

WINTER 2012
VOL 54 NO 4

USF Magazine

WWW.USF.EDU

Autar Kaw

AMERICA'S TOP
PROFESSOR

USF

M a g a z i n e

COVER STORY

Professor of the Year

Autar Kaw, USF professor of mechanical engineering, is named a Carnegie Foundation/CASE U.S. Professor of the Year—the nation's highest honor in undergraduate teaching.



20

WINTER 2012



16 In Their Honor

New center eases transition for student veterans.

18 Small Business: Big Impact

Small Business Development Center delivers big returns.

24 Driving Innovation

Research and innovation ingrained in USF culture.

32 Founding Father

A tribute to Sam M. Gibbons, the "Father of USF."

High Impact

- 4 President's Letter
- 5 American Dream University

Spotlight

- 6 Environment
- 8 World
- 10 Health
- 12 Technology
- 14 System

Unstoppable

- 38 Drs. Kiran C. and Pallavi Patel

Sports

- 40 Highlights

Voices

- 42 Matt McCutchen



High Impact

FROM THE PRESIDENT

USF is a high-impact, global research university dedicated to student success.



I wonder if Sam Gibbons, when he drafted the bill for what would become the University of South Florida, ever imagined the unstoppable institution he would help create. As a university and a community, we owe so much to Sam Gibbons. Our tribute to this great visionary and friend looks back at his legacy.

This issue of USF Magazine is filled with stories about what makes USF unstoppable. You will read about our world-class research enterprise which just broke the \$400 million mark for research expenditures and is ranked 10th worldwide among universities granted U.S. patents. It is heartening to think how USF is helping change lives every day.

You will also read about engineering professor Autar Kaw, who was just named a U.S. Professor of the Year. Imagine the magnitude of this distinction—being recognized among the country's most outstanding professors!

In the fall we opened the Veterans Achievement Center, a new student center dedicated to our nation's veterans who are returning to college. Our commitment to these brave men and women is huge. What a tremendous honor it is for us to have recently been named fourth among the nation's most veteran-friendly institutions.

We have been busy these past few months. In September we announced a new partnership with Lakeland Regional Health Systems that will create up to 250 residency slots and a new health system for the region. We also announced a major gift from Drs. Kiran C. and Pallavi Patel to potentially create the Patel College of Global Sustainability. This generous couple has done so much to advance our vision for USF.

As the year draws to a close, I wish all of you a safe and happy holiday season and look forward to another exciting year at this unstoppable university.

PRESIDENT JUDY GENSHAFT

American Dream University

USF President Judy Genshaft had plenty of accomplishments to talk about in her annual Fall Address in September. Speaking at the Marshall Student Center, President Genshaft announced that for the first time, USF surpassed the \$400 million mark for research earnings, with more than \$411 million in total research awards and contracts for the 2011-2012 academic year.

And that was just the beginning.

President Genshaft also announced a new partnership between USF Health and Lakeland Regional Medical Center that will create up to 250 new residency positions. And she said that USF was one of seven universities to receive a \$1 million federal grant to support new web and mobile ventures. The grant could mean new companies and hundreds of new jobs in the Tampa Bay region.

The university's dramatic ascent in national and global rankings over the last year was a focus as well. USF ranked in the top 50 for research expenditures among all

universities; 10th among universities worldwide for earning U.S. patents; fourth among the nation's friendliest universities for veterans; and 12th among the nation's coolest (greenest) schools.

During the address, President Genshaft referred to USF as the "American Dream University"—a place that is a microcosm of America and a place that can change lives.

The president spoke about the university's new, five-year strategic plan and affirmed USF's commitment to global research, public-private partnerships and its primary strategic initiative—to ensure success for the more than 47,000 students who call USF home.

She said USF is closing in on the record goal of its \$600 million fundraising campaign.

"Years ago," she said, "we realized that every time someone said the University of South Florida System couldn't do something, we did it. That's why we earned the reputation of being unstoppable, and why I continue to believe this university system is unstoppable."

USF Magazine is published by USF News. USF is a member of the University of South Florida System.

Executive Editor Peter E. Howard
Managing Editor Ann Carney
Design Editor Anne Scott

Contributing Writers Anne DeLotto Baier, Lorie Briggs, Vickie Chachere, Lisa Greene, Ruth Lando, Barbara Melendez, Tom Scherberger, Tom Zebold

Contributing Photographers and Designers Aimee Blodgett, Katy Hennig, Eric Youngmans, Charlotte Koh

USF System Administration

Judy Genshaft, President
Ralph Wilcox, Provost and Executive Vice President
John Long, Senior Vice President and Chief Operating Officer
Karen Holbrook, Senior Vice President for Global Affairs and International Research
Stephen Klasko, Senior Vice President for USF Health
Joel Momberg, Senior Vice President for University Advancement
William Hogarth, Interim Regional Chancellor for USF St. Petersburg
Arthur Guilford, Regional Chancellor for USF Sarasota-Manatee

USF Board of Trustees

Christopher J. Davis
W. Gene Engle
Brian Goff
Stephanie E. Goforth
Brian D. Lamb
Rhea F. Law, Esq.
Stephen J. Mitchell, Esq.
Harold W. Mullis, Esq., Vice Chair
John B. Ramil, Chair
Debbie N. Sembler
Byron E. Shinn
Jordan B. Zimmerman

Contact USF Magazine

University Communications & Marketing
4202 E. Fowler Ave., CGS 301
Tampa, Florida 33620-4301
(813) 974-4014
news@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 ascott@usf.edu.

Digital issue: www.magazine.usf.edu



Totally Cool

USF is cooler than ever—just ask the folks at Sierra magazine.

The university earned 12th place in the publication's sixth annual ranking of America's Coolest Schools. The ranking is based on each college and university's environmental practices, new green initiatives and sustainability-focused research and education.

Just last year USF ranked 47th among America's greenest colleges and universities, making this year's leap all the more impressive.

"We have worked so hard to turn around our campus and community, to lead by example, and to become a cleaner, greener place to live, learn and work," says Christian Wells, director of the Office of Sustainability, which is housed in the Patel School of Global Sustainability.

USF was lauded for several measures, including:

- ☀ More than 2,000 trees have been planted on campus in the last 15 years.
- ☀ The Student Green Energy Fund, supported by a \$1 per-credit-hour student fee, helps pay for energy projects on campus, like the installation of solar panels at the USF Marshall Student Center.

One of hundreds of trees planted by USF students on Arbor Day 2012 grows in front of USF's Patel Center.

☀️ All USF students, faculty and staff have fare-free access to the bio-diesel fueled Bull Runner shuttle system.

☀️ The Borrow Our Bikes Green Bike Program allows students to check out bicycles for free.

☀️ USF students participated in the Solar Decathlon and won a spot to exhibit their “flex house” on the National Mall in Washington, D.C.

The “Cool School” nod marks one of many environmental distinctions USF has won over the past year, including the Second Nature Climate Leadership Award; designation as a National Tree Campus USA by the Arbor Day Foundation; and a second place showing in the Waste Minimization category in the competition division for 2012 Recyclemania.

VICKIE CHACHERE | USF News



▲ Hillsborough EPC Executive Director Richard Garrity, USF President Judy Genshaft and TECO Energy President and CEO John Ramil at the signing ceremony.

Clean Energy Alliance

USF’s Patel School of Global Sustainability, the Environmental Protection Commission of Hillsborough County and TECO Energy are joining forces to promote the use of clean energy for transportation through the Tampa Bay Clean Cities Coalition.

More than 100 people representing private industry, government and education turned out for the August signing ceremony at the Patel School. A ring of vehicles which run on compressed natural gas were parked outside as an example of how large institutions such as TECO and Tampa International Airport are already turning to clean energy.

“As a major national research university, we can bring the latest information and technologies to the forefront of our community’s transportation challenges,” said USF President Judy Genshaft. “More importantly, as an educational institution we can help our community consider clean, sustainable solutions to our transportation problems.”

The U.S. Department of Energy started the Clean Cities Coalition to foster regional communication, information sharing and public education on the benefits of reducing petroleum use. More than 100 Clean Cities coalitions have been established nationally.

The EPC and TECO Energy are kick-starting the effort with financial and in-kind support. USF’s Patel School will coordinate efforts under the guidance of Stephen Reich, a 30-year veteran in the field of transportation finance and energy, with a special emphasis on alternatively fueled transportation. The Patel School staff will carry out the outreach and assist with research efforts.

Along with reducing petroleum use, the new coalition could have wide-ranging impact on quality of life in the region, including improving community health.

VICKIE CHACHERE | USF News

Managing Growth

Each year, 67 million new urban dwellers are added to the world's population—bringing unprecedented challenges in urban resource management.

Now, under a new agreement signed in September, USF's Patel School of Global Sustainability has become the first North American university in a collaborative research and strategy partnership created to respond to the effects of rapid urbanization.

The UN-Habitat Partner University Initiative aims to strengthen cooperation between UN-Habitat and institutions of higher learning throughout the world. The initiative encourages universities to partner with cities and become actively engaged in problem solving.

Under the new agreement, USF and UN-Habitat will establish the Urban Futures research hub at the Patel School. The research hub will promote education, professional development and policy advice on emerging cities.

The partnership is the result of several years of collaboration between UN-Habitat and the Patel School. Kala Vairavamoorthy, the school's executive director, says the ongoing collaboration already is resulting in real and measurable changes in how the international community approaches and views the challenge of managing growth in emerging cities urban environments. "This new agreement underscores the importance of looking at growth management through a holistic lens in order to create healthy, livable and resilient cities," says Vairavamoorthy.

A view of Busan, the Republic of Korea's second largest city after Seoul.



Copyright © UN-HABITAT

By 2030, the United Nations estimates that 59 percent of the world's population will live in urban areas, including about 55 percent in the developing world. New technologies, management strategies and educational programs are vital to respond to the unprecedented growth.

Joan Clos, executive director of UN-Habitat, calls the agreement with USF an important moment for the initiative.

"Establishing an Urban Futures research hub at the university's Patel School of Global Sustainability is an important moment for the Habitat Partner University Initiative that will not only help foster world class research on this vital issue, but will also set an example that we hope will encourage more such partnership in the future."

VICKIE CHACHERE | USF News



Global Citizenship

There's global education as an idea. Then there's global education in practice—students gaining knowledge and experiences that prepare them to be global citizens, and faculty bringing a global perspective to every course offering.



At USF's first Global Citizenship Conference in August, participants shared information and experiences with champions of global education, and heard from USF students preparing to be global citizens.

"Global education is a way toward shared understanding of one another," said keynote speaker Indira Nair, chair of the Global Learning Leadership Council of the Association of American Colleges and Universities. She explained how fully grasping the world's economic interdependencies and shared problems is "vital to continuing our way of life and life on the planet."

Since 2000, global education has been gaining attention at USF. In January, when the university unveils its new Strategic Plan, the first goal, according to Vice Provost Graham Tobin, is "to produce global citizens." The notion, he adds, is an overriding theme of the plan.

Currently about 100 USF students are enrolled in a pilot program designed for students pursuing degrees and careers related to global issues. The students take specially designed, globally-focused courses and study abroad to apply their global citizenship knowledge to real-world issues in another country.

"To produce global citizens, course offerings need to provide students with significant opportunities to learn, practice and apply global skills and knowledge across the curriculum," says Global Citizenship Program Director Karla Davis-Salazar. "This requires a sustained, integrated effort from general education through the majors and more opportunities for study abroad."

It requires the support and creativity of administrators and faculty who understand the profound value of global education.

BARBARA MELENDEZ | USF News



By creating the USF Health System, we can create a future that includes top-quality patient care and greater economic stability for the entire region.”

– Dr. Stephen Klasko

Transforming Healthcare

A new health system that will bring research and residents to area hospitals is set to design the future of healthcare in the region.

Created by USF Health, the USF Health System took its first step in the fall by announcing a partnership with Lakeland Regional Health Systems, Inc. The partnership will create about 200 to 250 new residency slots in West Central Florida, making USF’s residency program the largest in the state.

The partnership allows other hospitals and physician groups to align with the medical college.

“Healthcare is in the middle of historic transformation,” says Dr. Stephen Klasko, CEO of USF Health and dean of the USF Health Morsani College of Medicine. “We want to ensure that USF Health is driving that transformation

rather than caught underneath it. By creating the USF Health System, we can create a future that includes top-quality patient care and greater economic stability for the entire region.”

Lakeland Regional Health Systems, Inc. includes Lakeland Regional Medical Center, an 851-bed, nonprofit hospital. With 186,000 patient days, 3,500 births, and 38,000 inpatient discharges, it is the fifth largest hospital in Florida and is home to the state’s largest single-site emergency department.

“Today, we have the distinct opportunity of combining our strong, high-quality healthcare system with the leading-edge medical education and research of USF. Quite simply, we are taking our excellent hospital and making it even better,” says Elaine Thompson, president and CEO of Lakeland Regional Health Systems, Inc.

Thompson, who was recently named to the Becker’s Hospital Review “100 Nonprofit Hospital, Health System CEOs to Know,” will be CEO of the new USF



Health System, while retaining her position as president and CEO for the hospital and its parent company.

In addition to better responding to the changing competitive landscape in the healthcare market, Klasko says the new USF Health System will increase the reach of academic medicine across West Central Florida.

Health experts expect changing economic conditions to produce a wave of consolidations and new affiliations among the nation's hospitals and physician groups. The new structure will allow USF Health, Lakeland Regional and other health institutions to maintain local control over Florida's health future.

"As the new USF Health System forms, we are hopeful to find partners across the state who are committed to designing an optimistic future with us," Klasko says.

LISA GREENE | USF Health

Happiness Gene

A new study led by USF College of Public Health researcher Henian Chen has found a link between a specific gene and women's likelihood to report happiness.



Henian Chen

Unfortunately, it appears to have no effect on happiness in men. And testosterone may be the culprit.

Chen and colleagues at the National Institutes of Health and Columbia University zeroed in on monoamine oxidase A (MAOA)—a gene that helps regulate how "feel good" neurotransmitters like serotonin and dopamine are broken down in the brain. The greater the presence of the gene, the faster these chemicals are cleared out of the brain. Lower levels mean more of the "feel good" chemicals stay in the brain longer, boosting mood.

The researchers discovered that women with the low-expression type of MAOA scored significantly higher on the happiness scale than others. Men who carried this "happy" version of the gene reported no more happiness than their peers without it.

Chen and his colleagues suspect that testosterone may help explain the gender gap. Perhaps MAOA is suppressed by testosterone in men, but women enjoy the full beneficial effect of the gene because they have much smaller amounts of the hormone than men.

Genetics, or nature, is only part of the happiness puzzle. Chen acknowledges that the nurture side of the equation, including life experiences and other environmental factors, play a role in shaping individual happiness levels. But, he argues that understanding the genetic underpinnings of happiness is at least as important as studying the pathology of how mental disorders arise.

"I think the time is right for more genetic studies that focus on well-being and happiness," he says. "Maybe we'll identify a specific happiness gene for men."

ANNE DELOTTO BAIER | USF Health



Highly Animated

A new animation studio in USF's College of The Arts is more than a creative adventure—it's a training ground for students on the latest generation of equipment and software.

And it isn't just for art students.

Today more than ever, cartoonists, architects, designers, fine artists and even engineers are using animation to great effect. Just about anyone with a story to tell, a model to create or an

idea to illustrate can benefit from 3-D animation.

Mastery of the tools is a fundamental goal in the school's animation courses. A new professor teaching

students the requisite skills expects even more.

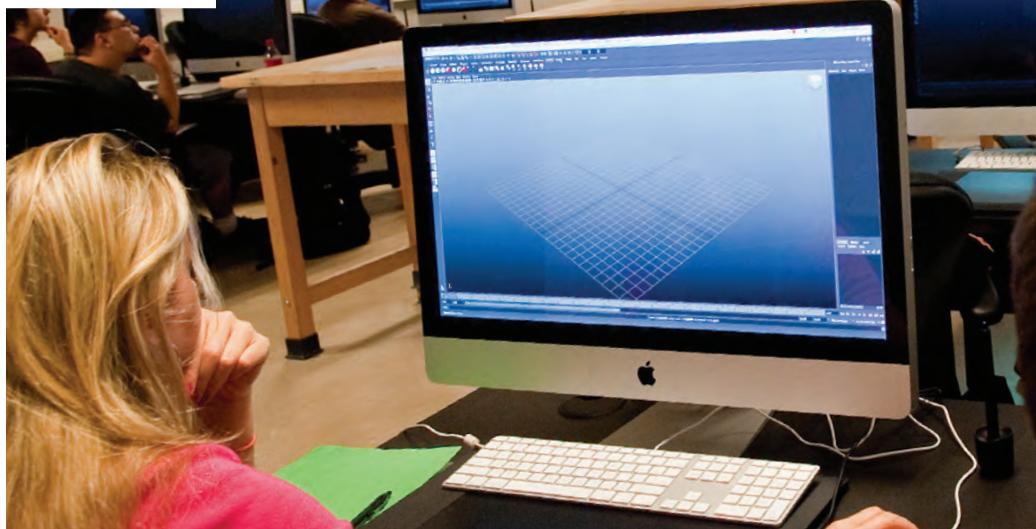
"I'm also really interested in how this technology will enhance how students work with disciplines other than their own," says assistant professor McArthur Freeman II. "These tools can extend what we can offer each discipline as well."

Animation technology is well-suited to manipulating scans and captures taken for surveying, mobile mapping, and architectural modeling, making the training useful to geographers, historians, forensic scientists, archaeologists, people who work in museums and even real estate agents.

The new lab is drawing students from the School of Mass Communications, the College of Engineering and even the departments of Geology



Assistant professor McArthur Freeman II, who teaches a course in 3-D animation, says just about anyone with a story to tell, a model to create or an idea to illustrate can benefit from 3-D animation.



and Anthropology, as well as every school in the College of The Arts.

USF's Digital Video and Electronic Arts Program in the School of Art and Art History has already caught the eye of Animation Career Review, which recommended the program as one of the top programs in the country for studying the digital arts. The publication calls it a "course load that incorporates a multidisciplinary education into one rock star program." The Review lauded the 24-hour availability of the program's "enviable" labs, including an Adobe software studio, a 16-seat Apple studio and a "media cage" where students "can explore possibilities and develop their individual artistic voices."

BARBARA MELENDEZ | USF News



Up to the Challenge

A \$1 million grant awarded to a USF-led partnership could help launch new companies and create hundreds of high-wage jobs in the Tampa Bay region.

The i6 Challenge Grant, awarded by the U.S. Commerce Department, will support new Web and mobile app ventures. It is one of just seven i6 Challenge grants awarded nationwide this year, and the only one in the southeast. An estimated 245 high-wage jobs totaling more than \$15 million in annual salaries will be created as the project pairs selected ventures with dedicated mentors and supports the fledgling businesses with an array of resources and services.

The partnership pairs USF with Tampa Bay WaVE, the Florida High Tech Corridor Council, Tampa Bay Technology Forum, the City of Tampa, Hillsborough County, the University of Tampa and various private companies.



The grant will help at least 50 Florida-based startup companies secure early-stage funding to grow into viable high-tech companies. Along with the \$1 million grant, another \$1 million in cash and in-kind contributions will be provided from members of the partnership.

Grant monies will also help establish and operate The FirstWaVE Venture Center, an innovation and incubation center to be headquartered in downtown Tampa. The center will initially serve the eight Florida counties that make up the greater Tampa Bay area, but is designed to create an innovation ecosystem that can be replicated in other Florida regions.

Linda Olson, founder and executive director of Tampa Bay WaVE, a nonprofit organization dedicated to helping entrepreneurs turn technology ideas into high-growth business ventures in Tampa Bay, says the grant was the result of "unprecedented collaboration between the academic, governmental and business communities of Tampa Bay."

USFSP Celebrates

It was a night to remember.

Hundreds of people gathered at USF St. Petersburg Sept. 20 to honor Gus Stavros, the retired entrepreneur and tireless philanthropist who has devoted much of his adult life to supporting education.

It was the first major event at the new University Student Center and the biggest fundraiser in USFSP history.

USFSP Celebrates! was sold out, drawing more than 350 people for a reception, dinner and tributes to Stavros, all to benefit the USFSP College of Business.

The evening would not have been possible without the generosity of the evening's many supporters, particularly the prime sponsors: Ajax Building Corporation, Creative Contractors, Progress Energy and the Tampa Bay Times.

A reception at the Debbie and Brent Sembler Family Fountain along

HarborWalk preceded dinner inside the spacious second-floor ballroom of the University Student Center. Master of Ceremonies Dick Crippen, senior adviser for the Tampa Bay Rays, provided regular updates on that night's game.

The USFSP Army ROTC Color Guard honored Stavros' decorated service in World War II. USF System President Judy Genshaft praised Stavros'



Honoree Gus Stavros with family members at USFSP Celebrates!

generosity, saying, "I can't imagine what this region and this state would be like without him." Interim Regional Chancellor Bill Hogarth also thanked Stavros and welcomed everyone to the university.

St. Petersburg Mayor Bill Foster declared Sept. 20, 2012, Gus Stavros Day. USF System Trustee Debbie Sembler, a co-chair of the event, presented a resolution from the Florida Board of Governors commending Stavros, a member of the board. USF System Trustee Stephanie Goforth, the other co-chair of the event, presented Stavros with an original work of art by a USFSP graphic design student.

Business executive and keynote speaker James MacDougald noted how many lives Stavros had touched and asked how many in the audience knew him.

Nearly every hand shot up. It was that kind of night.

TOM SCHERBERGER | USFSP



I can't imagine what this region and this state would be like without him"

- Judy Genshaft

Economic Driver

It was a proud moment for Regional Chancellor Arthur Guilford when he accepted the Economic Development Corporation of Sarasota County's 2012 Legacy Award at the group's annual meeting.

The prestigious John J. Cox Community Partner of the Year Award singled out USFSM among nine other nonprofit finalists that contribute to economic development and improving the area's quality of life. "USFSM is a key asset for nurturing and retaining talent in our community," the EDC noted. "This talent is vital as our region competes for high-impact jobs that will contribute to sustainable economic prosperity now and for future generations."

Special note was made of the university's new enhancement plans that include expansion of the campus and



academic programs in the areas of leadership, scholarship and growth. "Over the next 10 years, you're going to see USFSM soar," Guilford told the crowd.

RUTH LANDO | USFSM

▲
Arthur Guilford, regional chancellor of USFSM (center) with (left) Jack Cox of Halfacre Construction Co. and (right) C.J. Fishman of Fishman & Associates accepts the 2012 John J. Cox Community Partner of the Year Award.



▲
Hospitality students plan, organize, cook and serve an upscale dinner each year at their HospitaBull Evening, a fundraising event that helps send them to industry conferences.

Hospitality Meets High Tech

For 10 years, USFSM has served the hospitality and tourism industry with a dynamic School of Hotel and Restaurant Management. Graduates of the school enjoy a 98 percent job placement rate in their field.

Now, in response to the needs of Florida's largest employment sector, the school has a new name—the College of Hospitality and Technology Leadership. The change reflects the addition of the information technology program to the college. Cihan Cobanoglu, who has been serving as dean of the School of Hotel and Restaurant Management, is dean.

USFSM's new college is poised to be among the top 10 hospitality schools nationwide, thanks to creative partnerships, such as one with the Bradenton Area Convention and Visitors Bureau. Students in restaurant management and event management classes get hands-on experience at the historic Crosley Mansion. Also, plans are under way to utilize the Bradenton Area Convention Center for pragmatic classwork.

RUTH LANDO | USFSM

In Their Honor

In the northeast corner of the John and Grace Allen Building on the university's Tampa campus, a new student center is giving veterans returning to college what they need most—a place to be themselves.



The 3,000-square-foot Veterans Achievement Center opened in September, featuring a computer lab, kitchen, lounge, flat screen TV and offices for counseling and support services.

"It gives us a place to just relax, to hang out and to share our stories," says Kiersten Downs, vice president of the Student Veterans Association. "I think that talking to each other and sharing our stories is the most important aspect of being able to re-integrate to the civilian experience."

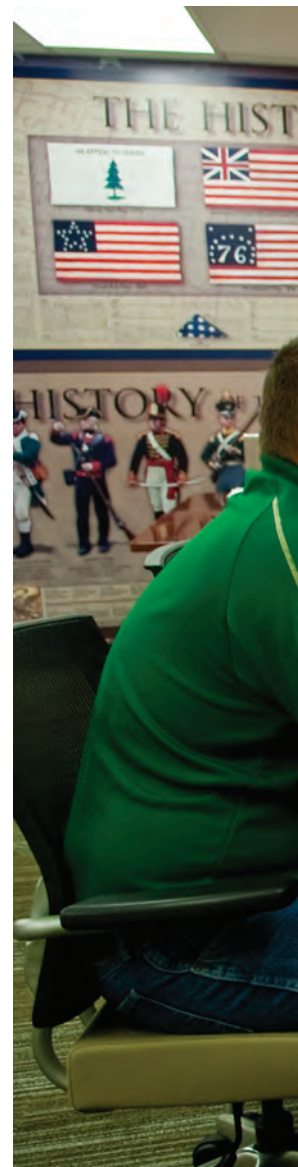
Larry Braue, director of the Office of Veterans Services and a retired army officer with 27 years of service, calls the university's commitment to veterans "absolutely huge."

"I don't think there is another university in this country that has put the resources, the time and the effort behind its veterans that USF has," he says.

And those efforts have not gone unnoticed. USF now ranks fourth among the nation's most veteran-friendly universities, according to Military Times EDGE magazine.

The university is one of only a handful of universities nationwide with on-site representation from the Veterans Administration Office, campus personnel dedicated to student veterans, special course offerings, social programs and scholarships focused on easing the transition from military life to campus life.

"With the addition of the Veterans Achievement Center, we now have a destination for this valued group to enjoy the camaraderie of fellow veterans, academic resources and the support of our office," says Braue.



▲ USF military veteran students meet around the VAC conference table. From left to right, Matthew Baldwin, Dock Revisky, Mark Hatch, Michael Blevins and Brad Martin.

► The center includes a lounge, meeting space and a computer lab. The center is open six days a week.



The walls of the new center, which he likens to a “mini USO,” are lined with medals and military history murals. The center was made possible in part by the support of Birdies for the Brave Tampa Bay Foundation, the PGA Tour Charity Group’s primary vehicle for supporting the men and women of the U.S. Armed Forces and their families.

“These men and women have made sacrifices in their service to our country,” says Foundation Chairman Tom Gates. “Our foundation is dedicated to honoring those veterans who are taking a step toward making a better life for themselves and their families.”

In the past three years, the student veteran population at USF has nearly doubled. Today, more than 1,700

student veterans are enrolled at the university.

“We take care of one another,” says USF President Judy Genshaft. “I feel so privileged to have so many veterans come to the university.”

ANN CARNEY | USF News



Scan the QR code or visit usf.edu/news to view “USF’s Dedication to Veterans” video.



Small Business **BIG** Impact

When Greg Celestan, an intelligence officer with U.S. Central Command at MacDill Air Force Base, set out to create his own business at the end of his 20-year career, he turned to the Small Business Development Center at USF.

It was good strategy, says the retired lieutenant colonel.

Five years later, the knowledge management and defense consulting firm he started, Celestar Corporation, was named to Inc. Magazine's "500 Fastest Growing Companies" roster. Today, the firm's 120 employees serve clients worldwide and it recently hit a new milestone: \$20 million in revenue.

"I had this idea of starting a consulting business to help the military and private businesses make sense of the mountains of data that they collect daily," Celestan says. "But I had never set up a company, and my wife and I were a bit hesitant to use our retirement savings—and our daughter's college fund—to pursue it."

Celestar conducts analysis related to terrorist groups. By tracking financial data, imagery from satellites, military reports, financial data, or information from newspapers around the world, Celestar can track where terrorist groups are operating and condense that data into usable information. It also offers a variety of business intelligence work for private companies.

"The first time I visited the SBDC, I was employee number one at my company," says Celestan. "I understood the technical means of what I wanted to



do, but I didn't know how to set up the business. SBDC advisers consulted with me one-on-one, helped me set up the structure, and advised me on everything from payroll processes to how to structure the company and obtaining financing," he says.

"Within a year," he adds, "it was up and running."

By year two, he says, the company was profitable.

Like its 1,200 counterparts operated by the U.S. Small Business Administration nationwide, USF's SBDC assists current and prospective business owners, offering no-cost consulting and low-cost training. At USF, the Small Business Development Center is supported by the College of Business, which provides administrative and in-kind support. In addition, the business school provides \$300,000 in annual funding.

"Our investment in the SBDC helps foster small business development, spur economic growth, and strengthen

companies that often end up hiring our students," says Moez Limayem, dean of the USF College of Business. "Our students benefit, our community benefits, and the small business owners who take advantage of the training programs benefit, too."

USF's financial investment in the SBDC is a smart one, says Eileen Rodriguez, regional director of Tampa Bay's 10-county SBDC.

"For every one dollar that USF invests in us, an additional \$7.50 is matched by federal and local organizations," Rodriguez says. "We helped create nearly 1,200 new businesses last year, we helped clients access \$85 million in capital, and our clients won nearly \$142 million in government contracts."

Such metrics point to the value of the SBDC, she says. "But when companies like Celestar credit our center with much of their success, we're really able to see the return on USF's investment."

LORIE BRIGGS | College of Business

Minority Business
Enterprises Certified

246

Small Business Development Center at USF

Loans
Obtained

300

5 year **return**
on investment

2008-2011 impact + 2012 projected impact

New
Businesses
Started

1,197

Jobs Created
and Saved

13,177

Capital
Accessed

\$85 million

Contracts
Awarded

\$142 million

Sales Revenue
Increased

\$689 million

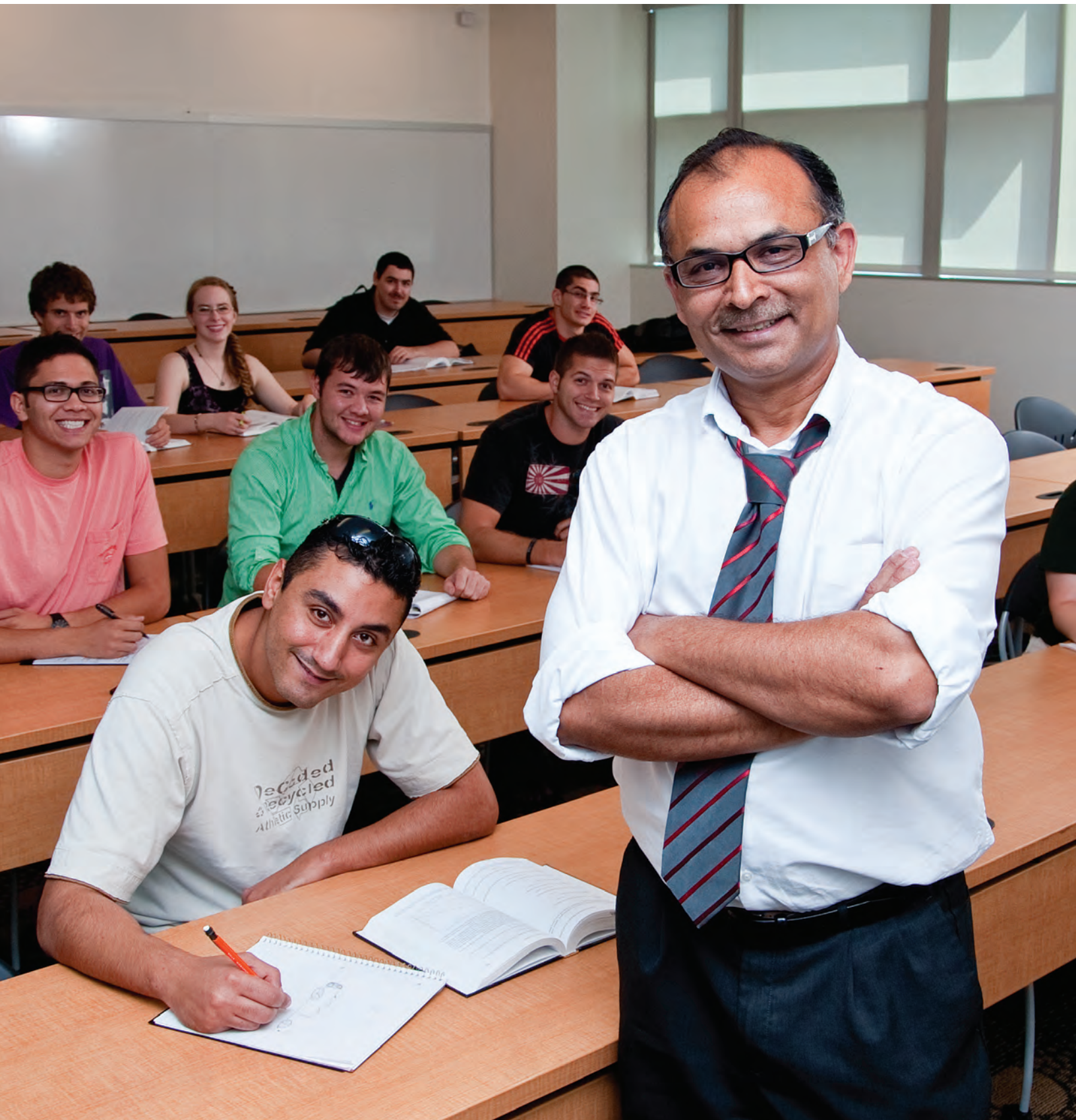




Photo: ALMEE BODGETT | USF News

PROFESSOR OF THE YEAR

Mechanical engineering professor
Autar Kaw wins nation's top teaching honor.

By VICKIE CHACHERE | USF News

At any given moment on any given day, USF mechanical engineering professor Autar Kaw is teaching somebody somewhere.

It might be one of the students in an upper-level computational methods class on the Tampa campus—or it might be a student halfway around the world who is one of the tens of thousands of people to watch Kaw's lessons on YouTube. And it's often one of the thousands of students who posts a question on Kaw's YouTube channel in the middle of the night, and gets a quick answer back because Kaw is almost always teaching.

An early pioneer in using online tools to boost classroom learning, Kaw has now been recognized at the pinnacle of undergraduate teaching nationwide having been named a 2012 U.S. Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education. The distinction is considered the nation's highest honor in undergraduate teaching.

Kaw is one of four academics nationwide to receive the award this year. His considerable achievements in teaching were feted in Washington, D.C., Nov. 15 in receptions and speeches at the National Press Club and the Folger Shakespeare Library.

"The U.S. Professor of the Year award is the highest honor in the nation for undergraduate teaching and Dr. Kaw's selection reaffirms what the University of South Florida and his students have long known about this exceptional professor and outstanding individual: his commitment to education and his dedication to his students knows no bounds," says USF President Judy Genshaft.

"His innovative and forward-thinking approach to education, his use of technology to expand learning opportunities around the world and his tireless pursuit of new and engaging teaching methods have made a lasting difference in the education and lives of his students."

Kaw celebrated his 25th anniversary as a USF professor this year. His

professional honors abound: Kaw is a fellow in the American Society of Mechanical Engineers and a member of the American Society of Engineering Education. In 2011, he was awarded the National Outstanding Teaching Medal from the American Society for Engineering Education. A prolific writer, he has authored four textbooks and scores of academic articles.

Born in India, Kaw received his bachelor's degree in mechanical engineering from Birla Institute of Technology and Science in India and his master's and Ph.D. in engineering mechanics from Clemson University.

Thousands of USF students have come to know him as a patient and accessible instructor. But to tens of thousands of students who follow Kaw's YouTube lessons, he's known more informally as "Numerical Methods Guy" or on Twitter as @numericalguy. Kaw's blog at autarkaw.wordpress.com answers day-to-day questions and has become yet another extension of his teaching prowess with more than 10,000 monthly visitors.

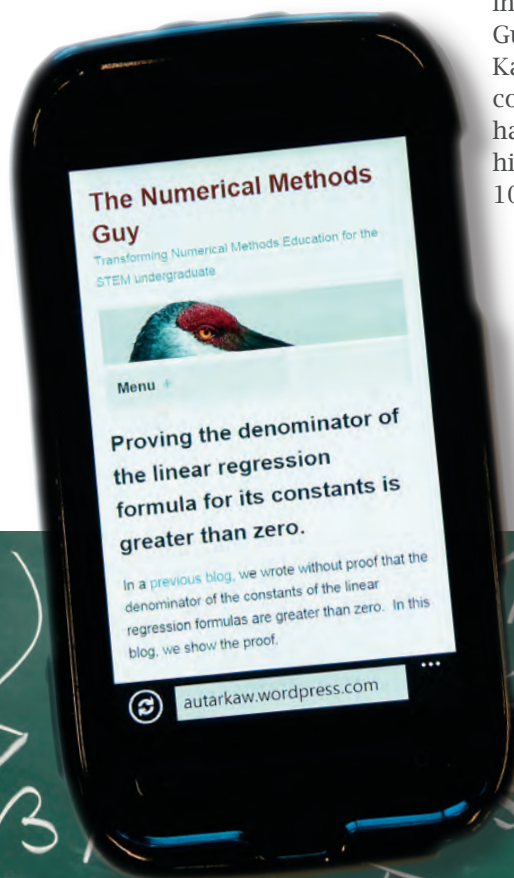
Students can even follow Kaw's lessons on mobile devices—just as long as they don't have their smartphones out during class. Kaw keeps a strict "no technology" policy during class, joking: "I call on my teaching assistants to be the bouncers. There's a time and a place for everything."

Long before anyone started talking about online learning or Massive Open Online Courses—the so-called "MOOCs" which are now taking higher education by storm—Kaw was exploring using technology to reach students.

"He has a way of breaking down advanced topics into understandable pieces. He does have this very sophisticated but humble manner," says Mike Denninger, senior corporate director of rides and engineering for SeaWorld who is a former student of Kaw's. "He has a very deep respect for the student and what they are trying to do."

Kaw says his use of technology stems from a basic concern for student learning: he saw students struggling with the same concepts semester after semester. If that was happening in his classroom, it was probably happening elsewhere, he surmised.

"When I started teaching a course in numerical methods in 1988,



students would ask me questions in class for which the answers could not be given on the spot, as they would involve lengthy calculations,” he says, explaining the genesis of his online learning initiatives.

“A few times, I would assign such questions as mini-projects and most times, I would write short computer programs to find answers to their questions. This led me to thinking that I should write simulation programs for a course in numerical methods, and since my fellow instructors in other universities must be asked similar questions, why not send these programs to them on a bunch of disks.”

Kaw and colleagues eventually won funding from the National Science Foundation for their Internet-based courseware and have not looked back since.

“As much as some may think that this will be the end of the physical classroom or dismiss it for not being equivalent, I look at these resources as a way to complement the physical classroom,” he says. ■



▲ USF Professor Autar Kaw holds his award, flanked by CASE President John Lippincott (left) and Carnegie Foundation President Anthony S. Bryk.

Now in its 32nd year, the U.S. Professors of the Year program salutes the country's most outstanding undergraduate instructors. Sponsored by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education (CASE), it is the only national program to recognize excellence in undergraduate teaching and mentoring.

The program recognizes one national-level winner in each of four categories: Outstanding Baccalaureate Colleges Professor; Outstanding Community Colleges Professor; Outstanding Doctoral and Research Universities Professor; and Outstanding Master's Universities and Colleges Professor. State-level winners are also selected; though due to the program's demanding criteria, not every eligible state has a winner.

USF's Autar Kaw, selected Outstanding Doctoral and Research Universities Professor for 2012, receives \$5,000, as well as national, regional and local media coverage and numerous opportunities to speak and participate in activities that highlight the importance of teaching.



Driving Innovation

By ANN CARNEY | USF News

As a teenager growing up in England, Lindsey “Les” Shaw was captivated by bacteria, so much so that he devoted his high school science project to finding ways to kill the ubiquitous microorganisms.

Shaw’s motivation came from within. For nearly five years he struggled with a classic hospital-acquired bacterial infection following surgery to treat a developmental hip condition.

Today Shaw, 35, is a molecular biologist and associate professor in the Department of Cell Biology, Microbiology and Molecular Biology at USF. He is a preeminent researcher in the field of bacterial pathogenesis, and one of only 3 percent of NIH awardees to serve as principal investigator on an R01 research grant before the age of 36.

Shaw is part of the world-class research enterprise at USF—an enterprise

that has seen unprecedented growth in recent years.

In the 2011-2012 academic year, USF broke the \$400 million mark for research awards, earning more than \$411 million in total awards and contracts. The university ranks 10th worldwide among universities granted U.S. patents, according to the Intellectual Property Owners Association. And in the latest rankings by the National Science Foundation, USF was ranked among the top 50 universities in the nation, public or private, for research expenditures.

“We have transitioned into a major research institution in the last 10 years,” says Paul R. Sanberg, vice president for Research & Innovation at USF, and a leading neuroscience researcher with about 100 health-related U.S. and foreign patents. “Research and innovation have become very inherent in our culture.”

USF ranks **10th worldwide** among all universities, public or private, granted **U.S. patents**, according to the Intellectual Property Owners Association.

Photo: AIMEE BLODGETT | USF News



“

USF was absolutely my first choice among American universities. There's a massive push here for translational science—for developing new drugs. I knew I could make a difference.”

– Lindsey “Les” Shaw

USF researchers today are advancing the frontiers of medicine, science, engineering and the arts. The university is a leader in the study and treatment of brain disease; veterans reintegration and resilience; sustainability; infectious disease; and photovoltaic technologies—using cells to transfer energy from sunlight. The USF Pediatric Epidemiology Center, the data and technology coordinating hub for nearly every major Type 1 diabetes clinical trial worldwide, has become the epicenter for global juvenile diabetes research under the direction of Jeffrey Krischer.

It's no accident, Sanberg says. USF is investing heavily in research and scholarly work. The university is aggressively pursuing out-of-state grants and research contracts, promoting interdisciplinary collaboration and turning the spotlight on technology transfer—bringing scientific discoveries to market.

Ideal research environment

It's the ideal environment for researchers like Shaw, whose work is focused on the pathogenesis and epidemiology of *Staphylococcus aureus*, or MRSA, a bacterium notoriously adept at acquiring resistance to antibiotics. MRSA is a leading cause of human disease in the world today, and the most common cause of death by a single agent in the United States.

"USF was absolutely my first choice among American universities," says Shaw, who joined USF in 2007. "There's a massive push here for translational science—for developing new drugs. I knew I could make a difference."

"Every university talks about interdisciplinary science," he continues, "but it feels very forced. At USF, it's not. It's organic; it's in the system."

In his lab, Shaw works with other USF scientists—chemists and biologists—to develop novel antibiotics that can treat and kill



Celebrating Faculty

The accomplishments of 13 USF faculty members took center stage in the fall at the annual Outstanding Research Achievement Awards and the Excellence in Innovation Awards, both sponsored by the USF Office of Research & Innovation.

Nine faculty members received the Outstanding Research Achievement Award, established in 2003 to recognize faculty who have received exceptional recognition of their research with preeminent awards, grants or publications in top journals during the previous calendar year. The open competition is judged by the USF System Research Council.

Four faculty members received the Excellence in Innovation Award, recognizing exceptional achievement in technological innovation and its transfer to practice, industrial partnerships and/or commercialization during the previous calendar year. The award program was established in 2009.

Both programs recognize the integral role of faculty in creating new knowledge and advancing the culture of research excellence at the university.



Outstanding Research Achievement Award Winners 2012

Photos: clockwise from top left

Roger Ariew, Ph.D., Professor and Chair of Philosophy, College of Arts and Sciences

Shannon Bassett, Assistant Professor in the School of Architecture and Community Design, College of The Arts

Eric Buhi, Ph.D., Associate Professor in Community and Family Health, College of Public Health

John Carter, M.D., Associate Professor and Director of the Division of Rheumatology in Internal Medicine, Morsani College of Medicine

Marty Gould, Ph.D., Professor of English, College of Arts and Sciences

Brent Small, Ph.D., Professor in the School of Aging Studies, College of Behavioral and Community Sciences

Lindsey Shaw, Ph.D., Associate Professor in Cell Biology, Microbiology and Molecular Biology, College of Arts and Sciences

Sidney Pierce, Ph.D., Professor in Integrative Biology, College of Arts and Sciences

Ivan Oleynik, Ph.D., Professor of Physics, College of Arts and Sciences

"As USF continues its rapid ascent among nationally ranked research universities, we are proud to promote, support, and celebrate the faculty who make it happen," says Paul R. Sanberg, vice president for Research & Innovation at USF. "Both of these award programs were created to acknowledge our best scholars, inventors and entrepreneurs, and to inspire continued high-quality research and innovation throughout the university."

The 2012 faculty research award recipients represent a wide range of research fields including science, medicine, public health, engineering and the arts.

Excellence in Innovation Award Winners 2012

Photos: clockwise from top left

Robert Byrne, Ph.D., Distinguished University Professor of Seawater Physical Chemistry, College of Marine Science

Stuart Hart, M.D., Assistant Professor of Obstetrics and Gynecology, Morsani College of Medicine

Dennis Kyle, Ph.D., Distinguished University Health Professor of Global Health, College of Public Health*

Roman Manetsch, Ph.D., Associate Professor of Chemistry, College of Arts and Sciences*

**Awarded jointly*





We have transitioned into a major research institution in the last 10 years. Research and innovation have become very inherent in our culture.”

– Paul Sanberg

MRSA. The team is making progress. “We have a couple of decent leads, a couple of patents on compounds.”

Maximizing research success

The Office of Research & Innovation is dedicated to maximizing the success of USF researchers, like Shaw, and growing the research enterprise, even in times of uncertain funding.

“Our number one job is to support these researchers, even in compliance issues, to help them do these studies as efficiently as possible to create new knowledge,” Sanberg says.

The office is also charged with protecting the intellectual property of the university.

It works closely with faculty in a number of important areas: Comparative Medicine; The Center of Excellence for Drug Discovery & Innovation; Patents

& Licensing; Research Administration Education; Research Financial Management; Research Integrity & Compliance; Sponsored Research; the USF Research Foundation; the USF Research Park of Tampa Bay; and the Tampa Bay Technology Incubator. Each area plays a critical role in advancing research and innovation at USF.

“It’s a very conducive and supportive environment,” says USF neuroscientist Cesar Borlongan, a pioneer in stem cell therapy research, who investigates how adult stem cells harvested from bone marrow or umbilical cord blood can be prodded to repair stroke-damaged regions of the brain. The Office of Research & Innovation facilitates the administrative leg of Borlongan’s research.

“It’s a two-way street. Having open communication and good interaction between scientists

and administrators creates a good environment,” he says, an environment that breaks down barriers and promotes collaboration.

Ground-breaking translational research

Borlongan and his colleagues at USF are challenging existing dogma—a long-held belief that the brain cannot be repaired.

“Our research is showing the potential of adult stem cells,” he says, adding that his team is not interested in studying embryonic or fetal stem cells. “There is compelling evidence that adult stem cells are potent and able to become other types of cells—brain cells and bone cells.”

Adult stem cells, Borlongan explains, are flexible. When coaxed, they can mimic other cell types. In the instance of stroke, the cells can be injected near the damaged area of the brain. The implanted cells get signals from the surrounding environment and can fill the missing block of cells, effectively repairing the damage.

“It’s fascinating; it challenges the traditional view that adult cells are primarily committed to that type of cell,” Borlongan says. “We are not trying to build new organisms. We are trying to repair damage to existing tissue.”

The ground-breaking work is making its way from the laboratory into the clinic where it could have huge implications for human health.

Currently, seven clinical trials for adult stem cell therapy for treatment of stroke are under way in the U.S. Three of those trials are based on research at USF.



University-wide focus

In January, First Lady Michelle Obama praised USF’s efforts to address the needs of military service members, veterans and their families through a research-based reintegration and resilience initiative.

The university’s College of Nursing is conducting studies on post-traumatic stress disorder to improve the emotional health and quality of life for veterans with disabilities. Researchers in the School of Physical Therapy & Rehabilitation Sciences are working to improve prosthetic devices for soldiers and veterans who have lost limbs in combat, including young amputee soldiers who want the option of returning to the battlefield.

At USF’s Global Center for Hearing & Speech Research, scientists are investigating new treatments and devices for veterans who have suffered speech and hearing loss. And, a multidisciplinary

“Our research is showing the potential of adult stem cells. There is compelling evidence that adult stem cells are potent and able to become other types of cells.”

– Cesar Borlongan



U.S. patents awarded to USF line the walls of the Technology Transfer Office in the USF Research Park.

team of researchers is investigating novel treatments, such as hyperbaric oxygen therapy, for traumatic brain injury.

“We are doing so much,” says Sanberg, adding, “We don’t have the infrastructure of 100, 200 years. We are getting where we want to go with less means.”

With less means and creative partnerships.

Partnerships to advance science

The USF Research Park, located on the Tampa campus, links researchers to businesses in need of research partnerships. Occupancy in the park, which opened in 2008, is at 96 percent, with 37 resident and 35 affiliate companies focused on biotechnology and life sciences research and entrepreneurship.

The park is home to USF CONNECT, a network of innovation-based companies, research, government resources

and business development tools, including the USF Research Foundation and the Tampa Bay Technology Incubator. The incubator program helps grow successful companies with a range of support services, such as access to USF researchers and critical costly research equipment. To date, TBTI has incubated more than 40 companies, creating 300-plus jobs in the region and more than 130 partnerships with USF faculty.

It’s the kind of collaboration, Sanberg says, that “helps create jobs, brings innovation and new technologies to society faster, and introduces a sense of business, milestones and project management to the university setting.”

It’s the kind of collaboration that helps build an ever-stronger national research university and a powerful economic and intellectual driver for the state.

It’s the kind of collaboration that changes lives. ■

Inventors Academy

Spend just a few minutes with Paul R. Sanberg, vice president for Research & Innovation at USF, and one thing becomes abundantly clear —translating academic research into marketable inventions is more important than ever.

For the past 20 years, patented intellectual property originating at universities and nonprofit research institutions has played an increasingly vital role in the global economy. These new inventions, Sanberg says, have created new jobs, spurred economic development, helped solve complex problems and improved quality of life.

So it's no wonder Sanberg, an inventor himself with about 100 health-related patents worldwide, wanted to find a way to celebrate academic invention and help foster culture change at the university by acknowledging the importance of patenting and commercialization.

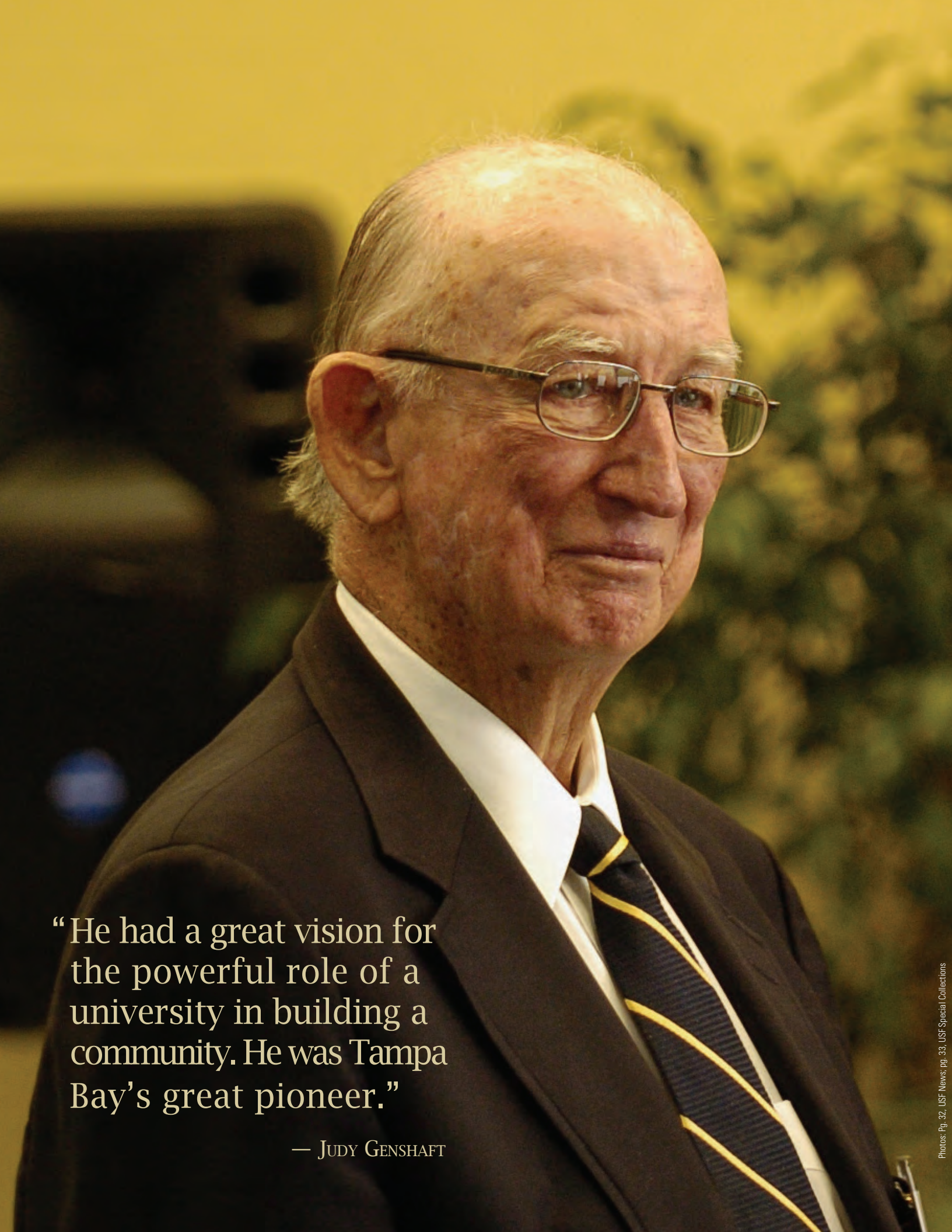
In 2009, he conceived the idea for an exclusive membership organization dedicated to honoring, recognizing and encouraging academic inventors. Launched in 2010 at the University of South Florida, Sanberg's National Academy of Inventors (NAI) recognizes investigators at universities and nonprofit research institutes who translate their research findings into inventions that may benefit society.

Today the prestigious academy works closely with the United States Patent and Trademark Office and the Association of University Technology Managers, and lists more than 2,000 individual members from 43 member institutions, including Georgetown University, Boston University, Emory University, Temple University and Auburn University. Members must be affiliated with a member institution and be a named inventor on one or more patents issued by the U.S. patent office.

The organization edits its own multidisciplinary journal, *Technology and Innovation*, and holds an annual conference. Earlier this year, NAI launched its inaugural Fellows program to recognize academic inventors who have demonstrated a prolific spirit of innovation in creating or facilitating outstanding inventions that have made a tangible impact on quality of life, economic development and the welfare of society. The first NAI Fellows will be inducted by the U.S. Commissioner for Patents at the NAI Annual Conference in February.

"The overwhelming success of the NAI, and the increasing interest we are receiving from universities and inventors around the world, makes a strong statement about the changing culture of research at universities today," says Sanberg.



A close-up, portrait-style photograph of an elderly man with thinning white hair and glasses. He is wearing a dark suit jacket, a white shirt, and a dark tie with thin yellow diagonal stripes. He is looking slightly to the right of the camera with a gentle expression. The background is a soft-focus outdoor scene with green foliage and a warm, golden light, suggesting late afternoon or early morning.

“He had a great vision for the powerful role of a university in building a community. He was Tampa Bay’s great pioneer.”

— JUDY GENSHAFT

Founding Father

A Tribute to Sam M. Gibbons 1920-2012

By Mark I. Greenberg | Director Special & Digital Collections, USF Tampa Library

In December 1954, as Sam Gibbons sipped coffee with fellow Hillsborough County state representative James Moody at Maas Brothers in downtown Tampa, few would have guessed that their meeting would eventually lead to Gibbons' label "Father of USF." The two men had met to look over materials for the upcoming legislative session. In particular, they were concerned about higher education in the state. At the time, just three state universities—the University of Florida in Gainesville and Florida State University and Florida Agricultural & Mechanical University in Tallahassee—served the needs of a combined 36,000 students from Pensacola to Key West. The Florida Board of Control, which oversaw higher education in the state at the time, projected a 350 percent increase in enrollment over the next 20 years. The state needed an expanded system of community colleges and universities near population centers. Gibbons wanted a university in the Tampa Bay area.



Left: Gibbons at the university's 50th anniversary celebration in 2006. Above: A 1958 billboard on Fowler Avenue announces the start of classes in September 1960.



Gibbons was born in Tampa in 1920.

Gibbons, with President John F. Kennedy, during Kennedy's 1963 visit to Tampa.



Gibbons' life mirrored that of so many other Floridians seeking higher education following the end of World War II. A D-Day paratrooper, he graduated law school in 1947, became a state legislator in 1953, and worried about meeting the state's growing education needs. As chairman of both the House Education and Higher Education Appropriations committees, he found himself in a political position to do something about it.

While sitting at his kitchen table one evening in early 1955, Gibbons drafted a simple, 80-word bill to create a state university in Hillsborough County. His friend John F. Germany remembered it as one of Tallahassee's shortest pieces of legislation. The bill read: "The State Board of Education is hereby authorized to establish a State University or a branch of an existing State University in Hillsborough County. Said Board is hereby directed to have a study made as to the feasibility of such action. The Board of Control and the State Board of Education are hereby authorized to enter into all contracts necessary to carry out the provisions of this act." With little discussion, the

legislature passed House Bill 1007, and Governor LeRoy Collins signed it into law on June 18, 1955.

Gibbons recounted in a November 1985 oral history interview the long and difficult process to select the new university's location. Plans for a Schlitz brewery at the old Henderson Air Field just south of the proposed Fowler Avenue location angered some citizens, who complained its presence would corrupt future university students. In Tallahassee, he worked closely with Tampa's Chamber of Commerce. The chamber developed a booklet on the need for a university in Hillsborough County. Purposefully too big to fit in a filing cabinet and too eye catching to ignore, the public relations piece graced many legislators' desks and thus garnered a lot of attention.

"Luck and the Almighty were with us on a few occasions during the search for a site," he remembered. When officials arrived in October 1956 to survey two locations under consideration, they encountered floods of seawater from a recent rainstorm. "Take us to

the high ground," officials implored. "The Temple Terrace site looked real good to these men on that day." In good measure to his tireless efforts, a resolution to create a state university on the Fowler Avenue property passed unanimously on Dec. 17, 1956. The Florida cabinet approved the measure the following day.

But what about a name for the new university? In October 1957, Governor Collins suggested University of Florida at Temple Terrace or Florida Temple Terrace University. The Tampa Tribune strongly opposed the governor's suggestion and instead recommended the University of South Florida. Gibbons liked the suggestion. "I wanted a name that had a lot of geographic significance to it because I had to get the money from the legislature. I just decided that everything south of Gainesville was South Florida!"

Gibbons played other important leadership roles during USF's early history, including the appointment of President John Allen in 1957 and securing much needed financial support for the rapidly growing university.



Gibbons married debutante Martha Hanley in 1946. They were married for 57 years until her death in 2003.

Gibbons was integral to developing the Tampa Bay region.



Elected in 1962, Gibbons never lost an election and was among the Tampa Bay region's best-known politicians. He is considered the "father" of the University of South Florida for pushing through legislation to create the school while serving in the Florida Legislature in the 1950s.

Gibbons, who represented Tampa in Congress for more than three decades, with USF's first president, John Allen, in 1967.





Gibbons, surrounded by Tampa Bay Buccaneers cheerleaders, served as Grand Marshall of the 1985 Homecoming Parade.



"I knew [Allen] was so competent, such a fine educator and gentleman, that he would add dignity as well as experience [and] technical knowledge," Gibbons later recalled. To fulfill the education dreams of future students, Gibbons and John Germany formed the USF Foundation to solicit community support for financial needs not covered through state dollars. Gibbons served as its first president, where he began the inaugural fund drive: "Dollars for Dorms." When USF faced challenges in Tallahassee, he could be counted on to help. In June 1961, 500 students signed a petition: "USF needs funds urgently. We the students are counting on you. Don't let us down," they pleaded. The next year Gibbons played an instrumental role in securing funds to hire new faculty.

His support did not end when he became a U.S. Congressman in 1963. He was responsible for locating a new VA hospital on 30th Street across from the campus and happily attended its grand opening in 1972. He came to campus often to speak on current affairs, dedicate new buildings, and celebrate accomplishments. At USF's Silver Anniversary in 1985, he told a crowd of nearly 1,000 people, "None of us ever dreamed we'd have a university this large or this successful. I think our goal now should be to serve the world."

His reach already extended worldwide. In Congress for 17 consecutive terms, Gibbons amassed an impressive record, supporting the Voting Rights Act of 1965, the War on Poverty, and efforts to expand U.S. trade abroad. In June 1994 he rose to one of the most influential leadership positions in the U.S. House when he became chair of the powerful Ways and Means Committee.

When the Republican Party won control of both houses of Congress later that year, Gibbons lost his chairmanship. He stayed on for one more term but retired in 1996 having never lost an election. For the remainder of his

professional life, he worked with his son Cliff to offer advice and to advocate on a wide range of public policy and international trade law issues. Declining health slowed him down some, but he remained in great spirits and with a superb memory when he celebrated his 90th birthday at a public event sponsored by the Tampa Bay History Center and USF Libraries Florida Studies Center. Gibbons went on to enjoy two more happy birthdays before passing away peacefully in his sleep on Oct. 10, 2012.

Gibbons' legacy as the "Father of USF" lives on. In 1996, USF broke ground on the Sam and Martha Gibbons



Gibbons helps cut the ribbon at the Sam and Martha Gibbons Alumni Center at USF.

Gibbons, wife Martha and their granddaughter in 2002.

Gibbons at an event focused on benefits of the GI Bill in August 2009. A WWII veteran, Gibbons attended college on the GI Bill.



Alumni Center, and the following year he donated his extensive collection of political papers to the USF Tampa Library Special Collections Department. The collection also includes recorded interviews with Gibbons, in which he recounts firsthand his fascinating personal story and instrumental role in establishing the University of South Florida.

For more information about Gibbons' life and USF legacy visit <http://bit.ly/gibbonsusf>. ■

After Martha died in 2003, Gibbons married widow and high school classmate Betty King Culbreath. They are pictured here at the USF 50th Anniversary Gala, Dec. 2, 2006.



Sustainable Gift

In their support of USF through the years, Drs. Kiran C. and Pallavi Patel have contributed more than \$25 million in a series of donations and state matching funds that have been used to build and enhance a wide range of programs devoted to sustainable global development and healthcare. Their giving has supported the Patel School of Global Sustainability, the Dr. Kiran Patel Center for Global Solutions Operating Fund, USF Health, the construction of the Patel Center for Global Solutions and the Dr. Kiran C. Patel Endowment Fund.

Their latest gift in the USF: Unstoppable Campaign, a \$12 million endowment announced in October, will be used to further advance global sustainable research at USF and help create the Patel College of Global Sustainability, a process that involves the review and approval of several university panels. One of the goals is to provide the next generation the tools it needs to build a healthier, more sustainable future, while developing a global network of sustainability leaders.

“The Earth is God’s gift to humanity and we believe that the current generation must ensure that while meeting our present needs, we do not compromise the ability of future generations to meet their needs,” the Patels said in announcing the gift. “The world’s rapidly depleting resources and growing population require us to become more efficient and think of new ways to develop sustainable and renewable sources of clean water, energy, food and transportation.”

The proposed college will elevate the work of researchers and students at the Patel School of Global Sustainability—a graduate-level program focused on training new engineers, entrepreneurs and environmental managers to lead sustainability projects around the world. Recently the school became the first North American university in a research and strategy partnership with the UN-Habitat Partner University Initiative (see story pg. 8). In 2011, the Patel School was selected by the



Grand Return

Basketball's grand return to the USF Sun Dome made for a popular Saturday night in Tampa.

More than 9,000 fans watched the USF women's and men's season openers on Nov. 10 in the newly renovated arena that showcased two great main attractions. The USF women's squad defeated Stetson, 70-48, in the afternoon while the highlight of the evening was the Bulls' 2011-12 NCAA tournament banner being dropped before USF took on in-state rival UCF.

"I was very, very impressed with the turnout tonight," men's head coach Stan Heath said.

By TOM ZEBOLD | USF Athletics



NCAA Tradition Continues

The USF men's soccer team's tradition of making the NCAA tournament continued at a great place.

The Bulls' opened their sixth consecutive trip to the tournament at the friendly confines of Corbett Stadium Nov. 15 against Florida Gulf Coast University.

"It's a great reward for the team," head coach George Kiefer said.

USF went 8-5-4 during the regular season with one of the most difficult schedules in the country and finished No. 25 in the RPI.



Daniels' Career Milestones

B.J. Daniels has a lot of accomplishments and yards to look back on now that his college career is over because of an injury.

The senior quarterback finished second in program history and third all-time in the Big East with 10,501 yards of total offense. Daniels also ran to the end zone 25 times to grab the top spot all-time at USF.

Daniels accomplished both career milestones during USF's 13-6 victory over UConn on Nov. 3 at Raymond James Stadium.

Photos: Courtesy of USF ATHLETICS



Matt McCutchen: Leader of the Band

From the time he was in seventh grade, Matt McCutchen knew he wanted to be a band director. “My mother was a piano major who became an outstanding middle and high school choral director,” he says. “I think I was born into it.”

Today, McCutchen directs the Herd of Thunder (HOT), USF’s Marching Band, and the university’s symphonic band. In addition, he oversees the concert band and teaches courses in conducting and music education. The Virginia native holds a Ph.D. in music education from Florida State University, where for

three years he was on the staff of the Marching Chiefs. He holds a master’s in conducting from Virginia Commonwealth University, a bachelor’s in music education from Furman University and has more than 10 years experience working with high school bands.

At 315 members, this year’s HOT is the largest marching band in USF history. The band plays for all home football games, and the Pep Band (RUMBLE) plays for basketball and a handful of volleyball games.



Quick Takes

Conduct or play:
Conduct

Instrument:
Percussion

Favorite song:
Scenes from an
Italian Restaurant

Proudest moment:
My wedding day

"The students in this band are exceptional," McCutchen says. "It is an entirely volunteer program. No one has to be there."

In December, McCutchen and about a third of the band members will travel to England to perform in the 2013 New Year's Day Parade and Festival in London—the largest parade of its kind in the world. It's McCutchen's second appearance at the invitation-only event, which nine years ago he says, "was one of the highlights of my career."

HOT will perform for a street audience of more than half-a-million, and a worldwide TV audience of more than 220 million, along a parade route through London's iconic Trafalgar Square, Picadilly Circus and Whitehall.

"When you walk down the streets of London, you are walking through history," McCutchen says. "From performance and educational standpoints, this is a tremendous opportunity."

What would surprise people about HOT?

That most of the students are not music majors. We have students from every walk of life here.

How much practice goes into a game? It depends entirely on the amount of time between games, but anywhere from two weeks to one month. There's a huge amount of work that goes into a six- to eight-minute performance.

What has changed about your job over the last 10 years?

The whole entertainment industry has changed. It used to be that the band was the focus of all non-football musical entertainment. Now, with piped in music, Jumbotrons and ads, we are a part of the package, not the only focus.

What's different between a high school band and a college band?

High school bands are often focused on marching competitions. We are only interested in supporting our university and entertaining our fans.

How did you manage a trip to London during bowl season?

When first invited by the Lord Mayor of Westminster, I said "no way" because of the bowl schedule. But they were insistent and we were encouraged by USF Athletics to look into it. With enthusiastic support from the president, the provost and athletics, we accepted the invitation.

What don't most people know about you?

In college, I taught Miss South Carolina how to "play" the marimba. The results are still an Internet sensation.

ANN CARNEY | USF News



UNIVERSITY COMMUNICATIONS
& MARKETING
University of South Florida
4202 E. Fowler Ave, STOP CGS301
Tampa, FL 33620-4301

Non Profit Org.
U.S. POSTAGE

PAID

Tampa, Florida
Permit No. 257



Photo: AIMEE BLODGETT | USF News

Inaugural Class Photo

In what is expected to become USF's newest tradition, the Class of 2016 gathered at Corbett Soccer Stadium in the fall for USF's inaugural class photo.



Scan the QR code or go to "Class Traditions" at www.usf.edu/news to view a slideshow.

