely to groups like the Bill and Melinda Gates Foundation, which have sparked interest in public-private partnerships and gotten indus-



ERIC YOUNG/HANSUSF HEALTH

DR. DENNIS KYLE IS A CO-PRINCIPAL INVESTIGATOR ON A \$21.3 MILLION GRANT FROM THE BILL AND MELINDA GATES FOUNDATION. HE WAS RECENTLY NAMED INAUGURAL SCIENTIST OF THE YEAR BY THE MALARIA FOUNDATION INTERNATIONAL.

try involved earlier in the drug discovery process for neglected diseases. Private industry is invaluable in helping academic scientists translate innovative research ideas into practical applications.”

“We now have several promising new candidate drugs being screened for malaria and other major diseases of poverty.”

Kyle himself is a co-principal investigator of a \$21.3 million grant announced in September by the Bill and Melinda Gates Foundation. The grant—part of \$68 million worth of new Gates Foundation grants targeting the development of cures for parasitic diseases plaguing the developing world—went to the University of North Carolina at Chapel Hill. UNC has partnered with a consortium of international researchers from academic, governmental and private institutions, including USF, which was awarded a \$650,000 portion of the grant.

Kyle’s laboratory at USF is providing expertise in preclinical drug development and evaluating new therapies for the treatment of leishmaniasis. The disease attacks the skin, mucosal tissue and gut of mil-

lions, killing an estimated 250,000 people a year. Soldiers in Afghanistan and Iraq have contracted the less serious form of the parasitic disease, developing ugly sores that take months to heal and can leave scars. Working with the consortium and Ohio State University’s College of Pharmacy, Kyle’s team is trying to come up with a pill that is well tolerated by patients, including women of child-bearing age.

“Dr. Kyle is a welcome addition to our faculty,” says Jacqueline Cattani, director of the USF Center for Biological Defense. “As a scientist and a research administrator, he has demonstrated phenomenal productivity and rigor in seeking innovative ways to optimize combination drug therapies for malaria and other tropical diseases.”

Before joining USF, Kyle spent 20 years with the Walter Reed Army Institute of Research, leading key efforts with the U.S. Army’s Drug and Vaccine Development Programs and eventually serving as deputy director of the Division of Experimental Therapeutics. He was recently named the inaugural Scientist of the Year by the Malaria

Foundation International for his research in malaria combination therapy and antimalarial drug resistance. In addition to the Gates Foundation, his work is funded by National Institutes of Health and the Medicines for Malaria Venture.

While at Walter Reed, his scientific team was among the first to develop a malaria parasite resistant to the drug artemisinin. Dr. Kyle and others are now using the parasite to discover how the bug mutates to overcome a drug and multiply. “If we gain a better understanding of how the parasite becomes resistant, we can develop better combination drugs,” he says.

While malaria has been virtually eradicated in the United States and other parasitic diseases are rare, Americans must not become complacent about less pressing public health threats, says Kyle, noting that international travel increases the likelihood for global epidemics. “The rapid spread of West Nile virus shows what could happen here with emerging infections originating elsewhere.”

FIRST IN FLORIDA

A new Florida Center of Excellence at USF will generate high tech industry, hundreds of jobs and an economic impact of more than \$188 million while improving the detection and treatment of diseases.

BY SHERYL KAY

In what may be Florida's greatest university funding coup of 2006, USF scored an \$8 million grant to help fund a new Florida Center of Excellence in Biomolecular Identification and Targeted Therapeutics (FCoE-BITT). The new center, a true community/business partnership, could change the way infectious diseases and life-threatening illnesses, such as Parkinson's and tuberculosis, are detected and treated.

Competing against 32 other institutions, USF was the top grant winner among the other well-recognized programs that were awarded funds, including Florida Atlantic University, the University of Florida, Florida State University and the University of Central Florida. The second highest ranked proposal received \$5 million.

USF's winning application represents a full scale partnership involving collaboration between several departments from three colleges within the university as well as organizations throughout the region, including Hillsborough County, the City of Tampa, the Florida High Tech Corridor Council, St. Petersburg College and Hillsborough Community College.

Also involved was Biovest International, a world-leader in the biotechnology industry.

"This proposal demonstrates my continued commitment to supporting multidisciplinary projects with partners from both the private and public sector," says USF President Judy Genshaft. "Our Center of Excellence will support and strengthen ongoing research efforts

at USF and create exciting new partnerships. I am proud of our team and look forward to seeing the fruits of our labor pay off for the region, the nation and the world."

Biotechnology is a very broad term encompassing several different disciplines, explains Robert Chang, vice president for research and principal offeror on the pro-



JOSEPH GAMBLE



posals. From drug discovery to engineering and developing medical devices, diagnostic and testing kits, and methods for contamination protection, the common thread is that the end results, in some way, help with the prevention, detection, and treatment or cure of illnesses.

The core mission of the center will be to research, design, develop, and then help produce such prod-

ucts in tandem with business partners. One industry leader, Biovest International of Worcester, Massachusetts, will work with the center in its quest to develop personalized immunotherapies for life threatening cancers of the blood system.

Grants like these are offered by the state, says Chang, because they stimulate universities to have "trans-

THE NEW CENTER REFLECTS USF'S COMMITMENT TO MULTIDISCIPLINARY COLLABORATION. LEFT TO RIGHT: EDWARD TUROS, PROFESSOR, ARTS & SCIENCES; PETER G. STROOT, ASSISTANT PROFESSOR, COLLEGE OF ENGINEERING; DANIEL LIM, DISTINGUISHED UNIVERSITY PROFESSOR IN BIOLOGY; RICHARD HELLER, PROFESSOR, COLLEGE OF MEDICINE.

lation research,” thereby bridging the gap between inventions by the faculty and the marketing of end results by industry. In this case, the research would position Florida as a leader in biotechnological inventions.

“The state has made great strides in recent years to develop economies based on high technology, specifically biotechnology,” says Chang.

There are many reasons why USF received the substantial award, according to Chang, including a top-notch proposal that addressed all of the criteria, principal investigators who have first-class track records, mature research programs currently in place, already established business partners, strong community support, and unsurpassed efforts by administration, faculty, and staff members.

Ed Turos, professor of chemistry and one of the principal investigators on the grant, is especially excited about the enhanced research capabilities the center will afford him and his colleagues in their work on the discovery and synthesis of new antibiotics and drug delivery systems.

Researchers will have direct access to advanced, state-of-the-art instru-

will be an active environment of open collaboration.”

Another principal investigator, Richard Heller, professor of molecular medicine, echoes Turos’ anticipation, noting that the center will be instrumental in his own area of research

Distinguished University Professor in biology, Dr. Daniel Lim, is another of the principal investigators, whose research laboratory, Advanced Biosensors Laboratory, is already gearing up for collaborative efforts with its ongoing work developing rapid biosensor assays (tests) for detection of biothreat agents such as anthrax, smallpox, and ricin, as well as for detection of food borne, water-borne, airborne, and human disease bacteria and viruses.

Rounding out the principal investigators’ team is Peter Stroot, assistant professor of engineering, who brings talent in both engineering and molecular biology.

In addition to the huge benefits it brings to USF, the center will help generate great boosts in Tampa’s local economy, from the number of jobs created, to attracting highly educated employees qualified for such work, to establishing the community as a world leader in biotechnology.

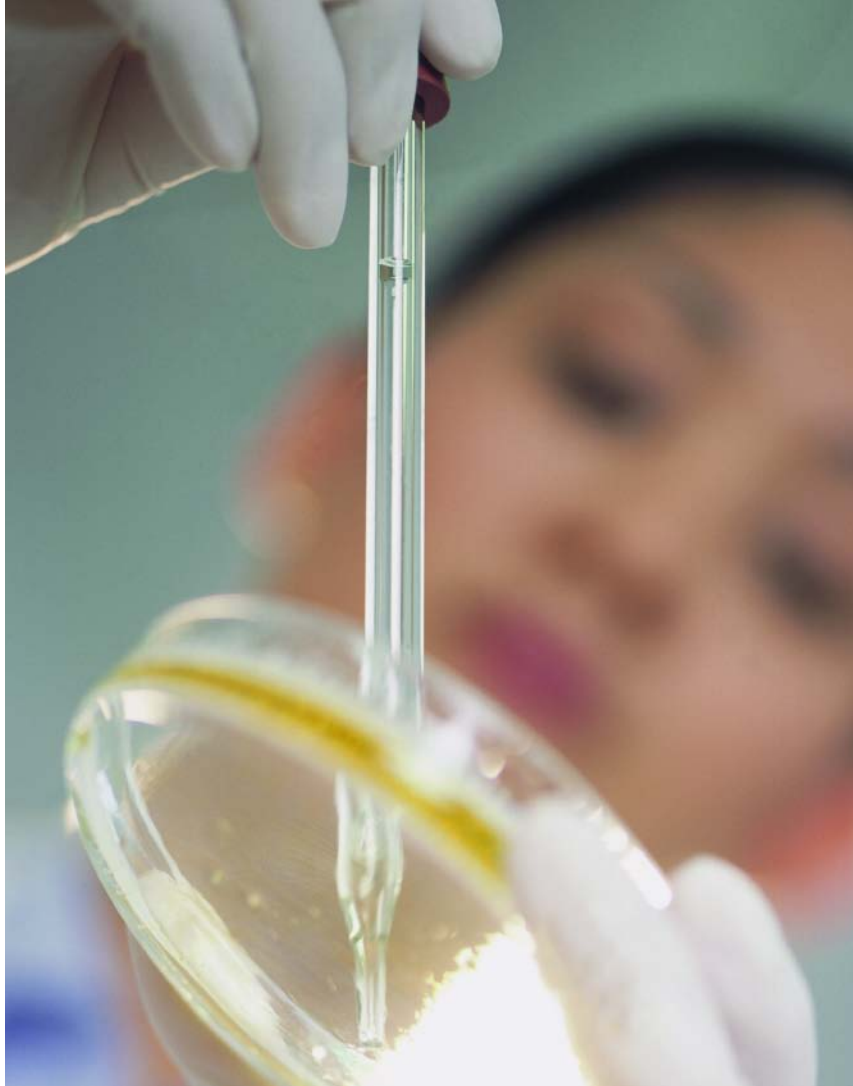
“The benefit to our community and the region cannot be understat-

“Blending scientific interactions between university departments with business and community resources for the benefit of the region, the nation and the world is the mark of a great public research university.” – Rhea Law

mentation and drug screening capabilities, he says, as well as to the expertise of trained personnel who know how to make the most of these facilities. Also, training grants for students as well as seed grants for developing multi-disciplinary projects with other researchers will ensure innovative research and teaching that cuts across all levels. And perhaps most importantly, adds Turos, “there

that focuses on novel ways to enhance the delivery of therapeutics.

“Our faculty and students will have the opportunity to work on cutting-edge research projects,” Heller says. “And we’ll have access to state-of-the-art core facilities and be able to work in a collaborative atmosphere that will enhance the potential for funding from federal and private agencies.”



TOM GRILL/GETTY IMAGES

ed,” says President Genshaft. “Not only has \$39 million in matching support been committed to the center, but the return on this investment includes the creation of 400 new biotechnology jobs, \$84 million in direct wages and an estimated economic impact of over \$188 million.”

Rhea Law, chair of USF’s Board of Trustees, says the award makes a strong statement about the university’s efforts toward becoming one of the nation’s top 50 public research universities. “Blending scientific interactions between university departments with business and community resources for the benefit of the region, the nation and the world is the mark of a great public research university.”

Community leaders have spent the last several years actively promoting Tampa and the surrounding areas as the up and coming biotechnology development center in the state, and perhaps in the nation.

“The University of South Florida’s designation as a Center of Excellence in Biomolecular Identification and Targeted Therapeutics will further enhance USF’s reputation as a world-class research center and position our region to better compete on a national and international scale,” says Pam Iorio, Tampa’s mayor. “This center will positively impact our local economy by creating jobs in the biotechnology industry throughout our region while providing an opportunity to develop a better trained local workforce to support our area’s biotech efforts.”

The advantages are multifold. Increased jobs in biotechnology lead to a robust workforce of highly trained and educated employees, which in turn attract more businesses to Tampa that are similar in nature. And new businesses mean more employment opportunities.

“We want the jobs to come here to Tampa Bay,” says Turos. “The

accelerated growth in biotechnology in this region will lead to a substantial influx of new and established businesses from other areas of the country.”

The Florida High Technology Corridor Council, an organization committed to attracting, retaining and growing high tech industry in a 23-county corridor running along Interstate 4 and stretching approximately from Tampa through Orlando to the Space Coast and north to Gainesville, is another eager community partner.

“The new center will not only produce groundbreaking research in biomolecular identification and targeted therapeutics,” says council president Randy Berridge, “but will greatly enhance our efforts to help our region achieve economic diversification by encouraging growth in the life sciences and medical technologies.”

Looking down the road, investing in the collaborative center’s work without the usual boundaries of discipline-specific research will help to create the new technologies and biomedical advances from which all people around the world could benefit. From development of new sensitive biosensors to targeted therapeutics, the long-term benefits to society will be extraordinarily diverse and pronounced.

“New technologies for detecting and treating infectious diseases or life-threatening ailments such as Parkinson’s, cancers, diabetes, or tuberculosis, to mention a few, will likely emerge from the center that can have a profoundly positive effect for people regardless of where they happen to live in the world,” says Turos. “Advances come from scientific research by dedicated scientists who are driven by the excitement and significance of discovery, and making that happen seamlessly is what this center is all about.”

Funding for Florida

USF’s proposed Florida Center of Excellence for Biomolecular Identification and Targeted Therapeutics ranked highest among 32 proposals from colleges and medical centers throughout Florida. USF’s proposal received the greatest amount of funding at **\$8 million**. The other proposals selected for funding include:

\$5 million
Florida Atlantic University
Ocean Energy

\$4.5 million
University of Florida
Energy Technology Incubator

\$4.5 million
University of Central Florida
Laser Technology

\$4 million
University of Florida
Nano-Bio Sensors

\$4 million
Florida State University
Advanced Materials





BEATING THE ODDS

Developed in part by USF's Kay Perrin, the innovative Internet Parenting Program helps pregnant and parenting teens stay in school and become productive members of society.

BY ANN CARNEY

It was the middle of the night when high school sophomore Kelli Shaw realized she couldn't live with her secret any longer. She woke her father and delivered the news—Kelli was five months pregnant.

"I just had to tell someone," Shaw recalls. "He was disappointed, but he said we were going to get through it."

Though she wasn't quite sure what the future would hold, Shaw says one thing was certain—"I knew I would stay in school."

The odds were against her. According to the National Campaign to Prevent Teen Pregnancy, teen mothers are less likely to complete high school (only one-third receive a high school diploma) and only 1.5 percent have a college degree by age 30.

Shaw, an honors student, wasn't deterred. When the school nurse told her about the Internet Parenting Program—a new program that would allow teen mothers to stay in school while receiving no-cost, safe daycare for their children, she signed on and took charge of her life, finishing high school at the top of her class.

KELLI SHAW AND SON, KOBE. SHAW FINISHED HIGH SCHOOL AT THE TOP OF HER CLASS WITH HELP FROM THE INTERNET PARENTING PROGRAM. THIS YEAR, SHAW WILL GRADUATE FROM USF WITH A BACHELOR'S DEGREE IN BIOMEDICAL SCIENCE.

But she didn't stop there. This year, Shaw will graduate from USF with a bachelor's degree in biomedical science. And, she plans to begin dental school in 2008.

Shaw credits the Internet Parenting Program with helping her to realize her goals.

A Program to Fill the Gap

At a Healthy Start Coalition annual breakfast with eight of her colleagues in 1999, USF associate professor in the College of Public Health, Karen (Kay) M. Perrin, PhD, became increasingly disturbed hearing about the large number of pregnant teens dropping out of high school due to lack of daycare. Though the teens were eligible for state subsidized daycare, few could make it to either of the two distant high school sites that provided onsite daycare and the required parenting courses to receive the vouchers.

"It was a Catch-22 for the teens," says Perrin. "They couldn't get to the high schools, so they couldn't access the vouchers to which they were entitled. Their only choice was to drop out."

Perrin and her colleagues knew there had to be a better way, and all signs pointed to modern technology. If they could put the course online, pregnant and parenting teens could access it anywhere, at any time, and qualify for the state subsidized daycare vouchers that would enable them to

stay in their high school.

The group got to work. Perrin developed a Web-based version of the state-approved, two-semester curriculum, and Mary Ellen Gillette, then Hillsborough County Schools' director of student services, served as the program's link to the school district, a position she continued to fill for the program even after she retired in 2004. And, in a remarkable example of collaboration, numerous community agencies and volunteers stepped in, donating their services and time. Seed money to host the Web site was secured from the Work Force Board of Hillsborough County; the Healthy Start Coalition of Hillsborough County, Inc., provided office resources; and the Children's Board of Hillsborough County donated the printing of the workbooks.

Tough Sell

But it wasn't an easy sell. It took Perrin, Gillette and the others more than one-and-a-half years to find a Hillsborough County high school principal willing to sign on. Principals feared that by offering the program, despite its cost- and maintenance-free nature, their school might become known as a school that makes it easy for pregnant teens.

"The key was finding a staff person at the school willing to take on the responsibility of working with pregnant and parenting teens," Gillette recalls. "Once identified, they were



JOSEPH GAMBLE

"THE INTERNET PARENTING PROGRAM MADE ME TAKE RESPONSIBILITY FOR MY SITUATION," SAYS SHAW. "THE PROGRAM LET ME FOCUS ON MY GOALS."

able to help sell the program to the principal. The school nurses were the persons I first approached about assisting us with the program."

Finally, in 2000, Gillette found a willing principal at Tampa Bay Tech High School, the magnet school where Shaw was an honor student. East Bay High School followed that same year, bringing the total number of student enrollees to four. Though the enrolled students hadn't yet given birth, they were able to enroll because the program allows teens to register and begin taking parenting courses as soon as they discover they are pregnant.

"The Internet Parenting Program made me take responsibility for my situation," says Shaw. The program let me focus on my goals."

Real Life Curriculum

The Internet Parenting Program is a two-semester, self-paced course which addresses real life parenting topics like choosing safe daycare and living on a budget. Students work in a

workbook and take an online test at the end of each module. As soon as students enroll, they are eligible to earn state vouchers for licensed daycare in their neighborhood.

Every high school has a designated staff member who volunteers to be the contact person for each teen mom.

"It gives the teens a real sense of empowerment," says Perrin. "They get to choose the daycare; and knowing what to look for in a daycare provider is a topic in the course."

But it's not a free ride. Daycare is only available when the mother is in school. On half-days, the child must be picked up early. On school holidays, no daycare is available.

Participating teens sign a contract. They must maintain a 2.0 grade-point average and attend school regularly. Program requirements are consistently monitored.

Demonstrated Success

One needs only to look as far as Shaw to see the program's impact.

Shaw graduated from Tampa Bay Tech in 2003 with a 5.3 grade-point average. She earned a 75 percent Florida Bright Futures Scholarship, and when USF recruiters saw her potential, they quickly offered to make up the remaining 25 percent.

Shaw's son, Kobe, is now almost 6 years old. He attends kindergarten and was recently named Student of the Month. The boy's father, Keith, is actively involved in his son's life.

Shaw's story is not unique. Since the Internet Parenting Program began in 2000, more than 320 pregnant teens have enrolled in the program and nearly 100 have graduated. The program is available today in all 26 Hillsborough County public high schools—a major coup.

"Now, principals come to us asking for the program," says Perrin.

Every high school has a designated nurse, teacher, social worker or guidance counselor who volunteers to be the contact person for each teen mom and grades the workbook assignments.

In the fall, Chris Brown, a 17-year school district employee who has worked on teen pregnancy prevention initiatives in the county's middle schools for the past nine years, became the program's part-time coordinator at four hours per week. She took over day-to-day operation of the program, the post previously filled by Gillette.

"What we are supporting is education," says Brown, who already has had requests to offer the program in Spanish. "We are helping the moms overcome one of the barriers of completing school and allowing them to become productive adults for their children and for themselves."

She adds, "We are providing safe daycare for children who might not otherwise receive it."

Facing the Facts

According to the National Campaign to Prevent Teen Pregnancy, teen pregnancy costs the United States \$7 billion each year. And teen mothers are more likely to end up on welfare.

"The only way out of poverty is education," says Perrin. She says it again and again. "Typically these teens don't go back to school and the whole cycle of poverty is passed on to another generation. The Internet Parenting Program gives students a choice. It makes education a viable option."

Perrin says the Internet Parenting Program is successful for several reasons, ticking them off easily: It is run almost entirely by volunteers; it has been around long enough to have a proven track record; it takes the burden of daycare off of families; it is a true community collaboration; and most importantly, it assures that pregnant teens are not denied an education, which is their right by law.

Perrin is committed to making the program available statewide. And she is adamant that school districts should be mandated to offer this alternative program to access the daycare vouchers. She says, "Florida can't afford to deny pregnant teens a high school education."

Breaking the Cycle

"We can't keep this issue in the shadows," says Shaw. "There's a lot of talk about abstinence, but the reality is pregnancy still happens. When it does, these girls need to know there is something out there for them and they don't need to give up their goals."

For Shaw, dropping her goal of going to college was never an option. But, being able to live at home, to access daycare and to work to cover her expenses enabled her to achieve that goal.

"I'm somebody who doesn't like to be dependent on other people," she says. The Internet Parenting Program helped assure that she wasn't. "I work. I save. I don't ask anyone for money."

Health Care Heroes

When the *Tampa Bay Business Journal* announced its 2006 Health Care Heroes award finalists late last year, one thing was strikingly clear—USF Health is having a significant impact on the wellbeing of residents in the Tampa Bay region and the quality of health care provided.

Of 37 finalists, more than half were part of, or affiliated with, USF Health. And when the actual awards were announced in seven categories and two special recognition areas, seven USF deans and/or professors were called to the stage.



KAY M. PERRIN

"*Tampa Bay Business Journal's* Health Care Heroes awards celebration was USF Health at its best," says Michael Hoad, associate vice president of Communications for USF Health. "All three colleges and schools, education, research and health care took center stage, showing how USF is making the Tampa Bay region a better place to live."

Karen (Kay) M. Perrin, associate professor in the College of Public Health, whose Internet Parenting Program (see main article) is making education a viable option for pregnant teens, was just one of the winners from USF.

The *Tampa Bay Business Journal's* Healthcare Heroes for 2006 from USF are:

Lifetime Achievement - John Curran, College of Medicine, the founding neonatologist at Tampa General Hospital and a primary architect of Hillsborough County's Health Care Plan.

Health Care Educator - Kay Perrin, College of Public Health, for the Internet Parenting Program, a unique program that allows pregnant teenagers to take Web-based parenting courses and gain childcare vouchers, now in all 26 high schools in Hillsborough County.

Community Outreach - Jodi Ray, College of Public Health, USF Lawton & Rhea Chiles Center for Healthy Mothers and Babies, director of the Florida Covering Kids and Families project, and an advocate for families.

Physician - Dennis Penzell, College of Medicine, who has been serving migrant workers in Ruskin and now volunteers for the Judeo-Christian Clinic.

Health Care Innovation and Research - Paul Sanberg, College of Medicine, for pioneering work to develop stem cells into therapies.

Medical Professional - Non-Physician - Patricia Quigley, deputy director of the Patient Safety Center at the James A. Haley Veterans' Hospital, a charter student in the College of Nursing and graduate of both the colleges of Nursing and Public Health.

Special Recognition - Patricia Burns, dean of the College of Nursing, for her leadership and especially the clinical collaborative partnership with area hospitals.

In addition to the award winners, 11 individuals from USF were named Health Care Heroes finalists.





ON TARGET

BY BARBARA PERKINS

Nationwide, substance abuse constitutes a major crisis with far-reaching ramifications. Add complicating issues such as aging, homelessness or related legal problems and the burden of addiction can be that much more daunting to individuals, families and their communities. The University of South Florida is working with community agencies to meet the challenges presented by this particular set of problems.

Three new grants to partners of the Louis de la Parte Florida Mental Health Institute (FMHI) at USF will address substance abuse among the elderly, caregivers in the court system and the homeless. These grants were secured in large part due to the efforts of staff at FMHI and will be used to evaluate programs set up to help these three populations. "These projects are an example of the benefits that both the com-

munity and FMHI receive from working closely together," said Robert Friedman, FMHI interim dean. "The research knowledge and expertise at FMHI has contributed to over \$50 million in new federal funds coming to providers in Florida for direct services over the last five years, and has provided enormous benefits to individuals with serious challenges, such as the struggle to overcome alcohol and drug problems. At the same time as direct services are enhanced, FMHI researchers gain increased opportunities to expand their research on promising approaches to complex and serious problems."

Alcohol and drug abuse among older Floridians will be addressed by a \$14 million, five-year grant to the state of Florida from the U. S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA). The funding is to be used in the state's

Three new grants to partners of USF's Louis de la Parte Florida Mental Health Institute will address substance abuse among the elderly, caregivers in the court system and the homeless.

"Hillsborough County has identified a gap in treatment for dependency drug cases that require more intensive substance abuse services and more structured referral services to adequately address their issues. We're working to fill that gap."

- Kathleen Moore

Screening, Brief Intervention, Referral and Treatment (SBIRT) effort, a project designed to help older Floridians avoid alcohol and other drug abuse problems.

Florida is one of only four states to receive the five-year award. The success of the proposal can be attributed to the pilot work known as the Florida BRITE Project (Brief Intervention and Treatment for Elders). BRITE, which is funded by the Florida Department of Children and Families' Substance Abuse Program Office, operates in Broward, Orange, Pinellas and Sarasota counties. The innovative program relies on best practices approaches published by SAMHSA and developed both by faculty in the Department of Aging and Mental Health at FMHI and from the University of Michigan. It provides screening and brief interventions, often in the older person's home.

"This new grant will enable the Florida BRITE Model to expand to other regions in the state," said Lawrence Schonfeld, professor of aging and mental health, who has provided training for the BRITE treatment agencies as well as evaluation of the project. "The work we're doing is designed to identify and serve older adults with problems related to alcohol, prescription

medication, over-the-counter medication, illicit drug use, depression and suicide risk."

The second grant is directed at caregivers and their dependents involved in the Tampa Dependency Drug Court (DCC). The Tampa DDC program, a collaborative effort between the judicial circuit court, substance abuse treatment providers and the university's researchers, was awarded \$400,000 per year for three years, also by SAMHSA. The purpose of the Tampa DDC program is to provide enhanced services to parents alleged to have neglected their children as a result of alcohol or other drug use, ensure the safety and well-being of children, and family reunification. The plan is to enroll 40 families with substance abuse issues each year. FMHI helped formulate the project and will conduct the evaluation component.

The 13th Judicial Circuit Court began the first adult drug court in early 1992 with an average census of 300 participants. The success rate is approximately 75%, with 96% of the participants remaining arrest-free the first year after completion of the program.

"Evidence-based practices are emerging to effectively serve this ever increasing population," said Kathleen Moore, assistant professor

of mental health law and policy. "Hillsborough County has identified a gap in treatment for dependency drug cases that require more intensive substance abuse services and more structured referral services to adequately address their issues. We're working to fill that gap."

The application for the grant was developed jointly by the Hillsborough County 13th Judicial Circuit Court, Goodwill Industries-Suncoast, Inc. and FMHI, which has over 30 years of community services research experience through its collaboration with the community.

"In recent years, significant research, training and consensus building activities in the Tampa Bay region has laid the groundwork for this collaborative," said Moore. "This program will provide an inte-



MEL CURTIS/GETTY IMAGES

grated system of care and use evidence-based practices as a model program for the region in the provision of integrated services for families involved in the dependency drug court program.”

Other key members who have agreed to participate in this effort include: Hillsborough Kids Inc., Florida Department of Children and Families, Office of the Attorney General and local agencies providing an array of services (e.g., mental health, medical, vocational, etc.).

The third grant, an award of \$2 million, involves the USF-FMHI Department of Mental Health Law and Policy, in partnership with Coastal Behavioral Healthcare and the Charlotte County “Home 2 Recovery” project. The FMHI unit will evaluate this new five-year

SAMHSA Center for Substance Abuse Treatment (CSAT) Homeless Treatment grant. The program was established to implement a comprehensive and integrated system of evidenced-based mental health and substance abuse recovery services that are tailored to the unique needs of the chronically homeless population in Charlotte County, Florida. Some of the people involved are homeless and have co-occurring disorders, including some who were evicted from the FEMA Trailers, after surviving Hurricane Charley.

Principal investigator Mark Engelhardt, Kathleen Moore, research assistant professor, and Scott Young, coordinator of statistical research, will conduct the evaluation of the Charlotte County

“Home 2 Recovery” project. Sam Tsemberis, pioneer of the “Housing First” approach through the Pathways to Housing project in New York City, will serve as a consultant to the project.

“Through evaluation we will help track and develop the most effective treatment options,” Friedman said. “Our findings will be shared and ultimately benefit people locally and nationally.”

LIVING STRONG

BY JEREMY CANODY

In May 2005, USF alumna Betty Otter-Nickerson (Class of '76) made a career change that plucked her from a professional background in the software development and information technology industries and challenged her to follow her passion for helping others in the nonprofit arena. As the chief operating officer of the Lance Armstrong Foundation (LAF), she goes to work every day motivated by the foundation's mission that encourages and enables cancer sur-

Nickerson oversees the daily operations of the LAF that was founded in 1997 by cancer survivor, champion cyclist and sports mega-icon Lance Armstrong, who was inspired to help other cancer survivors fight one of life's toughest battles.

The foundation tapped Otter-Nickerson for her leadership talents in an effort to increase the LAF's operational infrastructure and strengthen its management systems on a global scale. Her professional background in corporate arenas

executive officer of Vincera, Software, Inc., vice president of operations for product management and development for BMC Software and a variety of technical and information technology positions at Lower Colorado River Authority, Syntex Pharmaceutical, TRW and the Florida Board of Regents.

Today, she credits her successful career to the educational foundation she received while attending USF. "It's something you don't think about when you're a student. However, once I reached certain milestones in my career, I couldn't help looking back to my experiences at USF and realizing how much of what I learned there has helped me get to where I am today."

Otter-Nickerson returned to her alma mater on a perfect fall day during USF's Homecoming 2006 activities. She quickly was brought back to the mid-70s when she was a somewhat shy and reserved student pursuing her degree in psychology. "Early on, I kept to myself. However, I enjoyed living on campus back then and the experiences and relationships I had while at USF I will cherish for a lifetime."

One relationship that has remained constant since her college days is that with her husband, Glen (Class of '77), who she met while playing tennis on campus. Otter-Nickerson says she knew then that she and the engineering major were a match made in heaven. "I knew it

"As a leader in business, I realize how important a university can be to developing a strong workforce and economy within the region it serves. USF is doing that in Tampa Bay and beyond. The value that brings to my degree is priceless." - Betty Otter-Nickerson

vivors to live life to its fullest...in other words, "LIVESTRONG."

In March of 2006, Otter-Nickerson's professional life collided with her personal life when she learned that her mother had been diagnosed with a terminal form of cancer of unknown origin. Ironically, the disease the LAF fights every day for millions of cancer survivors ultimately claimed her mother just eight days later.

"Instantly, I understood I had found my calling in a very personal sense," she says. Today, Otter-

well prepared her to hit the ground running.

Prior to joining the LAF, Otter-Nickerson served as president and chief executive officer of GalleryWatch.com, an online legislative tracking service for both the federal and Texas markets. Though the service was sold to the Economist Group late last year, Otter-Nickerson was asked to stay on board and continues to help run the company today.

Otter-Nickerson also previously held positions as president and chief



JOSEPH GAMBLE

USF ALUMNA BETTY OTTER-NICKERSON OVERSEES THE DAILY OPERATIONS OF THE LANCE ARMSTRONG FOUNDATION, FOUNDED TO PROVIDE CANCER SURVIVORS WITH CANCER DIAGNOSIS AND TREATMENT OPTIONS; EMOTIONAL SUPPORT AND COUNSELING; FINANCIAL ASSISTANCE; INSURANCE GUIDANCE; CLINICAL TRIAL PLACEMENT; AND LOCAL SUPPORT RESOURCES. APPROXIMATELY 55 MILLION PEOPLE ACROSS THE GLOBE WEAR A LIVESTRONG™ WRISTBAND IN SUPPORT OF PEOPLE LIVING WITH CANCER.

was going to be interesting when he took me on my first date...to the library."

More than 30 years after graduating, she says her USF friendships and memories hold a special place in her heart. "The friendships I forged at USF are among my most cherished and that group of friends continue to remain close and we see each other every chance we get."

A tour of the Tampa campus provided her with an eye-opening perspective on how much USF has grown since she graduated. "It's so exciting to see the change taking place here. The growth is amazing. I'm impressed with its magnitude."

"As a leader in business, I realize

how important a university can be to developing a strong workforce and economy within the region it serves. USF is doing that in Tampa Bay and beyond. The value that brings to my degree is priceless."

During her visit to USF, Otter-Nickerson was able to share her wealth of knowledge of ways to market a nonprofit organization with USF students in an organizational communication class. Her presentation proved to be the highlight of the semester for many of the students in attendance.

"I enjoy speaking with students about my professional experiences. I hope they can take something away that will help them in their career after college," she says. "Early in my

career, someone was there for me as mentor and I very much credit my success to the advice she provided."

Although Otter-Nickerson calls Austin, Texas home, she says she cherishes the opportunity to return to USF whenever possible to share her real-world knowledge with students eager to learn.

"I enjoy speaking with college students every chance I get because they appreciate gaining perspective from someone who has been there and done that. I was once in their shoes. And although they may not realize it now, every bit of professional advice they are exposed to can pay off for them down the road. I'm honored to be able to give back to USF in this way."



JOSEPH GAMBLE

USF'S 2006-07 WOMEN'S TENNIS TEAM COULD MAKE A NATIONAL SPLASH THIS SEASON.

Poised to Go National

When Augustin Moreno agreed to coach the women's tennis team at USF prior to the 2005-06 season, he knew he was inheriting a program that had consistently been at the top of its conference. Yet, he also knew it was still looking to break through on the national scene.

■ While some wondered if that was even possible, Moreno viewed it as a fact of life. It was a stubborn —in

a good way—mindset. And his vision is quickly taking shape.

With all but one player back from last season, plus the addition of a highly ranked transfer and talented freshmen, the USF women's tennis team entered the 2006-07 season with an opportunity to make a national splash.

Last year, the Bulls marched through the regular season and into Big East Tournament play to contend for the conference crown in just their first year of membership. When the team finished second in

the highly competitive league, its list of accomplishments was hardly finished. The team earned a NCAA Tournament berth for the first time since 2000, was represented in singles play at Nationals for the first time since 1998, and in doubles play for the first time since 1985. To top it all off, the Bulls featured two players who gained All-America status for the first time in 20 years.

The team achieved all of this under Moreno in his first year in charge. He guided a team that finished just over .500 one year before,

to a 17-6 record in a major conference. Six wins came against ITA ranked opponents and the team posted a 4-1 conference record—the lone loss being to Notre Dame in the Big East Championship match. From March 7 to April 1, the Bulls went on an eight match win-streak that included triumphs over #52 Mississippi, #55 San Diego and #61 South Alabama. USF twice defeated a #35 ranked team—during regular season play against FIU (4-3) and in NCAA Tournament action against Maryland (4-0).

The Bulls were led on this charge by a slew of talented student-athletes. Seniors Luisa Obando and Neyssa Etienne provided veteran leadership, with Etienne earning ITA Doubles All-American honors along with teammate Gabriela Duch. The pair posted a 16-5 record in dual play and a 28-10 mark on the season as a whole, leading them all the way to the quarterfinals of the NCAA Tournament. The duo capped off the year with a final ITA ranking of #11 in the nation. Obando combined with Courtney Vernon to post a 15-2 overall record on the year as the team's No. 3 tandem. Vernon excelled in singles play also, posting a perfect 20-0 record from the No. 2 position and 28-2 overall. Her play led her into the NCAA Tournament—the first to do so from the women's tennis team since Alicia Kerstyn in 1998.

With the amount of success the women's tennis team has already achieved, Moreno still has loftier goals in mind. "We want to compete for national championships," says Moreno.

With the off-season acquisitions he has brought to the team, that vision is not out of the question. USF has all but one of last year's talented players retuning to the team. Duch, Vernon, Liz Cruz and Iciri Rai are back for competitive action, while Obando remains with the team as a first-year assistant coach.

Highlighting the talented newcomers is senior Shadisha Robinson. The transfer from Georgia carried ITA preseason ranks of #1 in doubles and #6 in singles in her last season as a Bulldog. Already this year, she has demonstrated that those numbers are not inflated. During her semi-final run at the Riviera/ITA Championships singles crown in early October, she defeated 2005 NCAA Champion Zuzana Zemenova in straight sets and took last year's NCAA Champion, Suzi Babos, to three sets.

"Shadisha may be the most talented player in college tennis," says Moreno. "She's got a complete all-around game, and she's got a very good forehand, although she needs

to understand how good it is because she doesn't use it as much as she should."

USF adds two additional transfers in junior Ginifer Hartman, who played at Hillsborough Community College, and sophomore Ashley Schumacher, who arrives from Kennesaw State.

Ann-Marie Modric, from Malmoe, Sweden, joins Jessica Sweeting, a southpaw from Freeport, Bahamas, and Shaena Keefe, a local talent from Spring Hill, Florida, in the freshman class.

The Bulls won't have to wait long to test their strength when they open the season at highly regarded Florida, January 26.

- ADAM HOLLEN



Super Fans: It all started with a bunch of guys who love football—Bulls football in particular, says USF alumnus Jay Mize (third from left), a member of the university's inaugural football team and part-owner of the green and gold house on Leroy Street. No game was complete without a tailgate party. Over the years the parties grew, expanding to include spouses and children. So, when a house was listed for sale some 250 yards from Raymond James Stadium, Mize and 10 of his friends jumped at the chance to own a place where friends could congregate, bring their families and celebrate USF. They spruced the place up, adding custom Bulls colors and a touch of the Bucs in a back room. The group charges an annual membership fee to some 50 alumni and friends, called Bullioneers (Bulls and Buccaneers), to enjoy the house during Bulls games, Bucs games and major sporting events. Eventually they hope to take on more—nonprofit and charity events to benefit the Tampa Bay community.

- ANN CARNEY

Gaining Ground

Character and daily improvement. Those are two things University of South Florida football coach Jim Leavitt demands from his players.

■ After the first two games this season—tightly contested wins over McNeese State and Florida International—Leavitt found himself doubling his efforts in those pursuits.

By the end of the season, his team was defeating the seventh ranked team in the nation on the road and claiming a second straight bowl bid and a first-ever bowl win in what is still just the 10th season in school history.

“From what I thought we were going to do after our first and second game—we weren’t very good—I think we have done some awfully good things this year,” Leavitt said just days after the team’s win at West Virginia. “We barely got through McNeese State and Florida International. We could have lost both of them.”

Leavitt did feel like his team showed character in fighting back to a win over Florida International, but perhaps more importantly he found his new quarterback in freshman Matt Grothe.

Grothe, from Lakeland, Florida, gained his first start in that FIU game after replacing Pat Julmiste (knee bruise) against McNeese State. In what would become somewhat of a trademark ability, Grothe led the Bulls to the come-from-behind victories in each of the first three games of the season, and nearly did it two more times against Kansas and Rutgers.

Grothe led the Bulls to an 8-4 record and Papajohns.com Bowl bid, while also earning recognition as the Big East Rookie of the Year. Meanwhile, three USF players—linebacker Stephen Nicholas, cor-



IN ONLY ITS 10TH YEAR OF EXISTENCE, THE USF FOOTBALL TEAM CAPTURED ITS FIRST BOWL GAME TITLE, DEFEATING EAST CAROLINA, 24-7, AT THE PAPA JOHN'S BOWL AT LEGION FIELD.

nerback Trae Williams and kick return specialist Ean Randolph were named to the All-Big East First Team. Randolph was also recognized as the Big East Special Teams Player of the Year.

While the 2006 season may ultimately be remembered for the Bulls regular-season ending win at number seven West Virginia, Leavitt offers a more historical perspective of that win.

“What is important is to realize we’ve had a number of big wins,” Leavitt said. “If (West Virginia) was the only big win that we have

had, then you have to wonder about the substance in the program and you have to wonder about the foundation. The fact that we’ve been able to beat Pittsburgh two out of four, Louisville two out of four, West Virginia 1-1, Cincinnati 2-2, and Syracuse—we have beaten them both times. We can see a trend in this program moving forward. I’m not saying that we’re there, and I know we have a long way to go.”

- JOHN GERDES

Lou Marcus

In the summer of 1987, Professor of Art Lou Marcus took 15 students to Paris for a month-long study of art history in the City of Light. He's been taking students there every year since—500 at last count.

Now in its 20th year, the four-week Summer Art Program in Paris allows students to experience Paris as temporary residents, learning about its monuments and arts, as well as the daily life of its inhabitants and the city's myriad cultural highlights—the Eiffel Tower, the Arc de Triomphe, the Louvre and the Musee d'Orsay, among others. An additional one-week excursion to Venice, Italy or London, England is offered for students interested in expanding their experience abroad.

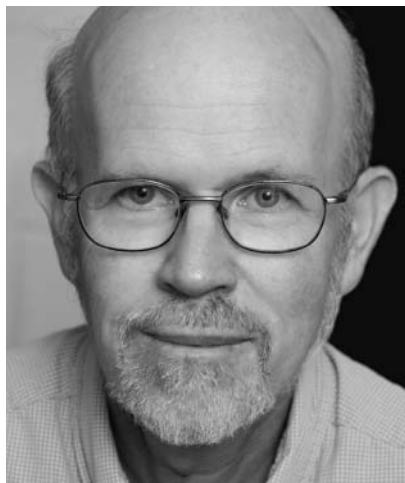
Marcus, creator and director of the Summer Art Program in Paris, serves as on-site coordinator and is accompanied each summer by three faculty from the School of Art and Art History. A part-time resident of the city and professor of art at USF, he teaches courses in photography, the history of photography and visual culture. His work has been exhibited widely and is in numerous public and private collections.

USF: Why Paris?

Marcus: I worked on a photography project in Paris in 1985, and realized the city would be great for students. In many respects it is the cultural capital of Europe.

USF: Do students earn credit for the program?

Marcus: Yes; credits earned are applicable to USF art and art history degree requirements. Students can enroll in one course or take up to two courses in Paris. The program is structured to use the city as a classroom.



JOSEPH GAMBLE

Name: Lou Marcus

Greatest city on earth: Paris

English books or French: It's a pleasure to read in both languages

Baguette or bagel: Baguette de tradition

Must-see in Paris: The Louvre

Best thing about Tampa: Winters and the Tampa Theater

USF: How many students participate each year?

Marcus: The groups in recent years have ranged from 35 to 50 students.

USF: What do students gain from the program?

Marcus: It is such an unbelievable experience. Beyond the courses, the ability for students to live in Paris for a month and adopt it as their temporary home is incredible. They learn something from the moment they wake up in the morning.

At its best, the program makes students feel they are citizens of the world. Their neighbors in the residences are from Algeria, China, India—all over.

USF: What is different about the art history course for students in the Summer Art Program?

Marcus: Paris art history is art history without the slides. Students are in front of the actual works with their professor.

USF: What extra curricular experiences do you provide for students?

Marcus: We offer two food events. Every week we take the students outside of Paris on day trips to destinations such as Giverny and Chartres and several chateaus including Chantilly and Vaux le Vicomte. We offer hiking trips to places of historic and cultural significance. There is no separation between the learning and the fun.

USF: Your wife, Mary Ann, who works for the college and who is also an artist, is part of the experience as well?

Marcus: Yes; she has been a real part of the Paris program. She shares her energy and enthusiasm with the students every year.

USF: Why do you keep going back?

Marcus: Paris never gets tiring for me. There is a huge amount of culture and art I am still discovering. I don't think you ever exhaust the city. I did my first trip to Paris 30 years ago, but it's a very different place now. Each year I get to experience the city through a fresh set of eyes.

USF: What is one thing you wish people knew about the Summer Art Program in Paris?

Marcus: It is probably one of the most life expanding things that a student can do. Whether or not you do the program, I think every person should go to Paris at least once in their life.

USF: Because?

Marcus: As the American writer and artist Thomas Appleton once said, "Good Americans, when they die, go to Paris." I say, why wait?

-ANN CARNEY



JOSEPH GAMBLE

ROCKY ENTERTAINS ALUMNI AND STUDENTS AT FOWLER FIELD DURING SUPERBULL X—USF'S TENTH FOOTBALL HOMECOMING—IN OCTOBER. HOMECOMING EVENTS INCLUDED A PERFORMANCE BY HIP-HOP STAR LUDACRIS AND THE TRADITIONAL NIGHT PARADE, BONFIRE AND FIREWORKS. THE HOMECOMING FOOTBALL GAME AGAINST PITTSBURGH RESULTED IN A 22-12 VICTORY FOR THE BULLS.



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