SPRING/SUMMER 2007 VOL 49 NO 2



# Hands On Discovery

Undergraduate Research Opportunities Abound at USF



# MAGAZINE



# **Features**

# COVER: HANDS-ON DISCOVERY

A model undergraduate research program provides opportunities for students across all disciplines to work side-by-side with faculty mentors and actively participate in the creation of knowledge.

# A UNIVERSITY ENGAGED

Providing a plethora of services and resources to the Tampa Bay community and beyond, USF is the only Florida university to be recognized by the Carnegie Foundation with a new university classification for community engagement.

# FOR THE LOVE OF JAZZ

Jazz is alive and well at USF's School of Music in the College of Visual & Performing Arts. The school's recently established Center for Jazz Composition is the only known university research facility dedicated to the field of jazz composition.

# **Departments**

- FROM THE PRESIDENT
- UPDATE 3
- 10 **COMMUNITY**
- **DISCOVERY** 16
- 36 COMMITMENT
- 38 **ATHLETICS**
- 41 LAST WORD

SCENE ON CAMPUS: FLORIDA WILDLIFE, SUCH AS THE BARRED OWL (LEFT). ABOUNDS AT USF'S RIVERFRONT PARK, LOCATED NORTHEAST OF THE TAMPA CAMPUS ON THE HILLSBOROUGH RIVER. CANOEING AND OUTDOOR ADVENTURE TRIPS ARE JUST TWO OF THE ACTIVITIES AVAILABLE TO USF STUDENTS, PERSONNEL AND ALUMNI AT THE PARK.



GRADUATE ANTHROPOLOGY STUDENT BRETT MERVIS TAKES LEARNING OUTSIDE THE CLASSROOM. SEE STORY PAGE 28.

# FROM THE PRESIDENT

s we reach the midway mark in 2007, there is a growing sense of pride at USF. We continue to make great strides in our quest to become one of the nation's premier public research universities and a leader in the state.

In this issue you will read about an undergraduate research program that encourages all undergraduate students to take part in scientific research across a wide variety of disciplines. Currently, more than 500 students are paired with faculty mentors in every college of the university doing meaningful research—research that could one day change lives.

You also will read about initiatives that are making a difference throughout the community. These initiatives, and hundreds like them, are the reason behind USF's recent designation as most community engaged by the Carnegie Foundation for the Advancement of Teaching.

At USF, research comes in many forms. In these pages you will read about our Center for Jazz Composition in the School of Music. The center is the only known university research institute dedicated to the continued growth, development and appreciation of the role of the composer in jazz.

So, too, will you read about the work being done at USF to fight the obesity epidemic facing our nation. And, you will read about an ocean biologist who is working with the National Science Foundation on a \$331 million project to set up underwater observatories that will lead to a greater understanding of Planet Earth.

Much of our progress at USF would not be possible without the generous support of philanthropists



like Pam and Les Muma. These USF alumni have pledged millions of dollars to USF to champion medical research and education.

In our Athletics pages, you will meet Stan Heath, new head coach for men's basketball. Stan comes to USF from the University of Arkansas where he guided the program to a pair of NCAA Tournament appearances in 2006 and 2007.

We have had a great first half of 2007, and as you will see in the pages that follow there is so much more ahead. I hope you will enjoy this issue and join me in saluting the countless accomplishments of so many across our university community.

Judy Genskatt

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

Editor Ann Carney Associate Editor Anne Scott Contributing Writers Anne DeLotto Baier, Philip Booth, John Gerdes, Adam Hollen, Sheryl Kay, Scott Kuykendall, Erika Llenza, Susanna Martinez, Barbara Perkins, David Steele, Amy Woodruff

### **Contributing Photographers**

Joseph Gamble, Aimee Blodgett, Casey Feldcamp, Jennifer Prince, Crystal Totten, Jeane Vincent, Eric Younghans

### **University Administration**

Judy Genshaft, President
Renu Khator, Provost and Senior Vice President
Carl Carlucci, Executive Vice President
Stephen Klasko, Vice President for USF Health
J. Jeffrey Robison, Vice President for USF Health
J. Jeffrey Robison, Vice President for University Advancement
Robert Chang, Vice President for Research
Jennifer Capeheart-Meningall, Vice President
for Student Affairs
Karen White, Regional Chancellor for
USF St. Petersburg
Arthur Guilford, Vice President and
CEO for USF Sarasota-Manatee
Marshall Goodman, CEO for USF Lakeland

### **USF Board of Trustees**

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

## Contact USF Magazine

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

### Contact the USF Alumni Association

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

### Update your contact information

www.giving.usf.edu

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



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

# Veteran Development Officer to Head USF Foundation



J. Jeffrev Robison, a veteran university development officer who has raised more than \$1.4 billion in four university campaigns,

has been appointed vice president for university advancement and chief executive officer of the USF Foundation. He assumes the post **June 11.** 

Robison comes to USF from Case Western Reserve University, where he has served as vice president for development since 2005. At Case Western, he has led a major gift campaign that is on schedule to raise \$77.9 million, a 22 percent increase over the previous year. During his tenure, the annual fund increased \$1 million, reversing a downward trend.

"Jeff Robison has a truly impressive track record and we are very excited about his joining the foundation's team," said USF President Judy Genshaft, announcing the appointment in April. "He has played an integral part in raising over \$1.4 billion in four different university campaigns. We are confident his leadership abilities will serve USF as we continue to grow and move forward."

Prior to joining Case Western, Robinson served as president of the FSU Foundation from 1994 to 2005. There he oversaw fundraising of more than \$870 million and two successful campaigns. At the University of Florida, between 1980 and 1988, he rose to associate

director of university development, and he spent a significant part of his career in the Buckeye state, at Ohio State University (1973 to 1978), The Ohio State Development Fund (1978 to 1980) and Ohio University (1988 to 1994).

"I am very pleased that Jeff Robison is coming to USF as vice president of development," said Gus A. Stavros, a successful Florida businessman and noted philanthropist for whom USF's Center for Free Enterprise and Economic Education is named. Stavros has also served as president of the USF Foundation Board of Trustees and was co-chair of the USF Great Achievements and Great Expectations fundraising campaign.

Robison was chosen upon the recommendation of a comprehensive search committee led by USF Provost Renu Khator.

- BARBARA PERKINS

# Guilford to Lead USF Sarasota-Manatee



At the encouraging of facultv members to submit his credentials for consideration as vice president and CEO for USF Sarasota-

Manatee, Arthur Guilford tendered his resume, withdrawing from the search committee charged with recommending a candidate for the post.

■ The move proved insightful. Last month, USF President Judy Genshaft officially named Guilford to the post. Guilford had served as interim vice president and CEO for

USF Sarasota-Manatee since January, when Laurey Stryker retired.

"Dr. Guilford has proven himself to be the best person for the job," said Genshaft announcing the appointment. "He has succeeded in earning tremendous respect as well as the trust of his colleagues during his tenure with the university. Once we all saw what a great fit he was on the USF Sarasota-Manatee campus, going from interim to permanent chief executive was clearly the most natural progression."

Guilford, a respected scholar in communication disorders, became a USF faculty member in 1976 after teaching at the University of Michigan, where he directed the Aphasia Program, and at California State University Los Angeles. Over his 31 years at USF, he moved from assistant, to associate, to full professor, to department chair for 14 years, and to his most recent position as associate dean.

"You probably won't find a morerounded executive with his depth of experience," said Genshaft. "He has extensive experience with faculty governance, promotion and tenure, and program development, plus Dr. Guilford brings a strong track record in grant writing and research. Add to all of this his love of USF and we can look forward to great days ahead with Dr. Guilford leading the way on our USF Sarasota-Manatee campus."

- BARBARA PERKINS

# Murphy's Robots Go to Washington

USF made its presence known when 15 of the nation's top research groups represented the **National Science Foundation to** Congress in February. Robin Murphy, a USF computer science and engineering professor, was selected to represent the CISE (Computer and Information) Science & Engineering) directorate of the NSF. Murphy, along with USF researcher Jennifer Burke, graduate student Kevin Pratt, two ground rescue robots and one aerial robot, demonstrated research conducted by **USF's Institute for Safety** Security Rescue Technology.

■ The NSF 2008 Budget Open House and Exhibition was held at the foundation's headquarters in Arlington, Va., where principal investigators from across the country showcased research sponsored by the foundation's directorates and programs. Each NSF directorate selected one research group that epitomized that directorate.

Congressional staffers and the general public were given hands-on lessons showing the value of robots and the challenges in designing and programming intelligent systems. Visitors to the demonstration were able to control two ground searchand-rescue robots-one at NSF and one 800 miles away in Tampa, via the Internet—that were used at the World Trade Center and in the aftermath of Hurricane Katrina. In a video presentation, footage of aerial and water rescue robots at hurricanes Katrina and Wilma was intercut with news stories and documentaries about the research that aired on CNN, Discovery Channel and the BBC.

USF was selected as the most representative of the CISE direc-



USF RESEARCHER JENNIFER BURKE PUTS A GROUND SEARCH AND RESCUE ROBOT THROUGH ITS PACES. THE ROBOT WAS USED AT A NATIONAL SCIENCE FOUNDATION DEMONSTRATION TO CONGRESS AND THE PUBLIC AT NSF HEADQUATERS IN ARLINGTON, VIRGINIA.

torate in part because of the farreaching impact of the research being conducted by Murphy and her colleagues.

"It (USF's research) is certainly a societally relevant aspect of technology," Murphy says. "But at the same time it explores deep scholarly questions in computer vision, wireless networks, artificial intelligence, cyber-security, software engineering, distributed control and human-robot interaction."

Murphy is director of the Institute for Safety Security Rescue Technology

(iSSRt) at USF. Among the branches of iSSRt are the NSF Industry/University Cooperative Research Center on safety, security and rescue established in partnership with the University of Minnesota; and the Center for Robot-Assisted Search and Rescue (CRASAR) rescue robot response team, led by Murphy. CRASAR is the only such team in the world. In 2004, Murphy was profiled by *Time* magazine as an innovator in artificial intelligence.

- PHILIP BOOTH

# Making Art History

The School of Art and Art History in the USF College of Visual Performing Arts is attracting international attention, thanks to the awarding of prestigious fellowships to two members of the art history faculty.

Elisabeth Fraser, associate professor of art history, has been named a National Endowment for the Humanities Fellow for the 2007-08 academic year. Riccardo Marchi, assistant professor of art history, has been named a Postdoctoral Fellow at the Getty Research Institute, where he will be in residence during the 2007-08 academic year.

Fraser, who joined the USF art history faculty in 1994, was awarded the NEH fellowship to work on her book, Mediterranean Encounters: Travel. Representation and French Expansionism, 1780-1850.

The NEH fellowship is one of the most prestigious awards given to scholars in the arts: Of 1,398 applications from all humanities disciplines in 2006, only 153 were awarded fellowships.

Marchi, a member of the art history faculty since 2004, has received a Getty Fellowship to work on his book Looking at Pure Painting in Berlin: Boccioni, Kandinsky and Delaunay at "Der Sturm", 1912-1913.

The Getty Research Institute is one of the world's leading institutions for research in the visual arts, and its residential grants are valued and officially recognized by the National Research Council, the Top American Research Universities, and the American Association of Universities. Marchi is one of only six scholars who received fellowships this year, out of 143 who applied.

Marchi has received numerous grants for research abroad from Università Cattolica in Milan, Italy, and from the University of Chicago. He was a Fulbright Fellow to the United States, a German Academic Exchange



USF NURSING STUDENTS TRAIN WITH AN ARTIFICIAL PATIENT.

Service Fellow, a Stuart Tave Teaching Fellow and a Fellow at the Franke Institute for the Humanities at the University of Chicago.

- PHILIP BOOTH

# Nursing Program **Earns Top Honors**

The USF College of Nursing jumped significantly in its latest rating by U.S. News & World Report, published April 2 in the "America's Best Graduate Schools" issue.

■ The Master's Program in Nursing at USF ranked 72—up from a rank of 115—when nursing graduate programs were last rated by the magazine in 2003.

"The college's success shows the strength of following a strategic plan aimed at true excellence," says Stephen K. Klasko, vice president for USF Health.

"The faculty and students of the College of Nursing can take great pride in this achievement," adds Patricia Burns, dean of the USF College of Nursing. "Their hard work

in cutting-edge programs such as the Doctor of Nursing Practice, the Clinical Nurse Leader, and the Nurse Anesthesia (CRNA) programs have gained USF the national recognition evidenced by the recent U.S. World and News Report rankings."

USF was rated second only to the University of Florida in the ranking of public and private nursing master's programs across Florida.

USF was among 285 schools surveyed for the graduate nursing program rankings, which were based on peer assessments from deans, other administrators and faculty at accredited master's programs in nursing. The surveys were conducted in fall 2006 for the 2007 rankings.

The College of Nursing, which aspires to be in the country's Top 20 for federal research funding by 2010, more than doubled its extramural funding to \$3.9 million in 2005-06 up from \$1.7 million in 2004-05. Research teams are focusing on palliative and end-of-life care, cardiac rehabilitation, complementary therapies for chronic illness and cancer, systems of care and health care informatics.







BETTY CASTOR WAS NAMED EXECUTIVE DIRECTOR OF THE PATEL CENTER IN JANUARY.

# SOLUTIONS FOR A GROWING WORLD

BY BARBARA PERKINS

oday's headlines routinely catalogue the world's problems. The search for solutions cannot fit in a nutshell quite so easily, yet finding answers is an exhilarating and newsworthy process if you ask Betty Castor, the new executive director of the Dr. Kiran C. Patel Center for Global Solutions.

"The very name of the center tells you we've taken on a challenging venture and that meeting our goal is something of tremendous importance," Castor says. "We can expect some good news to flow from our efforts, the kind of news our community of scholars will welcome."

No stranger to leadership and challenge, the former state commissioner of education and state senator, who began her career as a teacher in Uganda, East Africa, took

over the helm of the center in January. She is dedicated to its mission, "to identify challenges in developing countries and create viable solutions for improving the lives of people who live there."

The center is guided by a faculty

impact far beyond its immediate geographical area."

The Patel Center was founded with the generous support of donors Drs. Kiran C. and Pallavi Patel. The center has pinpointed three areas of broad concern—the

# "Every project has the potential to have an impact far beyond its immediate geographical area." - Betty Castor

advisory board and a strategic plan developed by many faculty members in the university community. "We're working to apply the best, most practical and academically sound solutions to areas of critical concern in developing countries," says Castor, who served as president of USF from 1994 to 1999. "Every project has the potential to have an

natural environment, the social environment and the economic environment. Within those areas of emphasis, it is currently developing programs that promote sustainable, healthy communities. Water and sanitation are the immediate focal points the center and its interdisciplinary teams will address.

According to the United Nations





2005 Millennium Development Goals Report, over one billion people in the world lack access to safe drinking water and 2.5 billion people lack adequate sanitation facilities. The growing shortage of water and the declining access to fresh water are of particular concern. Nearly half of the world's population already lives in urban areas. Adding to the problem, most of the growth in urban areas is expected to occur in developing countries in the coming decades.

The Patel Center and USF are attracting experts with a global perspective. An impressive group of visitors and scholars have addressed contemporary issues. Speakers such as environmental activist Wangari Maathai from Kenya, and banker Mohammed Yunus from Bangladesh have brought their stories of hope and accomplishment to university audiences. Both have received the Nobel Peace Prize for their outstanding efforts to improve their own homelands and conditions throughout the world. Water experts, like

Carlos Fernandez-Jaureguei of the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Dr. Richard Meganck, Director of the Netherlands-based UNESCO Institute for Water Education, have helped to shape the vision of the Patel Center.

One of the center's priorities is attracting permanent scholars to the faculty. Thomas L. Crisman joined the Patel Center in January 2007 as the Patel Professor of Environment with a joint appointment in the Department of Biology. Prior to joining the center, Crisman was a faculty member at the University of Florida. He brings a broad scientific perspective as well as 30 years of contacts and global experience. His academic research focus has included work in Africa, South America, Central America and the eastern Mediterranean Basin.

The Patel Center is growing and actively pursuing its goals. Additional faculty members will be hired by the center. A new home is also in the works. The site for a \$40

A TEAM OF USF HEALTH STUDENTS WORKS TO BUILD NEW SANITATION FACIL-ITIES IN THE DOMINICAN REPUBLIC. INTERNATIONAL HEALTH SERVICE COLLABORATIVE, A USF STUDENT ORGAN-IZATION, ORGANIZED THE TRIP THAT SENT 36 STUDENTS TO THE COMMUNITY OF LA SABANA. BUILDING NEW SANITATION FACILITIES IS AN EFFECTIVE WAY TO PRE-VENT CONTAMINATION OF DRINIKING WATER AND CONSEQUENTLY, WATER-BORNE DISEASES. THIS SUMMER, SIX STUDENTS WILL PARTICIPATE IN PATEL CENTER PROJECTS IN THE DOMINICAN REPUBLIC AND COSTA RICA.

million facility near the main entrance of the Tampa campus was dedicated last year. Says Castor, "I look forward to a day when Tampa Bay, USF and the Patel Center are synonymous with solutions to the most pressing problems of developing nations."



FROM LEFT: MARTIN BELL, FORMER BBC WAR CORRESPONDENT; JUDITH LICHTENBERG, ASSOCIATE PROFESSOR OF PHILOSOPHY, USF ST. PETERSBURG; BARBARA CROSSETTE, FORMER NEW YORK TIMES CORRESPONDENT; ALBERT PIERCE, PROFESSOR OF ETHICS AND NATIONAL DEFENSE, NATIONAL DEFENSE UNIVERSITY, WASHINGTON, D.C.; BOB STEELE, NELSON POYNTER SCHOLAR, USF ST. PETERSBURG.

# Journalists on the Front Lines

"Let me dispose of the objectivity myth right now. There cannot be such a thing—all journalists are human beings. What you report comes through the filter of your senses and your memory and your experiences," said Martin Bell, former BBC correspondent, at the Journalists & War Conference at USF St. Petersburg in February.

■ Journalists, media critics, academics and a Pentagon spokesperson gathered for a two-day conference, organized by the Department of Journalism and Media Studies, to discuss the role of journalism in war. Not surprisingly, students and participants from the community had many questions regarding the state of affairs in the war in Iraq.

Corey Flintoff, NPR newscaster and war correspondent, said that

one of the chief differences between previous wars and the war in Iraq is the fact that journalists have become targets for the opposition, making it more difficult for journalists to secure sources and seek out information.

"What it amounts to is the security situation in Iraq is now so bad that civilians of any kind—particularly reporters—can't get around in the way that Martin (Bell) or Barbara (Crossette) are used to doing," he said. "The only ways we can get around are things that will inevitably distort our perception."

Audience members were captivated by the discussion and asked questions of panelists both individually and as a group.

"Participants were eager to hear panelists' perspectives," said Deni Elliot, professor of journalism ethics and event organizer. "They painted a vivid picture of the special challenges they face when reporting on war. I'm glad that we were able to

gather panelists of this caliber to talk about such a timely topic. Corey Flintoff flew in after a tour of reporting in Baghdad."

Featured speakers included: Flintoff; Martin Bell; Barbara Crossette, former *New York Times* correspondent for South and Southeast Asia; Philip Seib, professor of journalism at Marquette University in Milwaukee and author of *Beyond the Front Lines*; Norman Solomon, author of *War Made Easy: How Presidents and Pundits Keep Spinning Us to Death*; Bryan Whitman, senior Pentagon spokesperson for the U.S. Department of Defense.

The Journalists & War Conference was sponsored by the USF St.
Petersburg Department of Journalism, Cole Chair in Ethics, Poynter Jamison Chair in Media Ethics and Policy and Poynter Institute, a school for journalists, future journalists and teachers of journalism.

In recognition of her outstanding contributions to the improvement, promotion, development and progress of the Florida Holocaust Museum, USF President Judy Genshaft was honored with the 2007 Loebenberg Humanitarian Award at the museum's annual "To Life...To Heroes...To Courage" dinner in February.

■ Named for museum founders Edith and Walter Loebenberg, the award recognizes the recipient's vision, foresight and dedication which have had a significant impact on the museum's mission to recognize the inherent worth and dignity of human life in order to prevent future genocides. United States Representative C.W. Bill Young received the honor in 2006.

The annual fundraising dinner celebrates the courage of outstanding individuals whose heroic actions changed many lives and often altered the course of history. Paul Rusesabagina, whose story was featured in the Academy Award-nominated movie "Hotel Rwanda," was the event's guest speaker.

Genshaft was also recognized for her contributions to higher education with an international award.

In April, in Jerusalem, Genshaft was presented the Captain of Education Award by Hadassah College Jerusalem at the college's annual commencement ceremony. The award recognizes Genshaft's vision in developing USF into a leading research institution in the United States.

"Dr. Genshaft is a leading figure in modern higher education, who promotes excellence in education, research and development, diversity and social issues," said President, Professor Nava Ben-Zvi. "Under the leadership of Dr. Genshaft, USF has become globally inter-connected, including with Hadassah College in Jerusalem."

- ANN CARNEY



USF PRESIDENT JUDY GENSHAFT RECEIVED THE CAPTAIN OF EDUCATION AWARD FROM HADASSAH COLLEGE JERUSALEM IN APRIL. PICTURED WITH GENSHAFT ARE ZACHI MILGROM. VICE PRESIDENT OF THE COLLEGE. AND DAVID BRODET. CHAIRMAN OF THE BOARD.

# Riding with Pride

Drivers making the switch to the USF Bulls specialty license plate can take advantage of a special Alumni Association promotion—switch today and the Alumni Association will cover the initial \$25 specialty license plate fee.

■ When you purchase a USF Bulls specialty license plate, you're doing more than joining the 10,000 plus Florida drivers showing their Bulls pride—you're making a difference.

Since its inception in 1987, the Bulls specialty plate program has raised more than \$2.2 million to benefit students at USF. Dollars raised from specialty plate sales help fund chapter and society scholarships as well as important leadership programs.

In 2006, specialty plate sales helped fund First Generation Scholarships at USF, giving students who are the first in their family to attend college the opportunity to earn a college degree.

In addition to helping students realize their dreams of a college education, monies raised from the Bulls specialty plate program support the Alumni Association's Ambassador

Program. Students in the program acquire valuable leadership skills and networking experience serving as student representatives for important university functions including Homecoming, the Alumni Awards Dinner and visits to the university by dignitaries and high ranking visitors.

The Bulls specialty plate program also helps support the university's nationally recognized legislative pro-

gram which provides students the opportunity to work in a variety of government offices.



Funds from the program are additionally used to support a Policy Makers class for up to 60 students, and the USF Tampa Leadership Forum, which exposes graduating student leaders to local leaders, such as the mayor of Tampa.

Not bad for one of the simplest programs imaginable to show your Bulls pride and support of USF!

To learn more about the USF Bulls specialty license plate program, visit www.bullsplate.org

- ANN CARNEY

# A FAMILY AFFAIR

BY ANNE DELOTTO BAIER

anessa Waterson\*
wanted her 17-year-old
granddaughter, Lorie\*,
who has high blood
pressure and prediabetes, to lose weight for her health.
She soon realized that adopting a
healthier lifestyle would need to
become a family affair.

"It was hard for Lorie to stick to eating fruits, vegetables and lean meat if the rest of us were eating pasta and bread, so we all started changing our eating habits and reducing our portions," says Waterson, admitting she loves to cook Southern style and keep a well-stocked cupboard for her husband and four grandchildren. "Doing this together is helping us all become healthier."

This type of family involvement is particularly important in helping reverse the growing obesity epidemic because lifelong habits of physical activity and nutritious eating—or lack of these—are developed in childhood and adolescence, says Dr. Denise Edwards, assistant professor of pediatrics and internal medicine at USF. "It's never too late to make these changes in lifestyle, but the earlier you intervene the better."

The family-centered approach is emphasized at the USF Healthy Weight Clinic in Tampa, which Edwards directs. The program treats a comprehensive array of pediatric eating disorders, from obesity to anorexia and bulimia. In addition to medical assessment and supervision, the multidisciplinary outpatient program—one of few in the Tampa Bay area—includes nutritional counseling, psychological evaluation and behavior modification, and even access to physical therapy and a YMCA staffer who can help with customized exercise plans.

Currently, no weight-loss medications are FDA approved for young children. Although some options are available for teenagers, Edwards seldom prescribes them. "I think medication detracts from the idea that achieving and maintaining a healthy weight requires lifestyle changes by the entire family," she says.

In the long run, 80 percent of overweight or obese adolescents will grow into obese adults. Genetics play a role—studies have shown that children with overweight or obese parents have a greater risk for obesity. But, Edwards says, many environmental causes of obesity that interact with a person's genetic predisposition, like too little exercise and too many high-calorie foods, can be altered.

Although the prevalence of childhood obesity has risen dramatically in the last several decades (nearly one in five U.S. children is obese),



the condition is still underdiagnosed and undertreated, Edwards says.

The consequences of avoiding or delaying treatment can be steep, both physically and emotionally. As they develop into teens and young adults, overweight children are at greater risk for Type 2 diabetes, cardiovascular disease, joint problems, sleep apnea, asthma, gall bladder disease and other illnesses usually associated with middle-age or senior adults. Treating these obesity-related conditions over a person's lifetime will be an increasingly costly proposition, Edwards says.

Obesity can lead to lifelong emotional distress as well as medical complications and reduced life expectancy. Excess weight has been associated with low self-esteem, depression and social withdrawal,



particularly in adolescents, says Perry Kaly, a clinical psychologist who works with families at the clinic. "Studies have shown that kids as young as age 4 and 5 exhibit negative biases toward their overweight peers, identifying them as lazy, stupid and undesirable playmates."

Edwards helps families develop weight management plans they can live with for the long haul, setting incremental goals for a healthier lifestyle rather than focusing on losing a specific number of pounds. In Lorie's case, the family decided to initially work on three areas-reducing carbohydrates, eating lower calorie snacks and increasing physical activity.

Lorie's grandmother virtually eliminated rice, pasta and bread from the family's diet and started using more

spices instead of butter and salt to season her meals. She got rid of cookies and cakes, and stocked the refrigerator with snacks like fat-free yogurt and low-sugar jello. In addition, Lorie began daily one to twomile walks with her sisters. After three months, Lorie has lost 18 pounds, her blood pressure is dropping and she reports having more energy. She's also eager to buy some new clothes before she leaves for college in August. "Now that I see the weight coming off and other people are saying 'you look good,' I'm even more motivated," Lorie says.

The healthy weight clinic for children and adolescents fits into a series of USF initiatives making the prevention and treatment of obesity a priority. Last year, USF received a one-time appropriation from the

DR. DENISE EDWARDS, DIRECTOR OF THE USF HEALTHY WEIGHT CLINIC, COUNSELS A YOUNG PATIENT AND HIS MOTHER. THE CLIN-IC'S MULTIDISCIPLINARY TEAM USES A FAMI-LY-CENTERED APPROACH EMPHASIZING HEALTHY LIFESTYLE TO TREAT OBESITY IN CHILDREN AND ADOLESCENTS.

Florida Legislature to educate healthcare professionals on early recognition and treatment of obesity. The university is seeking to establish a comprehensive center that would include research to better understand factors contributing to childhood obesity and evaluation of interventions promoting good nutrition, self-esteem and physical fitness among children in schools and the community.

\* Name changed



STUDENTS WORKING AT TEMPLE CREST PARK IN TEMPLE TERRACE.



"Students were out in the community working on a variety of projects involving children, the elderly, homelessness issues and environmental cleanups."



- Maxon Victor



MEMBERS OF SIGMA PHI EPSILON FRATERNITY BUILT A PLAYGROUND AND REPAIRED BUILDINGS AT HOPE CHILDREN'S HOME IN TAMPA.

# STAMPEDE OF SERVICE

or the more than 1,300 students who gathered in the courtyard next to the Phyllis P. Marshall Center January 20th, only one thing was on their minds—giving back.

The students, representing about 100 university organizations, were bused to more than 40 Tampa Bay area nonprofit agencies and social service organizations to take part in the largest community service project in USF history. USF's second annual Stampede of Service (SOS) was organized by the USF Center for Civic Engagement & Volunteerism in conjunction with

USF Student Government. The event marked the conclusion of the university's 20th Annual Rev. Dr. Martin Luther King, Jr. Celebration.

"Students were out in the community working on a variety of projects involving children, the elderly, homelessness issues and environmental cleanups," says Maxon Victor, coordinator of SOS '07 and founder of the campus-wide event. "This is a multifaceted educational enhancement initiative led by students and strictly made up of students."

Victor says he got the idea for SOS after a 2005 spring break service trip to Atlanta with 14 USF students. "I realized what we were doing with a group of 14 in one week could be accomplished in a few hours with three times as many people," he says. "I was elated when I saw the tears and smiles of the families and elderly we helped. I knew then I wanted to leave a legacy of service at USF."

Stampede of Service is now the official day of service for Greek Life, USF Athletics and the Residence Hall Association at USF. The event begins at the Tampa campus with a festive welcome ceremony including the Herd of Thunder marching band, cheerleaders and Sun Dolls. Each group of volunteers is led by student site leaders who help facilitate the various activities.



THE REV. JESSIE JACKSON SPOKE AT THE USF SUN DOME IN JANUARY AS PART OF THE UNIVERSITY'S WEEK-LONG CELEBRATION OF THE LIFE OF REV. DR. MARTIN LUTHER KING, JR.

# They Said it at USF

People who have made names for themselves in every walk of life make regular appearances at USF by way of the University Lecture Series and just about every college and department throughout the university on each campus.

■ The big names—civil rights activist Rev. Jesse Jackson and Paul Rusesabagina, whose inspiring story is at the center of the film Hotel Rwanda—made notable visits this year as did conservative pundit Ann Coulter and global organization leader and former politician Carol Bellamy. Nobel Laureate Archbishop Desmond Tutu was one of the highlights of last year's lecture series.

Speakers with this kind of name

recognition hardly need an introduction. They generate the kind of buzz that almost guarantees a full house. Others, once their backgrounds and credentials are publicized, attract interested audiences of all sizes. Each and every one offers opportunities for students, faculty and the community at large to move beyond the classroom and exercise our "cerebral muscles" in a way that keeps us intellectually stimulated and mentally fit. Best of all, these events are typically free and open to the public.

USF's auditoriums have recently featured filmmaker Mira Nair, cartoonist Aaron McGruder, Sopranos star Jamie-Lynn Sigler, author Augusten Burroughs and activist Fernando Chavez. A similar broad range of speakers have appeared continuously throughout the past few decades when

USF hosted writer P. J. O'Rourke, activist scholar Cornel West, documentarian Michael Moore, and star Olympic athlete Greg Louganis, to name a few.

"Whether it's people you agree with or detest, someone you're thrilled to see or are just curious about, the opportunity to hear them out is one of the greatest benefits of having a university so accessible to the community," says William Scheuerle, director of the Humanities Institute. With modest budgets each year, the institute as well as the Patel Center for Global Solutions, the Institute for the Study of Latin America and the Caribbean, International Affairs, Africana Studies, the Institute on Black Life, the Louis de la Parte Florida Mental Health Institute. Women's Studies, USF Health, the College of Business Administration, colleges, departments and programs are able to sponsor and co-sponsor lectures and dialogues with the likes of Nobel Laureates, Poet Laureates, Pulitzer Prize winners, world-renowned experts, elected officials, leaders of movements and scholars of every stripe.

"Anyone who loves learning and is thrilled by ideas should make it a point to visit USF's Web site and events calendar," says Scheuerle. "You could easily fill your appointment book with some of the most fascinating and informative lectures and workshops imaginable. We're always happy to see our students at these events, but just as thrilled to see people from the Tampa Bay area join us in enriching our lives in this way."

Those looking for interesting things to do should not limit their interest to the famous, however. USF scholars have built stellar reputations and many find themselves in demand to speak all over the country and the world. We are fortunate enough to have them right here at home on all four campuses.

"Each new semester brings a treasure trove of speakers that are guaranteed to stir the imagination and satisfy the soul that is hungry for knowledge," Scheuerle says.

-BARBARA PERKINS



USF LAKELAND CEO MARSHALL GOODMAN INTERVIEWS JUDITH PONTICELL, ASSOCIATE VICE PRESIDENT OF ACADEMIC AFFAIRS, DURING A RECENT AIRING OF "THE POWER OF KNOWLEDGE."

# Radio Show Makes (Air) Waves

USF Lakeland doesn't have a radio station, a broadcast tower, a radio frequency or even a high-end sound studio. But it does have a radio show, thanks to the talented efforts of Marshall Goodman, vice president and CEO.

■ At the invitation of Polk County's own Hall Communications, a group of four radio stations, Goodman recently began hosting his own half-hour talk show, "The Power of Knowledge." The program airs on Talk 1430AM WLKF, every Sunday morning at 11:30 a.m.

Goodman takes a personal interest in booking the guests for his show and has won praise for the quality of his on-air work and the diversity of his studio guests. "Each week," he says, "we try to expose our local audience to the ideas and achievements of someone who contributes in a significant way to the knowledge economy."

Sometimes Goodman's guests have been from the private sector—entrepreneurs, economic developers or technology experts. Other times, however, the shows have featured leaders of public higher education or government. The common theme is the extent to which changes in society (often relating to technology) are results of and result in changes in the education and technology sectors.

"The Power of Knowledge" was appropriately launched with a very special guest for the premiere broadcast, as USF President Judy Genshaft joined Goodman in the studio. "It was obviously an honor to interview the president," says Goodman, "and it was a wonderful opportunity to spotlight the impact that the University of South Florida is making here in the central Florida region."

According to one observer, the pair worked the booth like seasoned pros. "The engineer didn't realize it at first, but both Dr. Goodman and President Genshaft have had their own radio shows in the past, before coming to USF. You could tell they

knew what they were doing, and it was a great way to kick off the new program. The chemistry was good, and the information was relevant to the audience."

Since that first show, guests have included Polk County's first appointed superintendent of schools, the President of Polk Community College, the director of the Polk Museum of Art, a state legislator, a county commissioner and the head of the Lakeland Economic Development Corporation.

According to Goodman, "While our primary purpose is to enlighten our listeners, I'm proud that our show has also been at times entertaining and at other times inspirational. The community we are privileged to serve has so much talent, and this show has given us a wonderful way to showcase it."

Although USF Lakeland may not have its own local radio station, it does have a unique presence on the airwaves in central Florida. Goodman and "The Power of Knowledge" have made that certain.

# (EXER)GAMING FOR FITNESS

### BY PHILIP BOOTH

hildhood obesity is a national epidemic, according to alarming reports regularly released by fitness experts at colleges and universities across the country. Video games, according to some studies, are part and parcel of a sedentary childhood lifestyle that can lead to weight problems and, ultimately, serious health issues for children.

But is it possible that certain types of interactive video activities can be part of the solution, an innovative, effective method of combating childhood obesity?

That's what Stephen Sanders, director of the USF School of Physical Education, Wellness and Sport Studies, hopes to determine via research being conducted at the XRKade Research Lab, the nation's first interactive fitness research lab for children.

The lab, which opened its doors in January, is the result of a unique partnership between the USF School of Physical Education & Exercise Science (in the USF College of Education) and iTECH Fitness of Denver, Colo. Among the technology driven activities installed in the lab are Dance, Dance, Revolution; Cateye game bikes; X-board; 3-Kick; and Cybex Trazer.

"Some of these activities have become part of our American culture," Sanders says. "Video games are not going away. These games require that children must be physically active in order for the game to work. For example, the faster a child pedals the game bike the faster the car will go on the video screen. Or, the more a child jumps while wearing the Cybex Trazer belt the more points he or she can



"The XRKade is really the only university lab like this, with 15 different types of activities that can be used by children, and observed by researchers."

— Stephen Sanders

score in the video game. The physical activity possibilities are endless."

Interactive fitness, also known as "exergaming," the use of technologybased interactive activities (including video games) in order to raise physical activity levels in children, is increasingly being used by public school systems, YMCAs, recreational centers and private fitness clubs across the United States to help children of all ages increase physical activity levels and maintain a healthy weight. Although exergaming has increased in popularity, little research is available to suggest the kind or degree of impact that these interactive activities have on fitness and activity levels.

"We don't really know the longterm impact of exergaming," Sanders says. "The XRKade is really the only university lab like this, with 15 different types of activities that can be used by children, and observed by researchers. Other schools mostly have looked at single pieces of equipment. We're going to experiment with all of the different types of equipment and find out how children feel about the activities. Are they fun or not? Which ones are they most excited about?"

The mission of the XRKade Research Lab is threefold, according to Sanders. First, the lab will be a resource for working elementary and middle school teachers, as a place to obtain reliable information on exergaming and its benefits. Secondly, the lab will help to prepare undergraduate education majors to prepare for their roles in the work force, in terms of helping future students with physical-fitness regiments. Finally, the lab will be a center for research, to be conducted by several departments within the College of Education, and in collaboration with pediatric physicians at the College of Medicine and



researchers from other departments across campus.

What are the implications of the increased use of exergaming equipment among children? Does exergaming actually increase children's fitness levels? What are the social and academic benefits of interactive gaming activities? Are there benefits for special needs students? Which types of interactive fitness games are most appealing to children, and why?

Researchers at the XRKade lab will

investigate these questions and others over the coming months and years.

"The big picture on all of this is that as educators, we're trying to create a culture of physical activity. Sanders says. "Typically, there is time in schools set aside for children to be physically active. We want to make sure that qualified teachers are available to help kids reach their fitness

The XRKade lab was funded through donations from iTECH

Fitness and their corporate partners, who together will support the USF lab's research for a period of as long as five years.

"We are extremely excited to be working with USF on this project and we believe that the research will only help solidify the positive effects we have seen throughout the country in exergaming fitness clubs," said Michael G. Hansen, COO and cofounder of iTECH Fitness.

# USF MAGAZINE

# PATCH HOLDS PROMISE FOR ALZHEIMER'S PATIENTS

BY ANNE DELOTTO BAIER

lzheimer's disease destroys the memories and lives of millions of people worldwide, and there is no cure for the devastating neurodegenerative disease.

Four years ago, a clinical trial for an Alzheimer's vaccine that showed promise in an animal model was suspended indefinitely when a small percentage of study participants died from brain inflammation and bleeding.

Now, USF researchers have taken the first steps toward developing a new approach to that older vaccine—a strategy they hope will lead to a safer vaccine in the form of a skin patch or cream. In a study published earlier this year in the Proceedings of the National Academy of Sciences, the researchers reported that a transdermal vaccine (placed on the skin) was effective and safe in clearing brain-damaging plaques from mice bred to develop Alzheimer's-like pathology.

"While many groups have shown vaccinating against the beta



amyloid protein (Aβ) can reduce Alzheimer's-like pathology including certain cognitive deficits, this study is the first to demonstrate that immunization using the skin may be an effective way to reduce Aβ pathology," says senior study author Dr. Jun Tan, director of the Neuroimmunology Laboratory at the Institute for Research in Psychiatry, USF Department of Psychiatry.

"The beauty is that something as simple and non-invasive as a skin patch could potentially be a promising therapy for Alzheimer's disease."

"As the rate of Alzheimer's dis-

ease continues to climb with increases in life expectancy, Dr. Tan and the other researchers in our Interdisciplinary Signature Program in Neurosciences are focusing on creative ways to develop viable therapies that will stop, delay or reverse this debilitating illness," says Abdul S. Rao, senior associate vice president for USF Health and vice dean for research and graduate affairs at the College of Medicine.

The Alzheimer's vaccine works by triggering the immune system to recognize Aβ—a sticky protein that abnormally builds up in the brains of Alzheimer's patients—as a foreign invader and attack it.

Rather than injecting the vaccine's therapeutic contents through the circulatory system, Tan and his colleagues targeted the skin as the route of vaccine delivery. They combined the same  $A\beta$  protein and saline solution injected in the previous vaccine with a modified immune system booster, applying the mixture to the skin of mice bred to develop age-related brain degeneration



mimicking Alzheimer's.

In the earlier clinical trial, the serious side effects were triggered by an autoimmune reaction, which occurred when immune cells aggressively attacked the body's own proteins produced by the vaccine. In the USF study, transdermal immune defense, an Alzheimer's vaccine would need to be administered at regular intervals for the rest of a patient's life, Tan says. "Something simple and convenient for patients to apply, like a patch, would be more acceptable for widespread clinical use."

"The beauty is that something as simple and non-invasive as a skin patch could potentially be a promising therapy for Alzheimer's disease." - Dr. Jun Tan

immunization did not seem to trigger the same toxic effects associated with the injected vaccine.

Tan suggests that specialized immune cells prevalent in the skin, called Langerhans, may direct the body's reaction to the transdermal vaccine toward a response that is beneficial instead of overly aggressive and ultimately harmful.

Unlike conventional infectious diseases vaccines requiring only one or two shots to build up

Transdermal delivery is a viable strategy for vaccine delivery, says Sam Gandy, chair of the national Alzheimer's Association's Medical & Scientific Advisory Council. "Certainly, skin patches would be far more convenient for the elderly, since no visit to the physician is required, a prescription can be filled by mail and the patch applied at home. Such ease would undoubtedly lead to rapid adoption of this new and exciting way

to modify the course of Alzheimer's."

The USF researchers plan to further test whether the transdermal vaccine can curb memory loss in Alzheimer's mice as well as reduce their "senile" plaque burden. "If those studies show clear cognitive benefits," Tan says, "we believe clinical trials to evaluate an AB skin patch or topical cream in patients with Alzheimer's would be warranted. Of course, animal studies do not guarantee safety for people, so human clinical trials will prove to be the gold standard here."

More than five million Americans are living with Alzheimer's disease, a 10 percent increase since the last Alzheimer's Association estimate five years ago.

# For the Children

When children need help, whether they are awaiting adoption, negotiating the foster care system, or victims of abuse or neglect, the professionals who work with them know only the most effective measures will suffice. And time is usually of the essence. But for those caught up in the day-to-day turbulence of providing the actual services, time is either a luxury or nearly non-existent.

■ Enter the USF Louis de la Parte Florida Mental Health Institute (FMHI) with a revolutionary new resource the technology to deliver what child welfare professionals need with speed and efficiency via a computer.

The Florida Department of Children and Families (DCF) recently awarded a new grant of \$3.7 million to FMHI to develop Florida's Center for the Advancement of Child Welfare Practice, a statewide informational Web portal that includes a comprehensive database, a variety of training and consultation options and advanced interactive components over the next three years.

"Child protection and welfare services are challenged to understand and address complex issues with children, families and communities in crisis that involve a number of disciplines and services," says Don Policella, center director and project principal investigator. "Our customers require access to the very best practices. The only problem is this is a fast-paced, constantly changing field. Our job at the center is to keep up with it, and to provide the cutting edge, high quality information so critical to developing successful strategies and outcomes for children."

The project got started with a steering committee composed of DCF, community-based care and sheriff's office representatives. In March a new, user-friendly Web site was launched,

built around current rules and policies and including links to relevant Florida state and federal statutes and rules, recent decision memoranda or policy interpretations, fiscal requirements, national best practices, research and frequently asked questions with authoritative answers.

"Our goal is to help bring synergy among the varying service agencies, as well as help take away the labor intensive work associated with getting information," Policella says.

In July, the collaborative interactive feature launches. The center will spon-



sor expert national technical assistance and consultation for its customers on various topics either on-site or via video teleconference. In this way, DCF program and outsourced community-based care and child protective investigations staff can all interact with each other and share documents. This component also offers video streamed educational and training presentations and other functions designed to facilitate learning, information sharing and identification of additional training and technical issues.

"One of the most wonderful things is that once in place, this portal will only get better and better," says Policella. "Plans are to expand the information being made available, increase the proficiency and increase the speed and content."

As one of the largest behavioral services research centers in the United States, FMHI is uniquely qualified, having provided research, training, education and support services to mental health and child welfare professionals, consumer organizations and behavioral health advocates for more than 30 years.

"We are proud to be a part of Florida's efforts to advance the state's child welfare practice in such a multi-disciplinary way," says Policella. "Children brought to the attention of child welfare services are not always accommodated by the standard service array. Cultural diversity, developmental disabilities, and varying degrees of trauma-related symptoms are among the issues that must also be included in our best practice knowledge base, innovative skill set, and system of care strategies.

"The Florida Center has been designed to take advantage of the most current research and technology to provide state-of-the-art support to both our internal and external stake-holders," says Harry Propper, a DCF operations administrator and steering committee member. "We are excited about our partnership with the university and look forward to advancing Florida's child welfare practice in support of Florida's children and families."

- BARBARA PERKINS

# Under the Sea

USF Assistant professor and biological oceanographer Kendra Daly is helping to lead a major transformation in ocean research—from expeditionary science to observatory science. Daly, on academic leave from USF, was tapped last year to be director of a \$331 million National Science Foundation

## program that will set up underwater observatories to study ocean environments for decades.

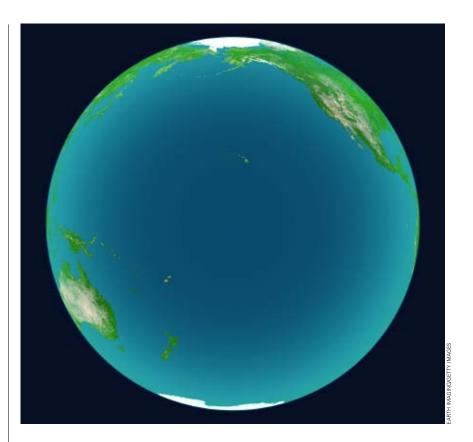
■ "Ever since the first oceanographic voyages," says the program's brochure. "the major obstacle to ocean science has been the ocean itself, a medium that we cannot live in, see through, probe with satellites or even visit for long."

Thanks to recent technological advances in remotely operated and autonomous vehicles that can travel deeper than submarines, underwater instruments, genomics, telecommunications cables, satellite communication and computer sciences, exploring Earth's largest biosphere is now becoming a real possibility.

NSF's Ocean Research Interactive Observatory Networks (ORION) program will build and deploy state-ofthe art interactive ocean observatories in a number of regions in the Pacific and Atlantic oceans. Scientific instruments will be installed on the ocean floor and in undersea volcanoes and hydrothermal vents. Sensors on profiling moorings will obtain measurements from the air-sea interface down to the seafloor. And, autonomous underwater vehicles and gliders will collect data over larger spatial areas.

Offshore of Washington and Oregon, sensor networks will be connected to a fiber optic cable encircling much of the Juan de Fuca tectonic plate and a segment of the coastal continental shelf. The cable will provide fast, two-way data transfer between sensors in the ocean and users on land to allow adaptive sampling of transient events. In other coastal and remote deep water locations, data will be transmitted via satellite to a central location where it can serve researchers, policymakers and the public.

The data will enable new studies of ocean systems including processes that regulate global climate and rainfall patterns; influence the storage of



The data will enable new studies of ocean systems including processes that regulate global climate and rainfall patterns and threaten coastlines with storms, tsunamis and harmful algae like red tide.

anthropogenic carbon; form vast mineral resources; support major fish stocks; and threaten coastlines with storms, tsunamis, harmful algae like red tide and hypoxia. It also will provide critical information to answer questions about the diversity of life within the seafloor.

"We know these processes are ongoing," says Daly, "but we cannot understand them without having a permanent presence in the ocean, much like meteorologists have stations to monitor weather conditions around Earth."

"If congressional funding for the project stays on track, the first deployment of some initial moorings could be as early as 2009 and the system will be completed in 2013," continues Daly. Since January 2006,

Daly has been responsible for leading science planning and development for the program, developing scientific priorities, directing the program's six advisory committees, creating community outreach efforts and acting as the primary liaison with other observatory groups. Among her most critical contributions, Daly was instrumental in guiding ORION's Conceptual Network Designs.

Daly will return to USF later this year to lead a \$1.8 million international, multidisciplinary research expedition to investigate carbon and nitrogen cycling in the Cariaco Basin off the coast of Venezuela. She also will continue to work as an adviser to the ORION program.

- ANN CARNEY

A model undergraduate research program encourages and empowers students across all disciplines to become a part of discovery.

### BY ANN CARNEY

enior microbiology major Leigh Nattkemper has been fascinated by the brain for as long as she can remember. So,

when she heard about the research her lab partner was doing under the direction of Dr. Ron Mervis, professor of neurosurgery in the USF Center of Excellence for Aging and Brain Repair, Nattkemper became intrigued. Within weeks she had scheduled an interview with Mervis and was offered an opportunity to conduct research in his lab.

Today, Nattkemper is actively involved in a study observing the living system of mice in which a particular gene, called Carboxypeptidase E, has been inactivated. By observing the physical and biochemical characteristics of the mice, Nattkemper is gathering important information that could lead to a better understanding of what the gene normally does and how its absence may contribute to disease, such as diabetes and obesity.

Nattkemper is one of about 20 undergraduate students working in Mervis' NeuroStructural lab, and one of more than 500 undergraduates actively engaged in research at USF.

"I never thought I would be involved in anything like this," says Nattkemper. "Through my major I have to take labs, but all the experiments have a set outcome. In Dr. Mervis' lab, we have no idea what to expect until we see the results. I have a purpose to doing the work."

Providing meaningful research opportunities early in a student's education is the idea behind USF's undergraduate research program. And, it is among the factors which have earned USF recognition as one of only 63 public universities in the country to be named to the highest tier of the Carnegie Foundation for the Advancement of Teaching.

"Undergraduate research gives students the opportunity to get involved with what makes USF a great research institution," says Naomi Yavneh, director of the Office of Undergraduate Research at USF. "It provides an opportunity for all students to get involved with the actual

# HANDS-ON DI

MICROBIOLOGY MAJOR LEIGH NATTKEMPER LEARNS WHILE SHE WORKS IN DR. RON MERVIS' NEUROSTRUCTURAL LAB.

FEATURE PHOTOS BY JOSEPH GAMBLE





work of the institution—not just hearing about discovery, but being a part of it."

USF has always provided research opportunities for undergraduate students, though it wasn't until 2004, as the university prepared for reaccredidation, that a formalized, funded and publicized program was put in place to coordinate the numerous undergraduate research opportunities going on and available throughout the university.

"We saw an opportunity to enhance instruction through a formalized, university-wide undergraduate research program and we put a plan in place," says Stuart Silverman, every college at the university. This year alone, 40 students received full funding to present their research at the National Conference on Undergraduate Research, up from 18 the previous year. Seventy-six students received funding to attend 84 professional disciplinary conferences and, more than 100 students participated in USF's fifth annual Undergraduate Research Symposium.

In addition, USF introduced a series of programs called Research Experiences for Undergraduates (REUs). The instructional programs teach students about the research process within a given field, match students with mentors and allow students

cial is the broad definition of research which opens opportunities to pursue discovery in a wide variety of fields.

"Traditionally, research has been thought of as what is done in the laboratory or library," says Yavneh. "Here, we view research as any creative endeavor designed to create or produce an original project. We work with individual disciplines to create discipline-specific norms for each student project."

For Daniel Stephens, a senior anthropology major, research comes in the form of spatial analysis technology—hardware and software to study and evaluate cultural resources such as national park sites. Using a portable GPS, Stephens locates and maps archaeological pinpoints and gathers critical environmental data at various cultural sites. He recently presented his work at the Society for American Archaeology Conference in Austin, Texas.

"This is the future of anthropology," says Stephens, who first became interested in the new technology when he took a class with his current mentor, Lori Collins, a visiting instructor and undergraduate advisor in the Department of Anthropology. "Research is an integral part of the field," he says, adding that his work trekking through the mangroves at DeSoto National Park is a stepping stone to learn what it takes to work in archaeology, the area of anthropology in which he hopes to specialize.

"Undergraduate research provides an opportunity for all students to get involved with the actual work of the institution—not just hearing about discovery, but being a part of it." – Naomi Yavneh

dean of the Honors College, which now oversees the Office of Undergraduate Research. "The plan called for a program that would contribute to the creation of new knowledge while providing a challenging intellectual environment. It would draw on the expertise of nationally and internally recognized faculty members willing to serve as mentors to students. And, it would be available to all students at the university—regardless of major."

With the full support and backing of university administrators, the plan was set in motion. Faculty members signed on, and in just three years, the program has achieved remarkable success.

More than 500 students are currently paired with faculty mentors in dents to conduct actual research. USF currently offers five REUs (in engineering, geology, computer science, interdisciplinary hurricane studies and behavioral and mental health) sponsored by the National Science Foundation. USF has used the NSF model to develop a variety of REUs in nontraditional fields including humanities, sociology, anthropology, peace studies, theatre, women's health and chemistry. Eight REUs are planned for Summer 2007.

"I think we are creating a model for the state," says Yavneh. "What makes us special is we provide undergraduate research experiences for any student who wants to get involved and that is something of which we are really proud."

What also makes the program spe-

THIS FALL, ANTHROPOLOGY MAJOR AHMAD AL-JALLAD WILL ATTEND HARVARD UNIVERSITY TO PURSUE A PHD IN SEMITIC PHILOLOGY. HE WAS THE ONLY DOCTORAL CANDIDATE SELECTED THIS YEAR BY THE UNIVERSITY TO TAKE PART IN THE PRESTIGIOUS PROGRAM.





For many of the university's undergraduates, research experiences fall outside their field of study.

Since coming to USF's Honors College in 2003, anthropology major Ahmad Al-Jallad has been delving into the science of historical linguistics. To date, he has published two papers and has one in review; he's authored a textbook for second-year Arabic students and presented at two national conferences this year. Though his research is largely self-directed, Al-Jallad is grateful for the advice and support he gets from his faculty mentor, assistant professor Jacqueline Messing, an anthropological linguist.

"Research transforms students from passive learners to active participants in the learning process. When a student engages in a mentored research project, that student learns to frame meaningful questions in a thoughtful manner." - Stuart Silverman

"I really want to get into academia and my research has opened a lot of doors," says Al-Jallad. This fall Al-Jallad will attend Harvard University to pursue a PhD in Semitic Philology in the Department of Near Eastern Languages & Civilizations. He was

the only doctoral candidate selected this year by the university to take part in the prestigious program.

"Research has allowed me to participate in the debate going on in the scholarly community," says Al-Jallad. "Research is the thing that keeps



SENIOR ANTHROPOLOGY MAJOR DANIEL
STEPHENS USES A PORTABLE GPS TO
GATHER CRITICAL ENVIRONMENTAL DATA
AT DESOTO NATIONAL PARK, ACCOMPANIED
BY HIS FACULTY MENTOR, LORI COLLINS.

society moving."

Creating new knowledge that contributes to the advancement of society is the true benefit of the undergraduate research experience, says Silverman.

"Research transforms students from passive learners to active participants in the learning process. When a student engages in a mentored research project, that student learns to frame meaningful questions in a thoughtful manner. Scholars have long known that the nature of the question is critical in finding the answer."

Honors College junior Elisa

McQueen, a microbiology major, understands the commitment that comes with undergraduate research. She started doing research during her freshman year as an assistant in an immunology lab at Moffitt Cancer Center and Research Institute. Then working under the direction of faculty mentor Dr. Julie Djey, McQueen conducted research to understand the molecular mechanisms of a drug currently used to treat multiple myeloma. Today, she is involved in research that will enable engineers to manipulate mobility devices, such as a wheelchair, to further open the world of performing arts to the

physically disabled.

"Research promotes a higher level of thinking," she says. "It brings my education to a new level."

McQueen is currently president of the Undergraduate Research Board, a student organization formally established in 2006 to support student research efforts and get the word out to students about the wide array of research opportunities available to undergraduates at USF.

As research opportunities and REUs continue to expand at USF, so too does the commitment to support undergraduate research initiatives. Among the efforts are continued work by the Office of Undergraduate Research to design undergraduate research experiences, course work and programs; expanded grant opportunities for students engaged in projects with faculty mentors; increased funding for student travel; a "Mentors-in-Residence" program to bring scholars with exceptional experience working with undergraduates to USF; and a mentor training program to assist graduate students who work with undergraduates.

"Think of what an advantage this is for our undergraduates," says Yavneh.

But it's not just the students who benefit.

"Research is the pot of gold at the end of the rainbow," says Silverman. "Our students are creating knowledge."

# A UNIVERSITY ENGAGED

USF's extensive history of community engagement has been recognized by the Carnegie Foundation for the Advancement of Teaching with a new university classification.

### BY SHERYL KAY

hen a group of 40 representatives from USF, local community colleges, business, nonprofit organizations and public schools met during a regional planning session seven years ago, they identified a serious shortage of qualified mathematics and science secondary school teachers. The group quickly formed a partnership and set out to fill the gap by attracting professionals in business and industry to teaching, and assisting them in making the transition.

Helping to solve problems in the community is nothing new for USF. And it's not just a local phenomenon. Community engagement at USF happens at the state, regional, national and international level. In fact, through enormous efforts that span faculty, students and communities, USF recently earned the Carnegie Foundation for the Advancement of Teaching's new "community engaged" distinction.

USF, the only Florida university to receive the honor, is one of only 10 public research universities, including the University of North Carolina Chapel Hill, UCLA, the University of Minnesota, Arizona State University, and Michigan State University, that was accorded this prominent standing. The award coincides with another key recognition of USF by the Carnegie Foundation a few short months ago when USF was chosen as one of only 63 public research universities named to the foundation's highest tier—"Research University with Very High Research Activity."

"We are proud of USF's extensive record of community engagement and eager to expand and sustain our partnerships with the local and broader communities we serve," says USF President Judy Genshaft. "I believe that the role of a metropolitan research university is to be part of the fabric of our communities."

Community engagement is a broad term describing cooperative projects between universities and their larger communities that result in the equally advantageous exchange of information and resources, says Kathleen Moore, associate vice president of Academic Affairs and Educational Outreach.

USF has already become an enormous community resource providing a plethora of services and resources to Tampa and beyond, including tutoring K through 12 students, non-

credit continuing education, four regional campus libraries, cultural offerings and athletics. Engagement projects, says Moore, build on this well-established foundation between the university and the community.

In judging the various schools' applications, the Carnegie Foundation looked at some very concrete factors. Is community engagement part of the school's stated mission? Does the school recognize students and faculty for their roles in such projects and document that in marketing materials and publications? Are there specific funds allocated by the institution for community engagement projects?

USF's response is affirmative on all fronts, says Moore.

And there is a voluminous number of projects at the school. After 17 years at USF, Moore, who was responsible for analyzing dozens of such projects and then selecting a representative few when applying for the Carnegie award, says she had no idea of the depth and breadth of such projects in which USF is now participating.

The key for successful community engagement projects is that the relationship between university and community is a partnership, notes Moore.

"This is a two-way street," says





MELANIE BROWN-HARRIS MOVED FROM A CAREER IN LOGISTICS MANAGEMENT TO TEACHING MATH AT FREEDOM HIGH. THROUGH THE MASTRACI PROGRAM, SHE IS HELPING SOLVE THE SHORTAGE OF SECONDARY SCHOOL TEACHERS.

Moore. "The university benefits because it provides us with learning experiences that we could not have had otherwise, and the community benefits because the university generates knowledge and solutions."

Consider, for example, the Math & Science Teacher Recruitment, Alternative Certification and Induction (MASTRACI) program to address the shortage of qualified math and science teachers in the secondary school system.

To draw in such candidates, explains Gerry G. Meisels, professor of chemistry and director of the Coalition for Science Literacy, the partnership, which included representatives from the university, the Hillsborough County School District and the Museum of Science and Industry, jointly planned promotional and marketing activities to enlarge the pool of career-change individuals. For those that are hired, a collaborative effort between the district and the university assists the new teachers in adapting to the classroom by refreshing their knowledge of the subjects they will be teaching and making up for their lack of training in how to teach these subjects.

"This shows that USF is committed to helping the community address its major problems and that it has the insights and perspective to see longrange issues that cannot be solved in a few months but take deliberate, continuing investment with results never clearly and simplistically measurable by short-term outcomes," says Meisels.

One longtime proponent of community engagement initiatives at USF is Susan Greenbaum, professor of anthropology. For the past several years, Greenbaum has served as chairperson to the Ad Hoc Committee on University Community Engagement and has become the central coordinating point for all such projects.

Because anthropology focuses on the development of people, societies, and cultures, Greenbaum explains, it was a natural for her and the department to become so involved with

community engagement projects. In fact, in January, USF's Department of Anthropology was named second in the nation in public engagement, according to a ranking by the Hawaiibased Center for Public Anthropology.

"We think we can get a better understanding if we are actually out there involved in what our discipline theorizes about rather than in just repeating what others say about those theories," she says.

In one of the principal engagement projects that Greenbaum herself oversees, students and faculty from the Anthropology Department have been working in collaboration with the Tampa Housing Authority who are developing a plan for relocating families out of the Central Park Village housing project and into new housing. The partnership provided a hands-on experience and research opportunity for the students and faculty members in evaluating and assisting in the creation of public policy for the relocation of low-income families and children.

Specialized maps were created for all those who would be relocated denoting places of interest in the

"We are proud of USF's extensive record of community engagement and eager to expand and sustain our partnerships with the local and broader communities we serve. I believe that the role of a metropolitan research university is to be part of the fabric of our communities."

— President Judy Genshaft

new neighborhoods, especially to families with children; and a youth fest organized by graduate students Brett Mervis and Kalfani Ture was held to help children understand and become comfortable with the upcoming move.

Another highly successful example of community engagement at USF comes through the USF Collaborative for Children, Families and Communities. Since its inception in 1996, the Collaborative has worked to increase the quantity and quality of connec-



tions between USF and the community. Serving as a central point of contact between USF faculty and family-based community organizations, the Collaborative offers conferences, workshops, training, a newsletter, a Web site and financial resources

According to Director Judi Jetson, of the 132 grants totaling about \$1.6 million that the Collaborative has awarded since 1996, an additional \$9 million has come in to sponsor research. Jetson points to nationally recognized projects, such as USF's

Kinship Care Center, which started after a Collaborative-funded study of grandparents raising grandchildren and the subsequent forming of statewide grandparents groups, that demonstrate USF's strong commitment to community engagement on all levels.

"Our faculty has become recognized for their efforts and accepted as valued partners, bringing a strong reputation to USF and more value in the eyes of community leaders here and nationally," says Jetson.



Some engagement projects produce profound neighborhood results by helping to change the actual geographical landscape. That's the case for the East Tampa Ponds Revitalization program originating in the School of Architecture's Florida Center for Community Design and Research. At the request of the community, faculty and students have been working with the residents of East Tampa to develop plans to revitalize three existing storm water retention ponds—that is, transform them into park-like open space amenities for the neighbor-

hood, thereby adding value to the adjacent houses and providing a sense of enhanced character to the neighborhood.

"This project is an example of the university taking an active role in partnering with the community in addressing an issue that has a direct impact on the quality of life for neighborhood residents," says Theodore Trent Green, associate professor of architecture and urban design. "Many residents have said that we've really earned their trust and feel more confident in their neighborhood revitalization efforts knowing that the university and the School of Architecture will be there with them on a consistent basis."

In addition, notes Green, students working on the project have been introduced to a "real world" situation and have played a role in its resolution, providing them an invaluable learning experience.

When all parties benefit, says Greenbaum, that is when community engagement projects are working at their finest. Even professors who have never been exposed to such projects can reap vast benefits once they participate.

"You can take things we are learning in the field and turn it into the currency we all value with producing publications on the project, professor prestige and getting additional research funding," she says.

With continued institutional support, more faculty development, and additional financial resources, community engagement projects will keep on flourishing at the University, says Greenbaum, and "USF will move into the number one position of leadership in the nation."





# USF Jazz Ensembles' invitations to acclaimed summer jazz festivals demonstrate the jazz studies program's growing reputation for excellence.

ant, like the Florida Orchestra is for classical music," says Owen, an accomplished composer and arranger who also writes pieces for the Surge and serves as president of the International Association for Jazz Education (IAJE). "It's a focal point that really helps bring audiences together. I think jazz has lacked that in our part of the country."

The center, too, has extended its reach internationally with two major competitions. The 2006 Jazz Composers Symposium attracted 140 participants from around the world to USF for workshops, concerts and other activities. For this year's first International Jazz Arranging Competition, more than 40 composers, representing six countries and three continents, submitted arrangements of

Michael Brecker compositions, and the two winning pieces were performed at the Michael Brecker tribute concerts.

"We really want to reach out to the whole university community, and to the music community at large," Owen says. "Our mission is all about educating not only within the university, by collaborating with other artists in the School of Music, but beyond USF. We want to be the focal point for building knowledge and understanding within a very specific area—the field of jazz composition."

Toward that end, Owen and center Managing Director David Stamps have worked to amass a collection of 3,000 scores, penned by everyone from Jelly Roll Morton to contemporary composers. The center's researchers also have access to 20,000 jazz recordings from the 1930s and '40s, donated by Robert Drapkin. The scores and recordings will allow USF music students and visiting researchers to pursue in-depth study of jazz composition.

"We want to be a place that will allow people to compare Oliver Nelson with Duke Ellington and Bob Brookmeyer," Owen says. "To do that, we need to be inclusive and extensive."

The next major step for the center is the development of a Web site that will allow access to downloadable recordings and scores as well as a searchable database of compositions and an online composers journal. Ultimately, the site has the potential to be an invaluable resource for scholars, composers and working musicians.

"The Web component lets us internationalize our ability to do research and gives us a chance to take what's really been a sleepy area of research and blow the lid off of it," Owen says. Adds Stamps, "We are filling a void, providing a tool that a lot of people have been looking for."

The Center for Jazz Composition also is expected to have a positive impact on the number and quality of jazz students attracted to the School of Music, which offers bachelor's and master's degrees in jazz studies, with concentrations in performance and composition. Approximately 30 students are pursuing undergraduate and graduate degrees in jazz studies at USF, and other students participate in the jazz ensembles.

A variety of small combos and big bands at USF regularly perform concerts on campus and around the Tampa Bay area. Student and faculty jazz groups also collaborate with the notable guest artists who perform at the long-running Monday Night Jazz Series. Pianists Dick Hyman and Dan Haerle, bassist Ben Jaffe and trumpeter Vincent DiMartino are among the



TOM BRANTLEY, ASSOCIATE PROFESSOR OF MUSIC, CONDUCTS USF JAZZ ENSEMBLE I. THIS SUMMER THE GROUP WILL PERFORM AT JAZZ FESTIVALS IN ITALY AND FRANCE.



guests who played the series in 2006-07, and gave master classes at the School of Music, as did the Jazz Masterworks artists.

"Bringing in well-known jazz artists helps our students to understand the truth and reality of life as a jazz professional. They really have an advantage over other students who don't get that kind of exposure to working professionals," says Jack Wilkins, USF director of jazz studies. "Getting to meet these guest artists allows them to have a better understanding about what it takes to achieve a career in jazz." Wilkins, a saxophonist, has released several CDs and has gained a national reputation as an expert in the art of improvisation, through his participation in Jamey Aebersold's Summer Jazz Workshops.

The jazz studies program has also facilitated cross-campus arts programs, collaborating with USF Libraries for "Looking at Jazz, America's Art Form," a six-part series of concerts, films and lectures-some of which coincided with the Monday Night Jazz Series and the Jazz Masterworks Series-that was funded in part by the National Endowment for the Humanities, the American Library Association and Jazz at Lincoln Center.

USF student jazz ensembles have made an impact globally, through performances at prestigious international jazz festivals and at IAJE conferences in Atlanta and Miami. This summer, the USF Jazz Ensemble I, the top big band in the jazz studies program, will take a 10-day trip to Europe for performances at Umbria Jazz and the Valdarno Jazz Festival in Italy and two major musical events in France—the Nice Jazz Festival and the Antibes Jazz Festival.

The invitations demonstrate the jazz studies program's growing reputation for excellence, also affirmed by the success of such recent graduates as guitarist Corey Christiansen, whose CD with six-string greats Jimmy Bruno and Vic Juris topped the jazz-radio charts at the beginning of 2007; and saxophonist Kim Bock and pianist Sila Cevikce, both of whom released CDs on the SteepleChase label. Jeff Fairbanks was selected to participate in the prestigious BMI Jazz Composers Workshop and won an ASCAP Young Composers Award, and one of his compositions was premiered at a recent conference of the IAJE. Saxophonist Eric Darius, who pursued jazz studies at USF, recently signed to

DAVID STAMPS AND CHUCK OWEN HAVE COLLECTED 3,000 SCORES TO OFFER MUSIC STUDENTS AND RESEARCHERS AN IN-DEPTH STUDY OF JAZZ COMPOSITION.

Narada Jazz, part of the Blue Note Label

The international trips additionally afford students more opportunities for close-up views of working jazz musicians, Wilkins says. "They get to experience life as a professional touring artist—from the travel to the set-up to the anxieties and joys of playing in front of large, knowledgeable jazz crowds."

The European travel, available as a for-credit class through the Study Abroad program, allows students to serve as American cultural ambassadors, and also helps them better prepare for their role as professionals, competing with others around the world for work in a global economy.

"Some of these students have never left the country and this gives them an opportunity to meet people from other countries as well as using a foreign language to order lunch in Italian and French and carry on other activities," Wilkins says. "They have a chance to become immersed in other world cultures, and it helps them to become world citizens."

# PAM AND LES MUMA A PROFILE IN LEADERSHIP

BY ANN CARNEY

hen USF alums Pam and Les Muma returned to Florida in 2005, they had more than a peaceful retirement in mind. They planned to continue their long tradition of giving back.

To those who know this generous couple, it came as little surprise when on December 6, 2006, they announced one of the largest gifts ever in Florida to champion research and care for newborns. Their gift, \$6 million to USF Health in partnership with Tampa General Hospital, was a gift from the heart—a gift in memory of their daughter, Jennifer Leigh Muma, who died in a neonatal nursery.

"When we moved back to the Tampa Bay area, we wanted to fulfill our dream to bring neonatal care to another level at Tampa General Hospital," says Pam. "We challenged Steven Klasko, vice president of USF Health and dean of the USF College of Medicine, to build a world class neonatal care unit at Tampa General Hospital and to maximize the dollars we could apply to it."

The Mumas' gift, eligible for a state match of \$5 million and an internal match of \$3 million from USF as well as salaries and physician support, will transform neonatal care in the Tampa Bay community and give new hope to the parents of newborns in critical need of specialized care.

"To be fortunate enough to make life better for someone else is special," says Les, who was co-founder, president and chief executive officer of Wisconsin-based Fiserv, Inc., a Fortune 500 company providing technology products and services to more than 17,000 financial institution clients worldwide. "When you stop and think about what you are going to accomplish it is very rewarding."

For more than three decades, Pam and Les have been changing lives. Each year the couple, who met at Winter Haven High School and began dating at USF, funds four full-tuition scholarships to Winter Haven students pursuing a degree in business or technology at USF. In 2003, they pledged \$500,000 to build the Pamela and Leslie M. Muma Teaching Auditorium in USF's College of Business Administration. But often their generosity has come without their name attached.

"We never believed in giving money with our name involved," explains Pam. "But at some point we realized to teach other people to give, people should attach their name to gifts," adds Les.

It is one of many beliefs they hold in common—like leading by example.

"In the early years we didn't have money to give, so we gave time," recalls Les. "It got us into the mindset of giving back. When we were fortunate enough to have money to give back, it was a natural thing." So, too, has it been a natural thing for Pam and Les to pass on their philosophy about giving back to their daughter, Lisa Muma Weitz,



who lives in Charleston, South Carolina with her husband and two children, and will one day run the family foundation.

"It starts with the children," says Pam. "It is a responsibility in a lot of ways; you have to expose them to it." But, she adds, you don't have to give money to make that happen.

"People should be generous whether it's picking a bouquet of flowers for the neighbors or bringing a meal to the family of someone in the hospital. It's about being a caring human being."

And caring is what making a difference is all about say the Belleair couple, whose philanthropy has been largely focused on children in need, children's health and education.

In 2006, Pam became a founding member of USF Women in Leadership and Philanthropy. The



"In the early years we didn't have money to give, so we gave time. It got us into the mindset of giving back. When we were fortunate enough to have money to give back, it was a natural thing."

program is designed to empower USF women students, faculty and friends to become leaders and philanthropists who will impact the university and their communities through leadership and generosity.

It is one of many causes Pam has embraced since returning to Florida. In addition to their involvement with USF, Pam serves on the Tampa General Hospital Foundation Board, the Moffitt Cancer Center Foundation Board of Directors and Junior Achievement of West Central Florida. Pam was active in the Milwaukee community as well, serv-

ing as chairman of the board of Children's Hospital of Wisconsin Foundation, and the boards of the Cancer Center of the Medical College of Wisconsin, the National Multiple Sclerosis Society, United Way, the Milwaukee Art Museum, the Task Force on Family Violence and others.

In addition to the couple's own generous philanthropy, Les has agreed to co-chair a major fundraising initiative at USF with fellow USF Foundation board member Frank Morsani.

"I always intended to get more

involved with USF as I moved to this phase of my life," says Les, who credits the university with teaching him the value in learning, not to mention finding his wife of 42 years. "It's a great time at USF."

While they show no signs of slowing down in their commitment to giving back, Pam and Les do look forward to more international travel and time on the golf course during this new phase in their lives. And, they look forward to the developments in newborn care that will come from their latest gift to the university, particularly walking into the new Jennifer Leigh Muma Neonatal Intensive Care Unit at Tampa General Hospital in 2009.



STAN HEATH WAS NAMED HEAD COACH OF MEN'S BASKETBALL IN MARCH.

# New Era for Men's Basketball

On March 27, 1999, Stan Heath sat as an assistant coach among the Michigan State Spartans on a Final Four team bench in St. Petersburg's Tropicana Field. It was the first of three straight Final Fours for Heath with the Spartans, including a national championship in 2000. But eight years and seven days after that first Final Four appearance in St. Petersburg, Heath found himself back in Tampa Bay, this time at a podium on the USF campus with President Judy Genshaft and Director of Athletics Doug Woolard, as he was named the new men's basketball coach.

■ Heath, 42, arrives at USF after serving as head coach at the University of Arkansas for each of the previous five seasons. While with the Razorbacks, Heath guided the program to a pair of NCAA Tournament appearances (2006, 2007) and an overall record of 82-

71. Arkansas posted 20-win campaigns in each of the previous two seasons and 2006-07 was highlighted by a run to the championship game of the Southeastern Conference Tournament and subsequent participation in the NCAA Tournament.

"I couldn't be more pleased to introduce Stan Heath as our men's head basketball coach," Woolard said. "He has had tremendous success at every level of college basketball. During his five years as an assistant at Michigan State, their team went to the NIT, Sweet 16, Final Four twice, and won a national championship.

"During his one season at Kent State, he led what many people consider to be a mid-major school to a 30-6 record and an Elite Eight appearance," Woolard added. "During his five years as a head coach at Arkansas, his recruiting classes were ranked in the top 15-or-better three times. Additionally, the last two seasons his team won 20-or-more games, made the NCAA Tournament, and played against Florida in the SEC Tournament

championship game."

Everywhere he's been—both as an assistant and as a head coach—Heath has played a significant role in the program's success. Perhaps there is no better judge of that than Tom Izzo, head coach at Michigan State, who has been ultimately responsible for building that powerful program, and yet is quick to pass along credit to others, including Heath.

"I think Stan will do an incredible job at USF," Izzo said. "He has been a part of a lot of successful programs at various levels and has experience working with established teams as well as those he helped develop into winners. He has recruited some of the greatest players we have had at Michigan State and has always been around success. Stan's ability to recruit and coach and the outstanding people skills of he and his family will help to breed success at USF."

An outstanding recruiter throughout his career, Heath has attracted nationally recognized signing classes. National media outlets ranked his efforts among the top 15 in the country in 2003, 2004 and 2006. In his six years (Arkansas and Kent State University) as a head coach, he has directed a total of six players to all-league accolades on eight occasions and his rosters have featured a pair of freshman All-Americans, two conference defensive players of the year and one sixth man of the year.

"Today, we are here to celebrate the beginning of a new era for the USF men's basketball program, the hiring of Stan Heath," Genshaft said. "The entire university community is excited about the selection of Coach Heath as he has encountered tremendous success already in his career and we look forward to that continuing in the future."

- SCOTT KUYKENDALL

# **Making History**

With 27 seconds remaining in her final regular season home appearance among four seasons as a USF basketball player, Jessica Dickson was doing something quite ordinary on February 26. She was standing at the free throw line—something she had already done 544 times in her USF career. But after hitting each of two free throws, the Ocala, Fla., native had accomplished the extraordinary. She had scored her 2,320th and 2,321st career points to become the most prolific scorer-male or female-in USF school history, eclipsing Charlie Bradley's 2.319 points for the USF men from 1982-85.

■ Extraordinary is the only way to describe Dickson's career at USF. She led the Bulls to an unprecedented four straight postseason tournaments, including the schools first-ever NCAA berth in 2006. The team won 20 games in two of her four seasons, the only two times that has happened in the program's history; and as Dickson entered her senior season, she was named the Big East Conference Preseason Player of the Year and was named a candidate for three separate National Player of the Year Awards, including the Wooden and Naismith Awards and the Wade Trophy.

Dickson leaves USF with 2,402 career points, and is third among all collegiate women's basketball players in state history. In addition, Dickson grabbed 746 rebounds to rank sixth on the schools all-time list, and she is the all-time leader in career games played and career starts.

Dickson continues to represent USF even after her eligibility has expired. On April 4, she became the first-ever USF women's basketball player drafted by a WNBA team, when she was the Sacramento Monarchs' first selection.

- JOHN GERDES



40



# Women's Soccer Program Scores

As Denise Schilte-Brown heads into her first season as head coach of the USF women's soccer program, she looks forward to the success she found leading Virginia Commonwealth (VCU) to the NCAA Women's Soccer College Cup in 2004 and 2005. Brown was named to her new position with USF in December 2006.

■ "Coach Schilte-Brown brings together everything we were looking for in a coach to lead our women's soccer program," says Doug Woolard, director of Athletics. "Her coaching success, her knowledge of the college game and her familiarity with soccer in Florida and up and down the Eastern Seaboard will benefit our women's soccer student-ath-

letes tremendously. We're extremely excited about the future of USF women's soccer."

During her seven years at VCU, Schilte-Brown led the Rams to a 77-51-17 record, including back-toback Colonial Athletic Association championships in 2004 and 2005 and a third-place finish in 2006.

"This is a great personal and professional opportunity for me, I'm extremely excited about the future of USF soccer in the Big East," says Schilte-Brown. "There are amazing soccer resources in the Tampa area and I look forward to using these to take the program to a new level."

In 2005, Schilte-Brown's Black and Gold was unbeaten in the conference, posting a 9-0-2 record, and made their second-consecutive appearance in the NCAA Women's College Cup, earning their first-ever NCAA tournament victory, a 3-1 DENISE SCHILTE-BROWN WAS NAMED HEAD COACH OF USF'S WOMEN'S SOCCER PROGRAM IN DECEMBER.

win over Clemson.

In 2001 Schilte-Brown was recognized as the CAA Coach of the Year and in 2002 she was the runner-up for the Soccer Buzz Coach of the Year for the Mid-Atlantic region.

After graduating from UMBC in 1996 with a bachelor's degree in economics, Schilte-Brown served as an assistant coach at both Eckerd College (1997) and the University of Tampa (1998) before returning to her alma mater. While in Florida, she was head coach of the Tampa Heather U-13 and U-19 youth soccer club.

Schilte-Brown and her husband, Chris, have two-year-old twins, Ethan Lake and Kenza Madison.

- AMY WOODRUFF

# Dan Bagley III

USF advertising professor Dan Bagley III always figured he'd retire to teaching one day. But, after encouraging a business associate to step up the timetable and follow his dreams, Bagley decided to do the same. He left his family's promotional products business in Lakeland to earn a PhD and become a university professor.

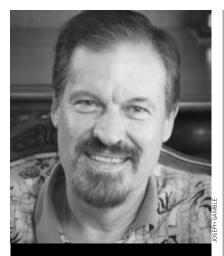
■ Bagley joined the faculty at USF in 1979, and has been teaching in the School of Mass Communications ever since. Earlier this year, he received the promotional products industry's highest honor—induction into the Promotional Products Hall of Fame. Bagley is only the 64th person to be inducted into the Hall of Fame and the second academic.

Largely focused on sales effectiveness, promotional strategies and professionalism, Bagley created the promotional products industry's first audio sales training program and its first video sales training program. He has written more than 20 books and monographs for the industry, including the text used by industry members to study and attain Certified Advertising Specialist and Master Advertising Specialist professional designations. He is one of the earliest academic researchers to explore the marketing power of promotional products.

Bagley and his wife Ann, who recently retired as chair of the Department of Education at Saint Leo University, live in Carrollwood.

**USF:** What's different about a promotional product?

**Bagley:** In print, you have paper and words. Electronic advertising offers images and sounds. Promotional products add a third dimension—reciprocity. It is the only medium people thank you for. No one thanks you for a bill-board, a print ad or an ad on a favorite program.



Greatest promotional product:
The item is less important than how it is used

Print or broadcast: It depends on what you want to accomplish

Favorite ad: Apple's 1984 introduction of the Macintosh

Teaching style: I see teaching as a performing art

Proudest moment: Every day I'm with my family as a family unit

Hero: My Dad

**USF:** Are incentive programs really effective?

**Bagley:** Yes, they really are. Almost everybody says they'd rather have money, but if you look at the long-term behavioral changes that come with incentive programs, like employee rewards, they do work. There is power in receiving a tangible, lasting symbol that says "You're a winner!"

If we don't understand the tangible side of motivation, we don't understand how people work. Promotional products provide tangible, lasting symbolic value. Imagine graduation without the diploma and just applause.

**USF:** How did you find out you were being inducted into the Promotional Products Hall of Fame?

**Bagley:** I knew I'd been nominated. You usually didn't get in the first time, so I didn't hold my breath. When I got the call, I was absolutely delighted.

**USF:** What did the honor mean to you?

**Bagley:** It was more than being recognized by a professional group. It was the celebration and validation of my family history working in an area that, in an advertising sense, is not mainstream.

**USF:** What has been the biggest change in the promotional products industry since you began teaching at USF?

**Bagley:** Size; it has really has grown. The promotional products industry is a \$17 billion industry today.

**USF:** Is your teaching focused primarily on promotional products?

**Bagley:** Promotional products is one small part. There is so much to teach.

**USF:** What is the most important thing you teach your advertising students?

**Bagley:** Do what nourishes you, be creatively flexible and go the extra mile. The average student will have not just five to seven jobs, but five to seven careers.

**USF:** How has technology impacted the way you teach students about advertising?

**Bagley:** In advertising the big jump isn't in how we teach, but how we get students to act. Students today have a shorter attention span. We have to be able to reach out and grab them quicker.

**USF:** You've been at USF for 28 years. What's kept you here?

**Bagley:** I really like USF a lot. The students are just great; I like getting to work with them and seeing them develop into who they want to be.

**USF:** What's next?

Bagley: I love teaching. I've got a

ways to go.

-ANN CARNEY



USF LAKELAND CELEBRATED THE GRAND OPENING OF A NEW FACILITY IN FEBRUARY. THE NEW BUILDING, WHICH OPENED FOR CLASSES SPRING SEMESTER 2007, IS A PARTNERSHIP BETWEEN USF LAKELAND AND POLK COMMUNITY COLLEGE. THE NEW FACILITY DOUBLES TEACHING SPACE AT USF LAKELAND.



UNIVERSITY RELATIONS University of South Florida 4202 E. Fowler Ave., ADM271 Tampa, FL 33620-6300

Non Profit Org. U.S. POSTAGE PAID Tampa, Florida Permit No. 257