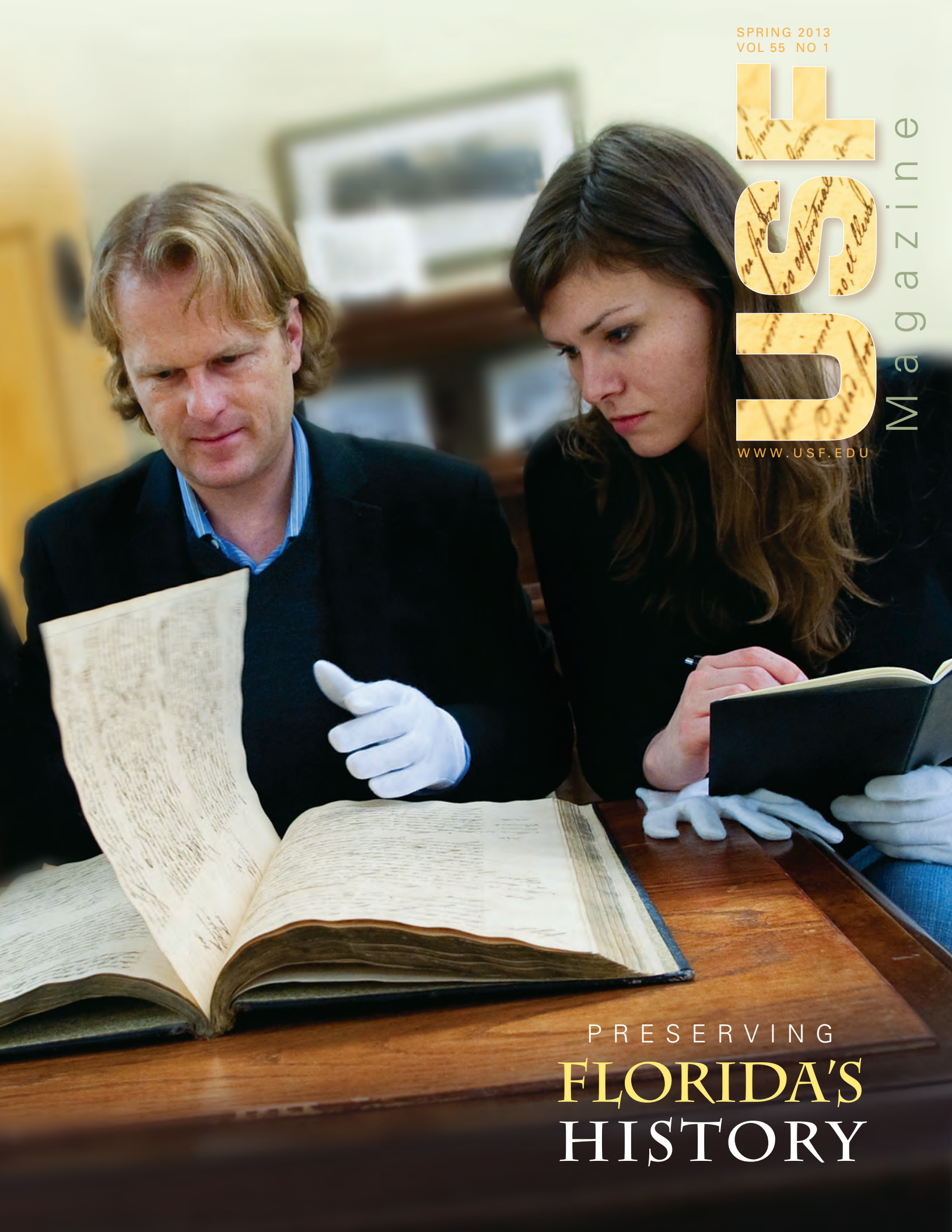


SPRING 2013
VOL 55 NO 1



Magazine

WWW.USF.EDU



PRESERVING
FLORIDA'S
HISTORY

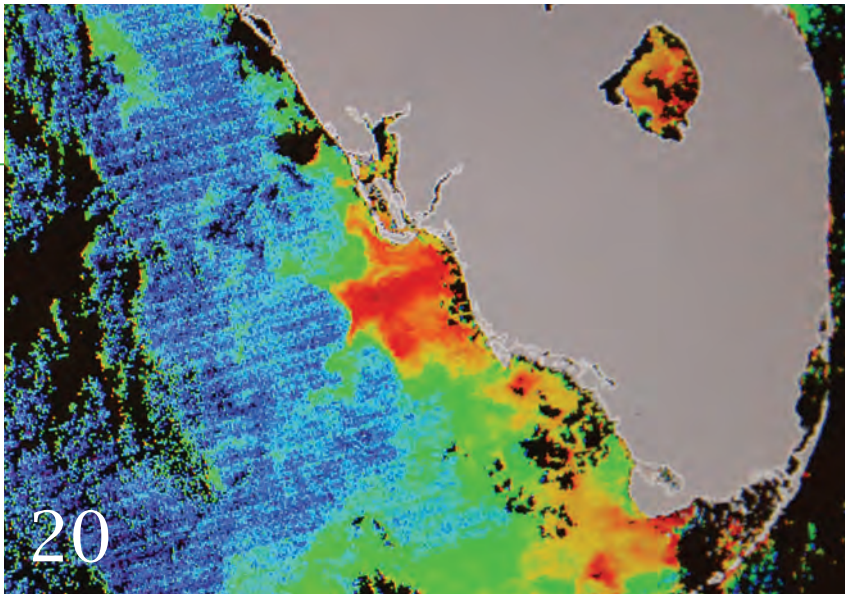
COVER STORY

Preserving
Florida's
History

As Florida marks its 500th anniversary, J. Michael Francis, the Hough Family Endowed Chair in Florida Studies at USF St. Petersburg, leads an effort to digitize and preserve centuries-old documents that tell the story of the Spanish Colonial period.

30

SPRING 2013



High Impact

- 4 President's Letter
- 5 Sustainability Solution

Spotlight

- 6 Students
- 8 Research
- 10 Health
- 12 The Arts
- 14 System

Unstoppable

- 38 Planning to Give

Sports

- 40 Highlights

Voices

- 42 Edward Kissi



42

16 Global Citizens

Students, alumni and staff share their world views.

18 Shifting Shapes

Shape-shifting surfaces offer endless possibilities.



20 Turning the Tide

USF scientists gain new insight into the Gulf's red tides.

26 Beyond Words

Wordless anti-bullying video reaches international audience.

High Impact

FROM THE PRESIDENT

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



Welcome to the spring issue of USF Magazine. Our features this month celebrate the diversity of research at USF.

Our cover story, “Preserving Florida’s History,” tells of the delicate and methodical work of USF researchers to digitally preserve thousands of pages of written documents that shed light on Florida’s past. Their efforts will make some of this country’s oldest written documents accessible to the public and scholars worldwide.

In our feature on red tide, you will read about the collaborative research under way in the College of Marine Science to understand this naturally-occurring phenomenon that can have serious consequences for marine life, human health and the state’s economy.

You will also read about a USF dance professor who is using dance video to tackle the issue of bullying. In just six months, his production—which features USF dance students—has reached

an international audience.

Much like research, service is one of the pillars of this great university. Be sure to check out the pictures from this year’s Stampede of Service, our largest annual community service event. In January our students logged 9,520 hours at 29 sites around Tampa Bay during the single day of service.

You also won’t want to miss our story on USF Bulls head football coach Willie Taggart. His appointment is a homecoming; Willie grew up in the Tampa Bay area before heading off to play, and later coach, at Western Kentucky.

As always, we have good news to share—research breakthroughs, faculty appointments, national recognition, community programs and more. It is so rewarding to read about all that is going on at USF. I hope you won’t miss a single page.

PRESIDENT JUDY GENSHAFT

Sustainability Solution

A team of international researchers led by USF will spend the next five years designing, implementing and teaching about a revolutionary attempt to turn wastewater into usable water, energy and nutrients.

Funded by a \$3.9 million grant from the National Science Foundation, the program focuses on key strategic priorities for USF—sustainability, interdisciplinary research and global collaboration. It is the university's largest-ever sustainability grant.

The team of nearly three dozen faculty and researchers will include about 100 undergraduate and graduate students from institutions in the United States, the Caribbean and Europe. Also included are USF students who are part of a unique master's degree program with the Peace Corps, where they are working and conducting research in developing nations.

Global sustainability is a major research focus at USF. In January, the Florida Board of Governors approved the creation of the Patel College of Global Sustainability, made possible by a gift from philanthropists Drs. Kiran C. and Pallavi Patel.

Partners in the new, game-changing project include the University of the Virgin Islands, the University of Belize, the University of Exeter, the UNESCO-IHE Institute of Water Education in the Netherlands, and the Institute of

Chemical Technology in the Czech Republic.

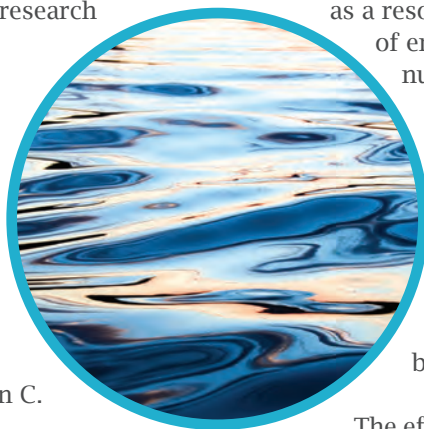
"What makes the USF project unique is that we are working together from the start in the research enterprise, rather than farming out parts of the study to disciplinary specialists along the way," explains Christian Wells, co-principal investigator and associate professor of anthropology at USF. "By bringing together sustainability scientists from all across USF, we can begin to address global problems from a more holistic perspective."

The project's overarching research question, says USF professor of civil and environmental engineering James Mihelcic, is: Can effective, geographically-appropriate and culturally-relevant engineered systems be established that utilize wastewater as a resource for recovery of energy, water and nutrients?

He says the project seeks to change the way the world thinks about wastewater, to be thought of "not as waste, but a resource."

The effort is funded as part of the NSF's Partnerships for International Research and Education (PIRE), an agency-wide program supporting international projects in the science and engineering communities.

JANET GILLIS | USF College of Engineering



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, Vickie Chachere, Janet Gillis, Amanda Gilmer, Katy Hennig, Brandi Hollis, Ruth Lando, Barbara Melendez, Tom Scherberger, Tom Zebold

Contributing Photographers and Designers Aimee Blodgett, Wayne Espinola, Katy Hennig, Candace Kaw, Charlotte Koh, Bryce Moseley, Arthur Tarratus, Eric Youngmans

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
Paul Sanberg, Senior Vice President for Research & Innovation
William Hogarth, Interim Regional Chancellor for USF St. Petersburg
Arthur Guilford, Regional Chancellor for USF Sarasota-Manatee

USF Board of Trustees
Christopher J. Davis
Brian Goff
Stephanie E. Goforth
Brian D. Lamb
Stanley I. Levy
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: USF Magazine is online at
www.magazine.usf.edu

USF UNIVERSITY OF
SOUTH FLORIDA
SYSTEM

Stampede of Service

A record number of students turned out in January for USF's largest annual community service project—Stampede of Service.

The 2,380 students, representing 204 university organizations, logged 9,520 service hours at 29 sites around Hillsborough County. Included among the volunteers were 40 student-athletes who swept floors and prepared meals at Metropolitan Ministries.

The student-conceived event, first held in 2006, was initiated as a tribute to the work and life of Dr. Martin Luther King, Jr. Over the years it has become a university tradition and one of the most well-attended university events.

Among this year's service partner sites was Feeding America Tampa Bay, where student volunteers helped sort 10,276 pounds of food donations—the equivalent of 8,480 meals.

USF's Center for Leadership and Civic Engagement, which annually hosts SOS, partnered with United Way HandsOn Suncoast this year to ensure diverse community organizations and volunteer opportunities. In another first, SOS 2013 carried its own motto, "Make a Difference Today; Make a Difference Every Day," to reinforce the value and impact of lifelong service.

After their day of giving, students returned to campus for an SOS after-party featuring a festival-like atmosphere with food, field games, an inflatable obstacle course, a rock-climbing wall and music by DJ Miles from USF Bulls Radio.

ANN CARNEY | USF News





Reaching Out

Across USF, students are making a difference in Greater Tampa Bay. Through a variety of university organizations, programs and independent efforts, they are getting involved.



On a recent Friday at dusk, a group of 50 or so USF students gathered at a stark parking lot in Tampa's downtown. They weren't there for a party. They were there to feed the homeless.

For the past seven years, the students have begun each Friday evening with a ritual huddle. This time, Hajjah Kamara, president of

Project Downtown and a USF senior majoring in international studies, directed the group.

Kamara has been with Project Downtown since she was in high school. Her Fridays begin at 2 p.m. when she joins a small group of volunteers to make the turkey and cheese sandwiches to feed Tampa's homeless that evening.

The support is much needed. According to a report by the National Alliance to End Homelessness released in 2012, Tampa has the highest rate of homelessness per capita in the nation.

"It's not really about the sandwich we pass out," Kamara says. "That sandwich is a gateway to engage in conversation and to talk to somebody."

BRANDI HOLLIS | USF News

Service Breaks

About 150 USF students are trading their spring break for a Bulls Service Break. Started in 2001, the alternative breaks offer students the opportunity to perform community service. This spring's Bulls Service Breaks include 13 domestic sites and one international site, with activities ranging from wetlands restoration and animal welfare, to youth gang violence prevention and service to the homeless. USF's Center for Civic and Leadership Engagement offers a variety of week-long and weekend Bulls Service Breaks throughout the year.

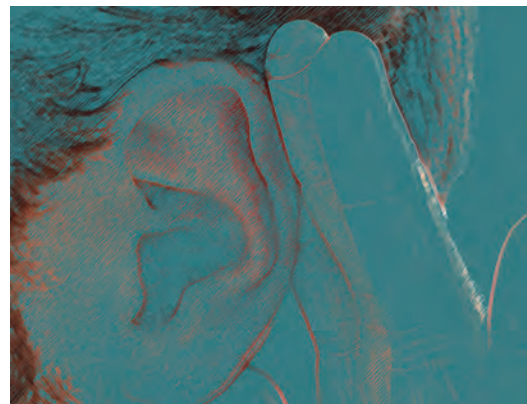
Hearing Loss Gene

There's good news for the more than 30 million Americans affected by age-related hearing loss—researchers at USF have identified a genetic marker for the condition.

The discovery, a major breakthrough according to hearing experts, means people can be tested earlier and take steps earlier in life—such as avoiding loud noises, wearing ear protection and avoiding certain medicines—to protect their hearing.

The nine-year study, a collaboration between USF's Global Center for Hearing & Speech Research and the National Technical Institute for the Deaf at the Rochester Institute of Technology, identified the first genetic biomarker for presbycusis, or age-related hearing loss. According to the researchers, the genetic mutation carried by people who ultimately suffer from the condition is linked to speech processing abilities in older people.

The study was co-authored by USF College of Engineering professors



Robert Frisina Jr. and Robert Frisina Sr., founders of the Global Center for Hearing & Speech Research, and David Eddins, a USF associate professor of communication sciences and disorders and chemical and biological engineering.

"This gene is the first genetic biomarker for human age-related hearing loss, meaning if you had certain configurations of this gene you would know that you are probably going to lose your hearing faster than someone who might have another configuration," explains Frisina Jr.

The Frisinas launched their study of the role of genetics in hearing loss in hopes of identifying the cause of one of the most common forms of permanent hearing loss.

"Age-related hearing loss is a very prevalent problem in our society. It costs billions of dollars every year to manage and deal with it. It's right up there with heart disease and arthritis as far as being one of the top three chronic medical conditions of the aged," Frisina Jr. says.

VICKIE CHACHERE | USF News

TOP

AAAS Fellows Named

USF was among the top 10 of 245 organizations worldwide with the most AAAS Fellows named for 2012.

Fifteen USF faculty were named Fellows of the American Association for the Advancement of Science. The honored faculty were recognized for meritorious efforts to advance science or its applications.

Give Me Shelter

A portable dwelling designed by two USF alums could be the answer to sheltering displaced people in crisis around the world.

AbleNook is the brainchild of Architecture and Community Design graduates Sean Verdecia and Jason Ross. It requires no skill, no tools and only a few hours to assemble.

“In the heat of disheartening news and interviews with Katrina survivors, I decided to design a solution that would address the recurring problem of disasters everywhere,” says Verdecia. “I reached out to a like-minded friend and we began a research project to design a disaster relief solution. Our goal was to tackle every issue at hand logistically, re-think the problem from cradle to grave, and provide a sign of hope and security at the time people needed it most.”

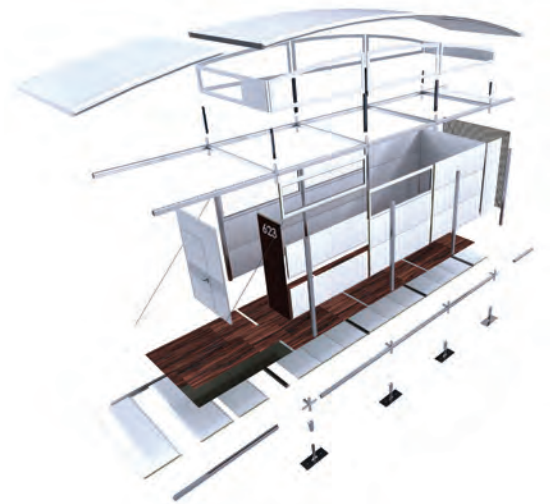
The “rapidly deployable modular dwelling” is expandable and reusable. There’s full thermal insulation, adjustable leg jacks to handle wildly uneven terrain, and pre-wired electrical components. An arched roof channels and collects rainwater, while the bungalow design facilitates passive cooling for hotter climates. A small porch fosters a sense of community.

Because the prefabricated modules and connections are shipped flat, they can be sent out to disaster areas in large numbers on trucks. The structures can be expanded to serve as schools, office space and for military operations. The smallest unit—at 20 feet in length and 13 feet in height, with a 10-foot ceiling—is comfortable.

When the pair shared their invention with their former architecture professor, Mark Weston, he encouraged them to visit with the university’s Technology Transfer Office. The office works with researchers and students to ready new inventions for licensing opportunities.

“When we first walked into the USF Patent Office all we truly had was a well-developed idea,” says Ross. “They saw the potential in it from the start and have never stopped supporting us. They are extremely knowledgeable in the patent process, and even helped us seek out the grant we used to construct the prototype.”

Now the pair is focused on raising funds for their new invention. They’re hoping to build a second prototype.



USF School of Architecture and Community Design Director Robert McLeod notes that the project displays qualities his program nurtures in its students.

“This is an exciting project for those of us at the School of Architecture and Community Design because it showcases two of our recent graduates as they apply the talent and array of skills developed here. They are able to bring a fresh approach to an ongoing problem and, in so doing, develop a product that offers an inventive housing solution. The flexible and intelligent system of assembly developed for the AbleNook project is an inspiration to current students at the SACD.”

BARBARA MELENDEZ | USF News

Pharmacy Advances

With her grades and work experience, Morgen Schmitt could have had her pick of pharmacy schools, but she doesn't hesitate when asked about her decision to enter the Tampa-based USF Health College of Pharmacy's first class.

"I looked at a lot of programs, and, hands down, USF's had the best curriculum," says Schmitt, now in her second year of the four-year USF Doctor of Pharmacy degree program.

Schmitt has no doubt that she will be ready to take on a leadership role as a clinical pharmacist when she graduates. "I want to be a vital part of shaping the healthcare transformations that will improve patient care and quality of life and reduce medication errors."

That passion among students to embrace the challenges of a changing health system does not surprise Kevin Sneed, the college's founding dean. Built around the idea that pharmacists will be the hub of the future healthcare team, the innovative, rigorous curriculum emphasizes a col-

laborative approach to patient care and research among pharmacy, medicine, nursing, public health and other health professions.

The college continues to advance on a fast track. Recent program successes and highlights include:

- This past summer, the program was awarded candidate accreditation status by the Accreditation Council for Pharmacy Education.

- The increasingly competitive program attracted nearly 800 applicants for 100 spots in the 2013 entering class.

- This year, USF pharmacy students begin working alongside medical students and treatment teams in the USF Health Center for Advanced Medical Learning and Simulation, where they will demonstrate competency preparing medication orders safely in a life-like virtual environment.

- With a comprehensive array of clinical internship sites, USF offers more training resources than virtually any other pharmacy program in the Southeast.

- USF's alliance with CoreRX, a research-based drug development firm, is just one example of the college's commitment to entrepreneurial academic partnerships offering students hands-on experience managing and delivering technologically-advanced pharmaceutical care.

According to Sneed, USF is at the forefront of preparing a new breed of healthcare practitioner who can lead, innovate and work effectively in teams.

"If we are truly concerned about improving the health of patients while keeping costs down, then more fully integrating pharmacists into medication therapy decisions is critical to make sure we get the right patient the right drug, at the right time."



▲ Kevin Sneed, far right, founding dean of the College of Pharmacy, stands with students at the 2012 White Coat Ceremony.

ANNE DELOTTO BAIER | USF Health



Do You See What I See?

It isn't your typical classroom. But for students in the colleges of Medicine, Nursing and Public Health at USF, the Contemporary Art Museum may be the place where they fine-tune their observation skills.

A new interdisciplinary program, led by Megan Voeller, associate curator of education at the USF Contemporary Art Museum, is teaching USF Health students skills in critical art observation—skills transferable to clinical contexts that may lead to better observations and more accurate diagnoses, according to research.



▲ Megan Voeller, associate curator of education at the USF Contemporary Art Museum, teaches the art of observation.



The nine-hour program, the inaugural project of the Klasko Institute for an Optimistic Future in Healthcare, was inspired by programs at Yale, Harvard, Northwestern and the University of Miami.

Students in the program, which includes an art studio-based workshop with hands-on visual exercises, a museum-based workshop with interactive discussions of contemporary photographs and a dance-based movement observation workshop, focus on visual thinking strategies and noticing visual phenomena—skills often underdeveloped in a field increasingly reliant on technology.

“The skills of attentiveness, observation, looking and looking again, flexible thinking, tolerance of ambiguity, critical thinking and empathy are important whether working with a com-

munity of people or in an examination room,” Voeller says. “The point,” she adds, “is to take the visual capacities students acquire back to the clinical setting.”

For professionals in training, it's a new kind of education—being awakened to the idea of noticing phenomena like depth, movement and visual illusions—in a course with no right answers.

For their patients and future clients, it could be one of the most valuable courses these students ever take.

ANN CARNEY | USF News



▲ Trenton Doyle Hancock at work at Graphicstudio.

- ▼ Works selected by the National Gallery of Art include, from left, "Give Me My Flowers While I Yet Live" and "We Done All We Could And None of It's Good." Hancock's works, "A Nocturne" and "Like a Thief In The Night," were also selected.

National Collection

Four highly inventive prints produced at USF Graphicstudio are now a part of the National Gallery of Art Collection. The prints, created by Trenton Doyle Hancock between 2010 and 2012 at the university atelier, are the artist's first works to be selected for the collection.

"When Graphicstudio's publications [fine art prints] are acquired by the National Gallery of Art or other major museums and collections, it is a recognition of the quality of the artworks produced by the studio in collaboration with emerging and established artists," says Graphicstudio director Margaret Miller. "The prints will remain in the collection of the National Gallery of Art in perpetuity and admission is always free, so the broadest public can enjoy the prints."

Known for his prints, drawings and collaged felt paintings that tell stories of a fantastical nature, Hancock's featured works include a four-color lithograph and three aquatint etchings.

The announcement from the National Gallery, which called the prints "especially fine examples of [Hancock's] distinctive imagery and quirky sense of humor," included a nod for Graphicstudio:

"This gift represents yet another instance of Graphicstudio's commitment to bring work by important contemporary artists into the National Gallery's holdings."

ANN CARNEY | USF News





New Wave

There's a new group in town. And they're making beautiful music.

The iPad quintet, known as Touch, is comprised of School of Music faculty members David A. Williams and Clint Randles, along with graduate students Victor Ezquerra, Chris Morris and Nick Stefanic.

The strictly live-performance band is on the cutting edge of what Williams says is already taking root—the electronic musician.

"Changes in music are simply a case of evolution," he says, pointing to instruments like the harpsichord and the lute, which were replaced based on technological advances.

A Touch concert is a multi-disciplinary experience, complete with lights, fog machines, videos on multiple screens and audience participation.

The band's February performance in the School of Music Concert Hall included dancers, singers, actors and a painter from the College of The Arts; poets from the Department of English;

the USF Sun Dolls; and local music teachers and choral directors.

"This is not a fad. It's important for educators to recognize that what's happening now is an important part of music culture that will be with us for some time," Williams says. "Either we evolve with it or we make ourselves irrelevant."

BARBARA MELENDEZ | USF News

One Book, One Community

Five USF Sarasota-Manatee College of Arts and Sciences students recently offered their original historical research on topics inspired by Laura Hillenbrand's "Unbroken," the story of Olympic runner Louis Zamperini's experiences as a Japanese prisoner during World War II.

The student presentations, part of Sarasota County's One Book, One Community program, included examinations of World War II propaganda, the B-24 airplane, Tojo Hideki and Japanese POWs.

"I am thrilled that every year our students get to join others in the community as we read and discuss a wonderful book," says Jane Rose, dean of the College of Arts and Sciences at USFSM. "This year, the community was able to explore historically relevant subjects through the research of our student historians."

Started in 2003, the One Book, One Community program engages the community in discussion

through a series of events centered around a book chosen by community residents. The months-long program has previously featured USFSM student scholars in discussion of best-sellers including "The Book Thief" and "The Hunger Games."

Event planners say the program strengthens the community and encourages conversation. Rose says it also highlights the important contributions a university can make in the community.

"This event demonstrates the role that a public university can play in enriching the intellectual life of its community," she says. "We aim to be a center for thought-provoking conversations, and we are always happy to give our students a chance to shine."

RUTH LANDO | USFSM

Emerging Leader

USF St. Petersburg's Entrepreneurship Program has been named the Outstanding Emerging Entrepreneurship Program in the United States. The USFSP program took top honors at the annual United States Association for Small Business and Entrepreneurship conference in San Francisco, edging out finalists University of Maryland and the University of Rochester.

The award comes less than three years after the program was founded and just a year-and-a-half since classes began. In 2012, students in the Entrepreneurship Club won the prestigious CEO Startup Simulation Challenge.

The United States Association for Small Business and Entrepreneurship is the world's larg-

est independent organization dedicated to advancing entrepreneurship. The award honors an emerging program that "reflects innovation, quality, potential viability, comprehensiveness, depth of support, sustainability and impact."

The Entrepreneurship Program includes innovative curriculum that crosses all disciplines and colleges at USFSP, a small-business development center, a business accelerator called Gazelle Lab, the Journal of Business and Entrepreneurship, an advisory board of experienced entrepreneurs and extensive community outreach that brings dozens of Tampa Bay business leaders into classrooms to interact with students.

The program also published "Tampa Bay's 6/20 Plan" that called for the creation of an entrepreneurial ecosystem to encourage collaboration among Tampa Bay entrepreneurs and the organizations that support them.

"This provides needed validation for us and the community that we have accomplished a lot here in a short period of time," says program director William Jackson. "The success can be attributed to the hard work of everyone involved in the program."

TOM SCHERBERGER | USFSP

USF Sarasota-Manatee will admit its first freshman class in Fall 2013.

The 4-year university offers more than 30 academic programs.



Global Citizens





Thousands of USF students, faculty, staff and alumni travel the globe conducting research, teaching and studying. Their impact is felt through their work and cultural interactions.

The main photo was taken in Hato Chami, Panama, by USF nursing student Rebekah Woods. Students traveled abroad to provide nursing care to indigenous people in the mountains of Panama for three weeks.

She says, "My trip to Panama was eye-opening, heart-wrenching and life-changing; it opened my heart to use nursing as a way to impact and make a difference for people worldwide."

The photos on the left were taken by Toivo Voll, USF IT staff member and political science master's student in Kyoto, Japan; Bobby Bishop, USF alumnus in Managua, Nicaragua; and Salwa Mansour, USF international student in Marrakech, Morocco.

The images were submitted to the annual International Photo Competition sponsored by USF World. More about the contest and a gallery of winning photographs can be found at http://global.usf.edu/photo_contest.php.

AMANDA GILMER | USF World

Shifting Shapes



Craig Lusk's job takes on many shapes.

The USF engineering professor uses a laser to cut sheets of polymer into dynamic, geometric pieces. He ties the shapes together in a way that could revolutionize some industries and lead to the invention of new products.

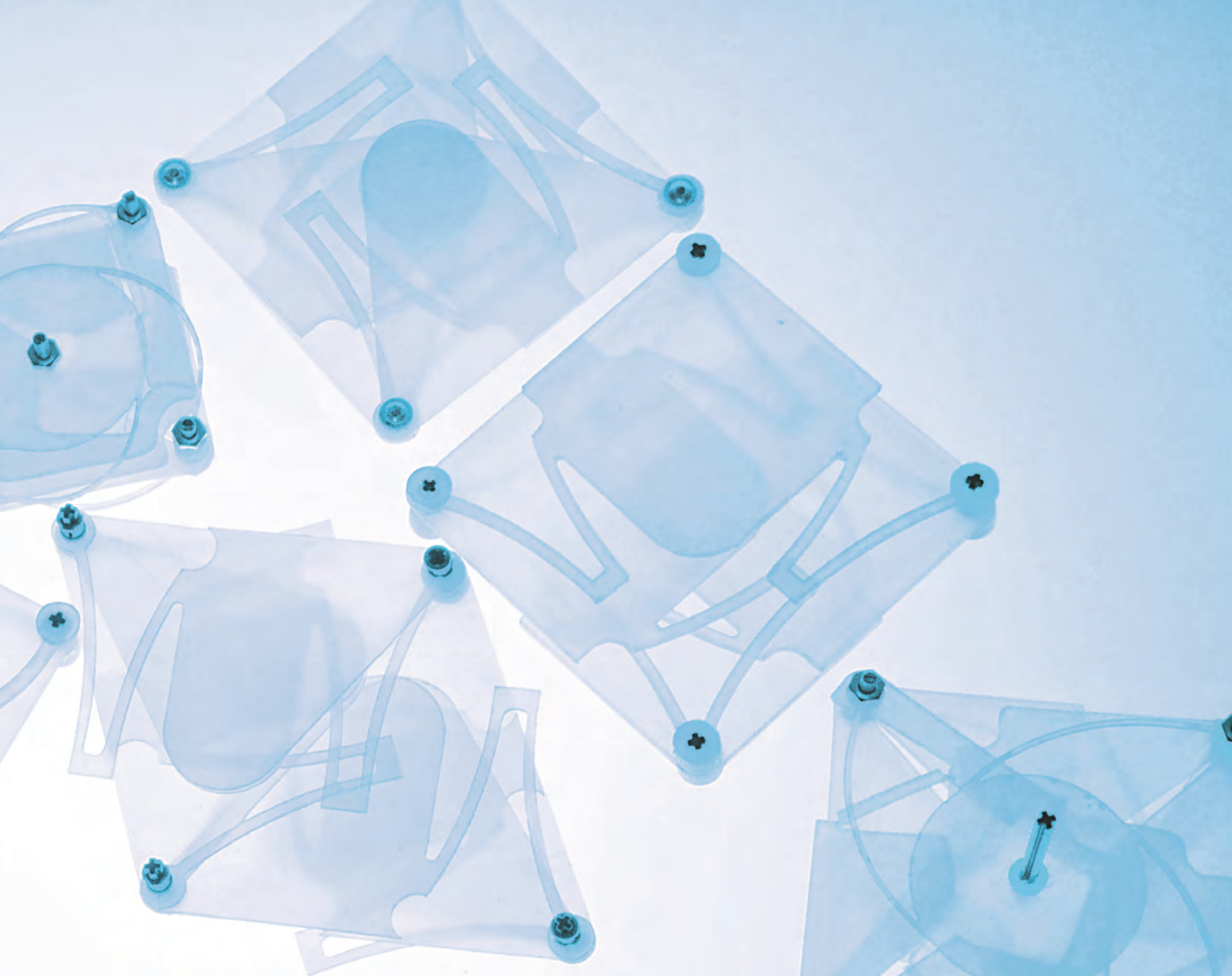
Lusk specializes in compliant mechanisms—the movement, or motion, the precision-cut shapes take on when they interact with each other.

“I have a surface that is very flexible in the plane. I can compress it, I can expand it, and I can shift from side to side in a motion called shearing,” he says. “So it’s very flexible to motions

in the plane, but it’s very rigid if I have something out of plane.”

Lusk thinks the strength and flexibility of the surfaces could be used to develop improved body armor for police and the military. It could provide a range of motion that Lusk says is similar to the old chain-link armor worn by battling knights, but better because the specially designed springs allow for lightweight, flexible and extremely durable defense. The shapes could also be fashioned into a protective, but collapsible shield.

The possibilities for utilizing the shape-shifting surfaces, he says, are numerous. Other applications include robotics, containment structures and



making antennas more flexible and responsive to locating signals.

Lusk has been working on the original design which he brought with him when he joined USF in August 2005. He secured a grant from the National Science Foundation in 2011 to continue his research. Now, he's taken the concept to the next level, designing numerous versions, shapes and sizes of the surfaces.

"This is built based on the idea of lines bending in a plane, like on a flat surface. Now if you make things bend all up out of the plane, you can get things that are a little more complicated," he says, demonstrating the movements.

Lusk's design includes extremely precise geometrical calculations and laser cutting on a computer numeric control machine in order to perfectly align the surfaces. With the assistance of USF graduate student Paul Montalbano, Lusk has created dozens of the shapes, which are scattered around his office, on shelves and on filing cabinets.

They are shapes that could one day revolutionize the way things move.

KATY HENNIG | USF News



Scan the QR code or visit usf.edu/news to read "Shape-Shifting Invention" and view a video.



Turning the T

Teams of researchers are collaborating to unlock the mysteries of the Gulf's red tides.

By ANN CARNEY and KATY HENNIG | USF News

It's enough to make you sick—a massive red tide bloom lurking off the coast of Southwest Florida—the kind of toxic bloom that could mean massive fish kills, beach closures, dead seabirds, contaminated shellfish and lost jobs.

For years, researchers at USF have been working to understand red tides in the Gulf of Mexico. To predict where and when the next red tide will occur. To determine what makes one red tide persist, while another quietly disappears.

They've partnered with scientists at the Florida Fish and Wildlife Commission's (FWC) Fish and Wildlife Research Institute (FWRI), Mote Marine Laboratory and international researchers. They've tapped into new technologies.

And they know more today than ever before about the red tide beast.

Red tides occur naturally every year and can stretch for more than a hundred miles along shore. They can last for days, weeks or even months. The tides are a type of harmful algal bloom, a higher than usual con-

centration of naturally-occurring microscopic algae that grow in certain areas of the Gulf. The blooms can produce harmful or toxic effects on people, marine organisms and birds.

To date, about 85 different species of harmful algal blooms have been identified worldwide. *Karenia brevis*, one of the Gulf's red tide species, is probably the region's best known because it happens frequently and has nasty effects on wildlife and people.

And while at high concentrations the blooms can turn the water a reddish hue, red tides are often not red. They can appear greenish, brownish or purple, or even be so dark that the water appears black. In fact, the color of the water can remain unchanged or only slightly murky during a red tide bloom. Even so, the name sticks; scientists say it has become common language.

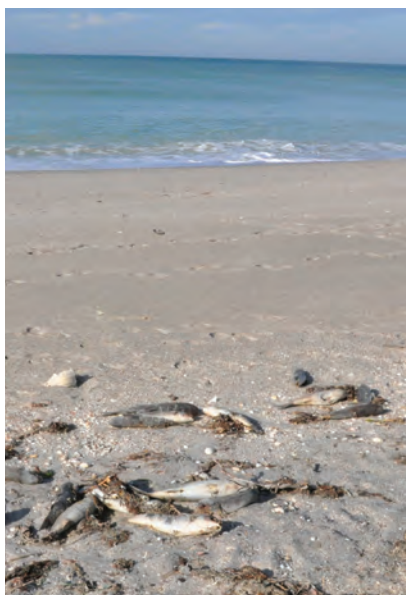
In 2007, Distinguished University Professors John Walsh and Robert Weisberg established the Center for Prediction of Red Tides at the USF College of Marine Science. At the center, a jointly-funded project

ide



“Our ultimate goal is to try to provide **forecasts** like you would with a hurricane model that will show when and where the **bloom** is going to go and at what intensity.”

– Jason Lenes



between the college and FWRI, scientists are developing models capable of predicting and tracking *Karenia brevis* within the coastal waters of the southeastern United States.

But it's no small task, says USF research associate Jason Lenes. “In order to predict the bloom, you really have to have an understanding of how the bloom develops, how the bloom maintains itself and how the bloom terminates.”

That means bringing together physicists, fish biologists, remote sensing scientists, ecologists, public health specialists and toxicologists. It means tapping into federal and state resources.

“It's very interdisciplinary,” Lenes adds. “Without bringing all of these people and resources together to address the problem, you'll only get so far.”

In his laboratory, Lenes creates mathematical models to study how organisms like plants and tiny zooplankton live in the water, particularly during a harmful bloom event.

The models, in which organisms are represented by mathematical equations, are used as a predictive tool.

“Our ultimate goal is to try to provide forecasts like you would with a hurricane model that will show when and where the bloom is going to go and at what intensity,” he says.

And when it's safe to go to the beach.

The current models can accurately forecast *Karenia brevis* on the West Florida shelf up to 3-1/2 days out. Lenes hopes to get that number between seven and 21 days, giving city officials, healthcare workers, hotels, restaurants, commercial fishermen, scientists and the public more time to prepare and plan for harmful bloom events.

The modeling data comes from water samples collected daily or near daily, especially during a bloom, by scientists at FWRI, Mote Marine Laboratory and the university. The samples provide cell counts of organisms present and other information to run the mathematical models.

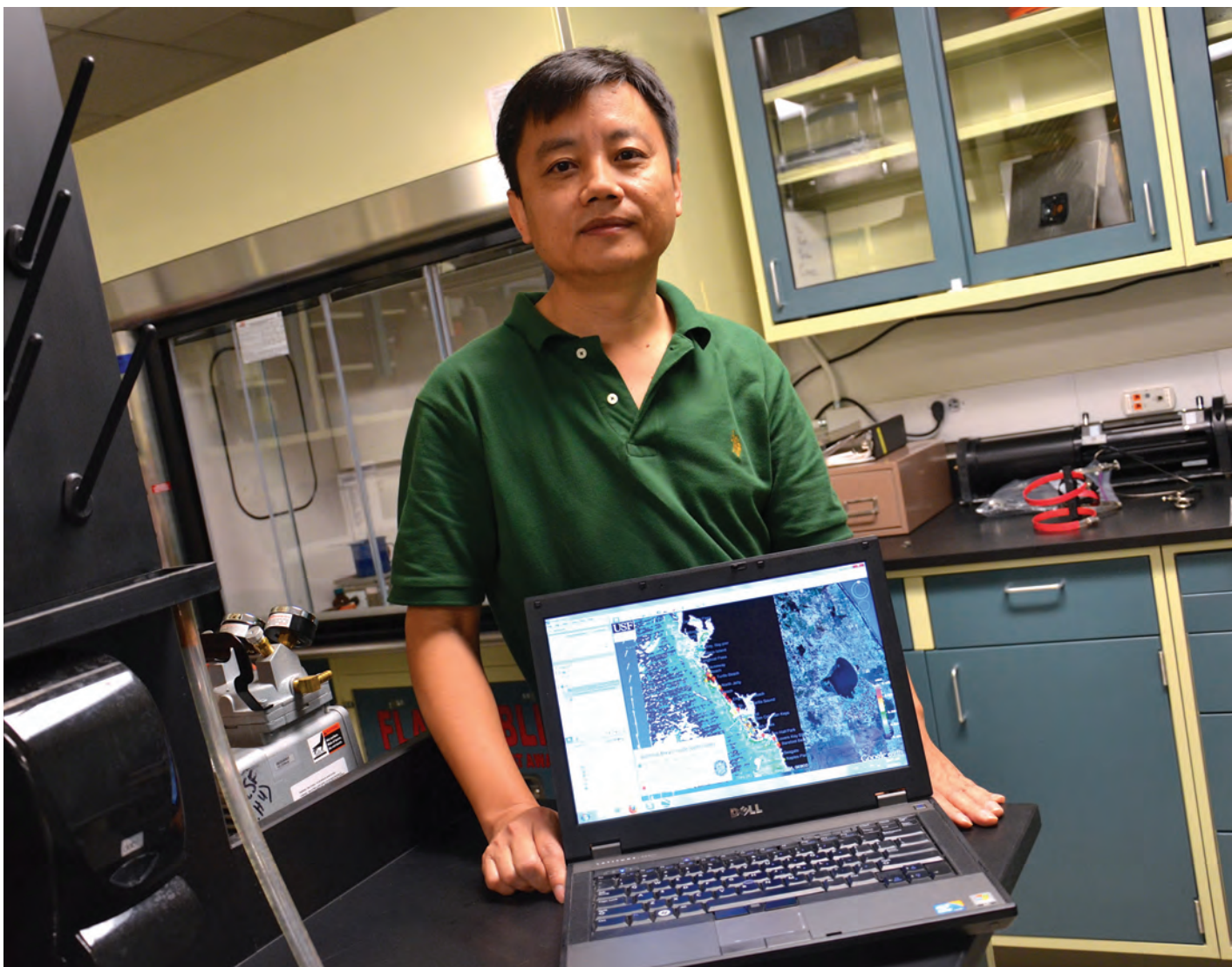
Temperature and color of the ocean also factor in. The information comes from satellite images collected daily from two NASA satellites and several NOAA satellite sensors with ground-based tracking antennas installed at the Institute for Marine Remote Sensing (IMaRS), part of the College of Marine Science.

In the Optical Ocean Laboratory, directed by USF associate professor Chuanmin Hu, researchers use algorithms to interpret the data and develop images used by FWC and other agencies to inform the public and to study and predict red tide.

The satellite measurements are often the first to capture red tide blooms and the only way to determine the size of the blooms, Hu says. The near real-time information helps direct field activities, including where to sample and where to deploy underwater gliders.

“It's a real collaboration between FWC, the operational agencies, Mote and USF researchers,” he says. “Everyone works together, from observation to modeling to information outreach.”

Researchers at IMaRS use a different set of algorithms to interpret the satellite data. Biological oceanographer and professor Frank Muller-Karger, who directs the nearly 20-year-old institute, says the satellites work like cameras with filters and provide information about what's in the water. One advantage of operating the ground antennas, he adds, is the ability to get the satellite data out to the public within half an hour of the



satellite passing over the Gulf.

“If there are a lot of these algae in the water they will change the color of the water to the point where you can see them from space,” he says. “We are trying to measure not only whether they are there or not, and when, but how concentrated they are. If they are very concentrated they can change the color of the water in different hues in a way that is very quantifiable and we can relate that measurement of the color.”

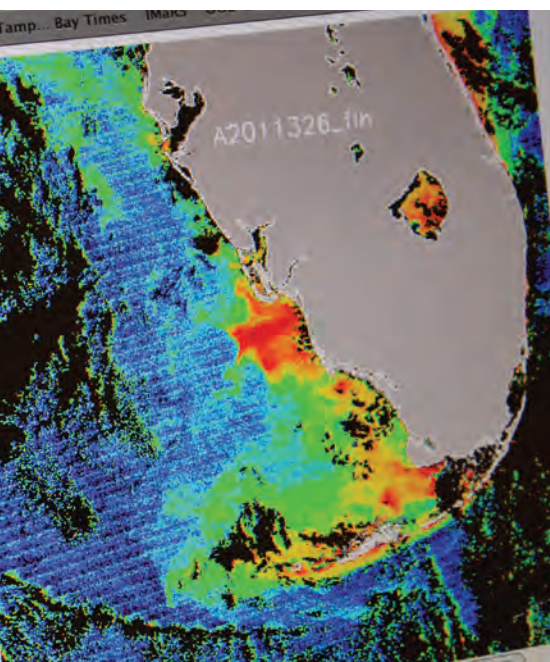
The satellite images also provide temperature data and clues about pat-

terns, he says—currents and blooms, blooms associated with certain currents, river plumes that extend off shore, changes that occur with the seasons, and other long-term trends.

Scientists at IMaRS add an international dimension to the research.

“We are looking to see if there’s a connection between different parts of the Gulf and how the cells move in the water. We are looking at Mexico and the Yucatan Peninsula,” Muller-Karger says, adding that the institute is working with several Mexican government agencies to help researchers there interpret

▲
Associate professor Chuanmin Hu uses algorithms to interpret satellite images to study and predict red tide.



▲
Satellite images are often the first to capture red tide blooms.

▲
Biological oceanographer Frank Muller-Karger adds an international dimension to USF's red tide research.

satellite data and plan a field component to identify and study red tides.

While satellites provide information from above, robot gliders—battery-powered, autonomous underwater vehicles—continuously profile the water column from the bottom to the surface, looking for signs of red tide and collecting data along the way.

The data provides important information about the properties of the water column. The information helps scientists understand exactly how the blooms initiate and evolve over time.

Chad Lembke, who oversees glider activities at the USF College of Marine Science Center for Ocean Technology, says the gliders provide a critical third dimension.

“Satellite imagery is two-dimensional imagery; it’s images of the surface. To get that third dimension, we go beneath the water all the way to the bottom,” he says. “It’s well known that water is not the same at the surface as it is all the way down. Water moves and it doesn’t move all in the same direction. There is stratification, there are currents that are going in different directions. Deep water can come up along the bottom or it can get pushed out depending on the circulation patterns.”

Another piece in the red tide puzzle.

Red tide isn’t a new phenomenon. The toxic blooms have been around since the 1500s, and typically rear their heads anywhere from the Gulf’s coasts and bays to tens of miles off shore. And while they typically happen every year between August and November, red tides can happen any time. Understanding how the blooms develop, move and maintain themselves is critical for mitigating the impacts of intense blooms on marine ecosystems, marine life, local economies and human health.

“You can’t remove it,” Hu says. “But if we know where it is, how long it will last and where it will move, we can plan for it.”

Less than six years after one of the worst red tides in the Gulf Coast’s history, the long-standing collaboration between USF researchers, government agencies and private institutions is yielding significant results.

Today, Lenes says, researchers have a better understanding of where blooms start, the three-dimensional nature of blooms and the sequence of events that trigger a bloom.

“In the scientific community, there is a mandate to share knowledge and there is an expectation of collaboration to help each other. We provide tools that allow our partners to be more efficient with their work, and they provide data that allows us to be more efficient in ours,” he says. “The ultimate goal is to provide resources and tools that are usable by society to improve everyday life.” ■

Red Alert

Barbara Kirkpatrick, a senior scientist at Mote Marine Laboratory, has been studying the public health impacts of red tides for more than 13 years. The blooms, she explains, release a toxin, or chemical irritant.

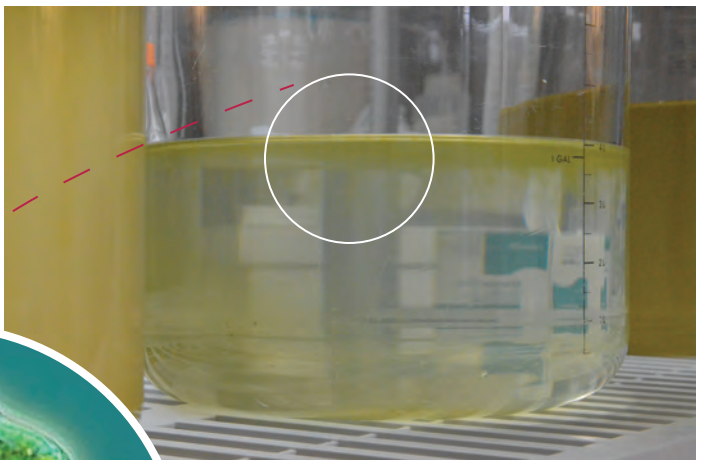
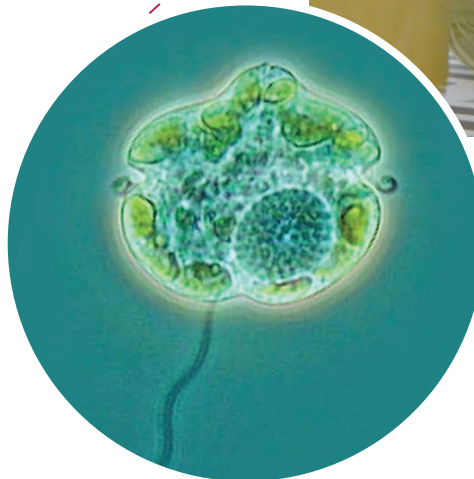
"When we inhale these toxins, it's an irritant to our airway similar to if you take a whiff of bleach or ammonia," she says.

"One study we've done looking at the local emergency room here in Sarasota showed that a bloom can impact emergency room visits at one hospital anywhere from half-a-million to \$4 million in increased visitation."

Mote's first studies on human health associated with the toxic bloom got under way in 2000. Since then, Kirkpatrick says, Mote scientists have learned a significant bloom is a trigger for asthma, and can cause eye tearing, nasal congestion and a runny nose in the general population.

Among other things, the findings led to the creation of a beach conditions reporting system for the public. Implemented in 2006, the report covers 26 beaches along Florida's Gulf Coast from the Panhandle south to Lee County. The system lets beach-goers know when it's a good day for the beach and what beaches to avoid.

"Prior to our studies, the message was that Florida red tide can cause some upper-airway irritation and if you leave the beach you'll be okay," Kirkpatrick says. "Now the messaging, especially for people who have asthma and other lung diseases, is you really need to avoid days when there are a lot of toxins in the air." ■



▲ Mote Marine Laboratory's Barbara Kirkpatrick says a significant bloom can be a trigger for asthma and other lung diseases.

◀ *Karenia brevis*, the Gulf's red tide species, is a higher than usual concentration of phytoplankton that can produce toxic effects on people, marine organisms and birds.



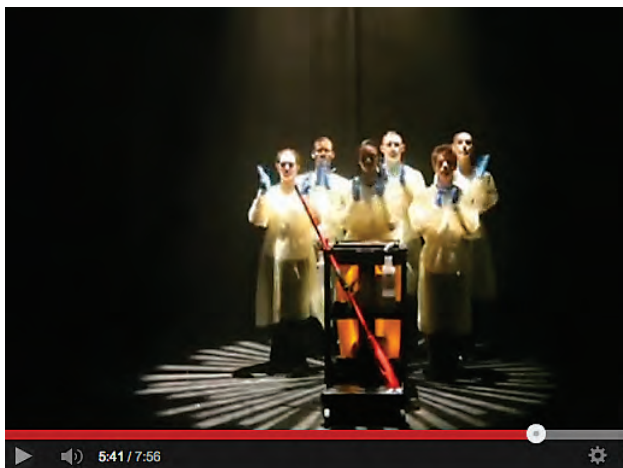
Scan the QR code or visit usf.edu/news to read "Battling Red Tide" and view a video.

Beyond Words

By ANN CARNEY | USF News

Barely two months after joining the USF dance faculty in 2010, Andrew Carroll was approached by the Florida Department of Health with an interesting opportunity: produce a pop-culture dance video to illustrate how to properly clean a hospital room, particularly high-touch surfaces.

A soloist with the Pennsylvania Ballet Company for nine years, and a principal with the Ohio Ballet prior to that, Carroll was keenly aware of the power of dance to communicate an idea. But, could the medium effectively communicate very specific educational concepts—such as never leave a hospital room after cleaning with your cleaning gown on—without the benefit of words?

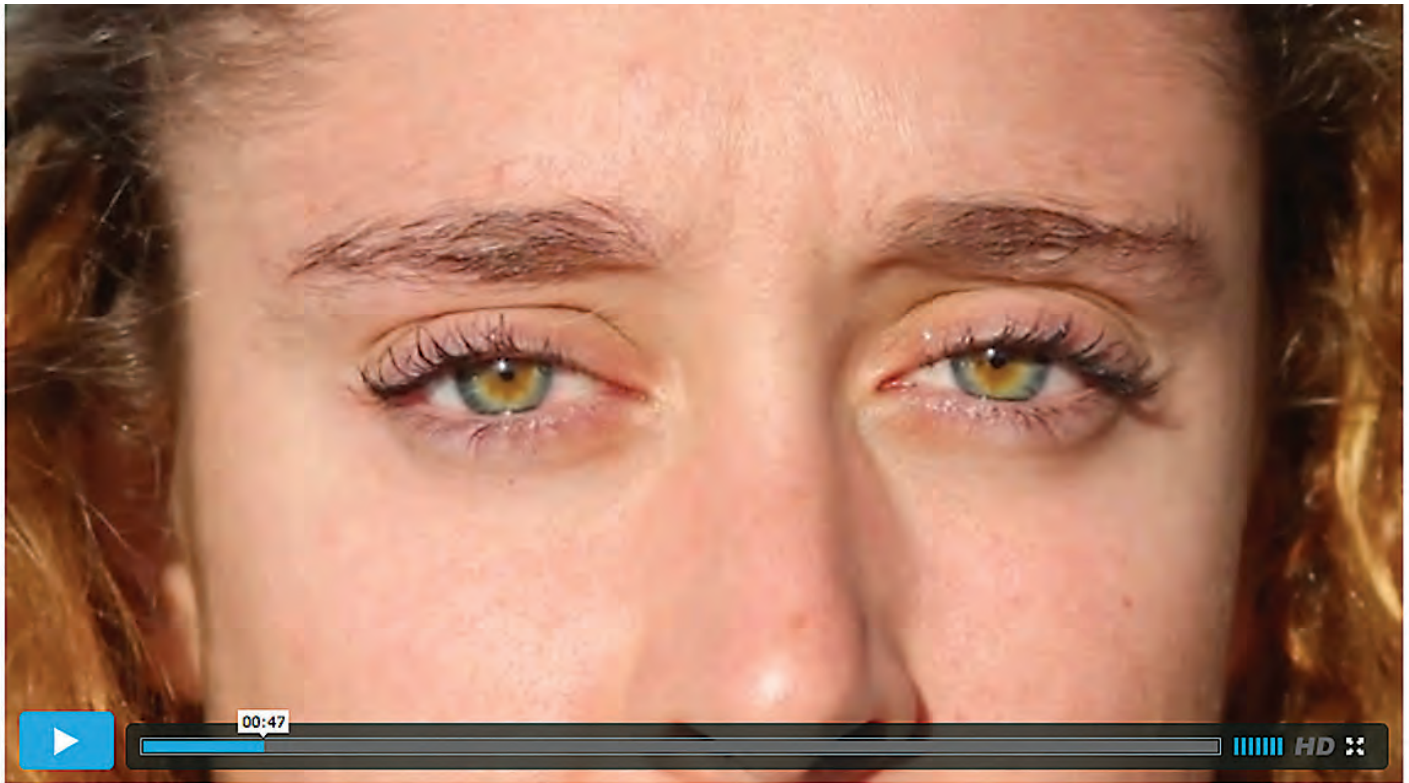


“It sounded like an innovative idea that could open the door for alternative education methods and contribute to the field of dance,” he says. “It was very interesting to me as a research agenda, and it tied in with USF’s values of collaborative and interdisciplinary work.”

Four months later, in April 2011, the upbeat, wordless video, featuring USF dance students and a score by the USF School of Music, was released. The first-of-its kind production, used at hospitals nationally and internationally today, led to a second commission for nursing homes in 2011, and a third for in-line nursing initiatives in 2012.

The video proved particularly effective with staff who didn’t have English as their primary language.

And that got Carroll thinking. Maybe this popular medium could be used to tackle the social issue of bullying.



Bully Dance Video

from **Stephen John Ellis** PLUS

Director/Producer: Andrew Carroll

Videographer: Stephen John Ellis

Music: Zoe Keating "We Insist"

Michael Ortega (DJ MO Beats) "It's Hard to Say Goodbye."

Lighting: Beau Edwardson

Dancers:

Tyler Orcutt

[Read More...](#)

Follow

Add to...

Stats

Download

"It's a relevant and important topic, and one that is very much a part of the dance world," he says.

With a lead male dancer in mind who would graduate in a matter of months, Carroll had to work quickly. He applied for a small grant from the USF College of The Arts and began contacting experts to ensure the production would address the latest research and findings on bullying.

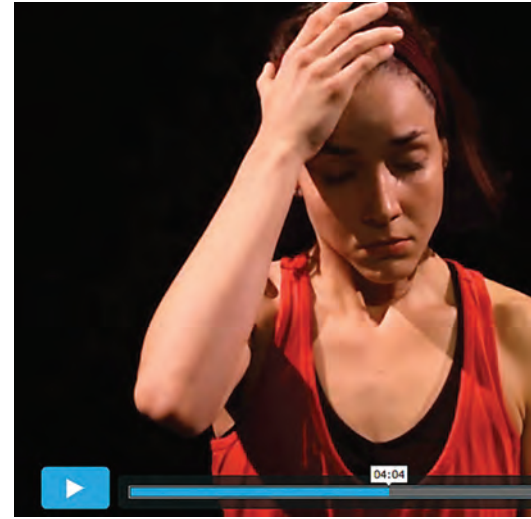
For the video that meant:

- It wasn't enough to include a male who was being bullied; the video should include a female bullying victim as well.
- The video had to communicate that anyone can be a bully; bullies don't come from any single group.
- The issue of cyberbullying had to

be addressed. Advances in technology mean home is no longer a safe haven for victims of bullying.

- There had to be a call to action—if you witness someone being bullied, do something.

For four months, beginning in January 2012, Carroll and his USF team, including School of Theatre and Dance students Tyler Orcutt,



Nicole Diaz, Jenne-Elise Galluzzi, Sean McDonald, Julien Valme and Brittany Williams, along with videographer Stephen John Ellis and lighting specialist Beau Edwardson, worked on the project. International cellist Zoe Keating, and vibraphonist Michael Ortega, agreed to have their music featured in the production after reviewing sample footage.

By April, it was a wrap—just weeks before Orcutt, the bullied male featured in the video, was set to graduate.

“It was really awesome,” says Orcutt, now a dancer with the Repertory Dance Theatre in Salt Lake City, Utah. “I haven’t been bullied so I had to learn to understand what someone who is bullied is going through and would feel on the inside. I did research; I read blogs.”

The experience, he adds, opened his eyes to the issue of bullying.

Set against a school backdrop, the nearly 7-minute dance video tells the story of two students, a male and a female, being relentlessly taunted and teased in person and online by



Andrew Carroll, who holds a B.F.A. in Dance, and an M.A. in Arts Administration, was a professional soloist and director before joining USF.

a group of students. The taunts, expressed in varying forms of dance and set to often-pulsating music, bring the targets to their knees. Solo performances by lead dancers Orcutt and Diaz open the bullies’ eyes to the pain they have caused. Over time the students—the bullies, the bullied and uninvolved bystanders—unite to put an end to the violence.

Diaz, now a senior at USF majoring in modern dance, says the production

carries important messages for several distinct audiences—people who bully and know it; people who bully, or condone bullying behavior, and don’t know it; people who are bullied; and people who have nothing to do with bullying, but stumble upon it.

Even herself.

“When I first started, the idea of bullying seemed so archaic. But the more I got involved, it became reminiscent of moments I had as a child,” she says. “And it got me thinking about moments I may have condoned that behavior or made someone feel inferior in any way, even if it wasn’t an intentional action on my part.”

She says working on the video gave her new and invaluable experience, and an important addition to her resume.

“It gave me the chance to collaborate with a filmmaker; to get out of the studio and off of the stage. It made me access my acting skills. It was a liberating experience.”

After a first showing at a USF sympo-



sium, one viewer, a self-proclaimed bully in high school, thanked Carroll for the effort. “The young man said he was a bully in high school and not a day goes by that he doesn’t regret the horrific things he did,” Carroll recounts. “He said had there been a video like this around, he probably would have stopped.”

In just six months, the video reached a national and international audience as a lead-in for bullying programs and teen advocacy agencies, including Teen Advocacy Group (TAG) in Atlanta and Foundations in Denver, as well as several anti-bullying organizations, the Stand for the Silent national website, and the Greater Los Angeles public school system. It has been seen by students in Australia, Northern Ireland, Finland and Scotland.

A letter from Pacer’s National Bullying Prevention Center in Minnesota lauded the production:

“As one of the leading bullying prevention organizations in the world, we receive a steady stream of creative submissions. I must tell you, your dance video is one of the most amaz-

ing contributions we have seen! With your permission, we would like to use it on our primary website. In addition, we would like to explore the possibility of using it in our school curriculum as part of a bullying prevention toolkit.”

Carroll, who has performed at venues around the world, and was named a cultural ambassador for the City of Philadelphia, calls the letter “one of my proudest moments.”

“I am not a psychologist or psychiatrist; I am a choreographer,” he says. “I have come up with something that has truth and validity. There are so many topics—substance abuse, domestic violence, body image—that could be depicted through this medium that teens like so well.”

And despite the outpouring of requests from schools and organizations to use the video as part of an anti-bullying effort, Carroll is adamant it wouldn’t be appropriate to charge a licensing fee. If it stops just one, he says, that would be payment enough.

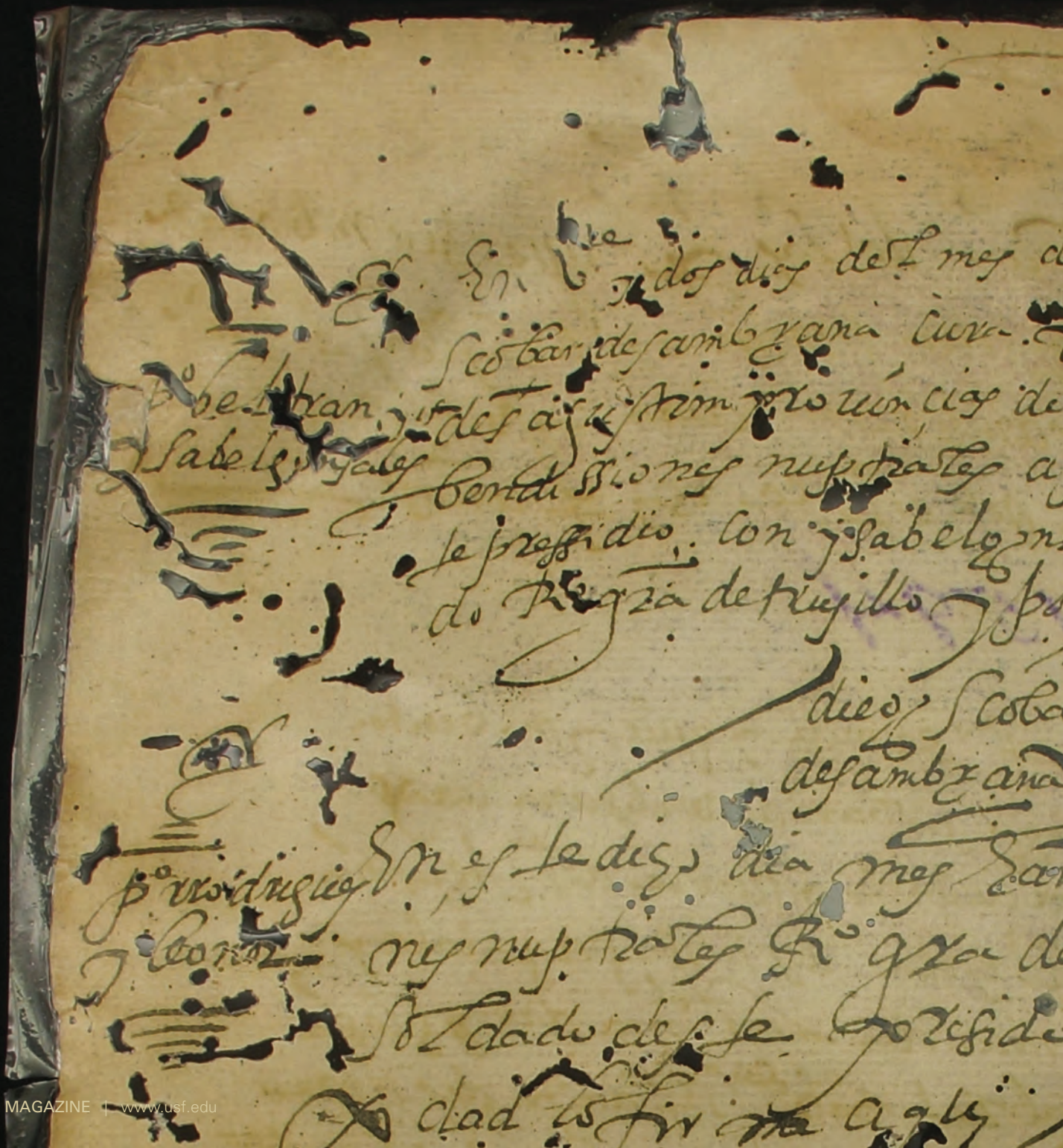
The experience has changed his focus.

“I started on this path and it has become my path,” he says. “To give back to my field and to make a contribution to help stop bullying, that is really satisfying.” ■



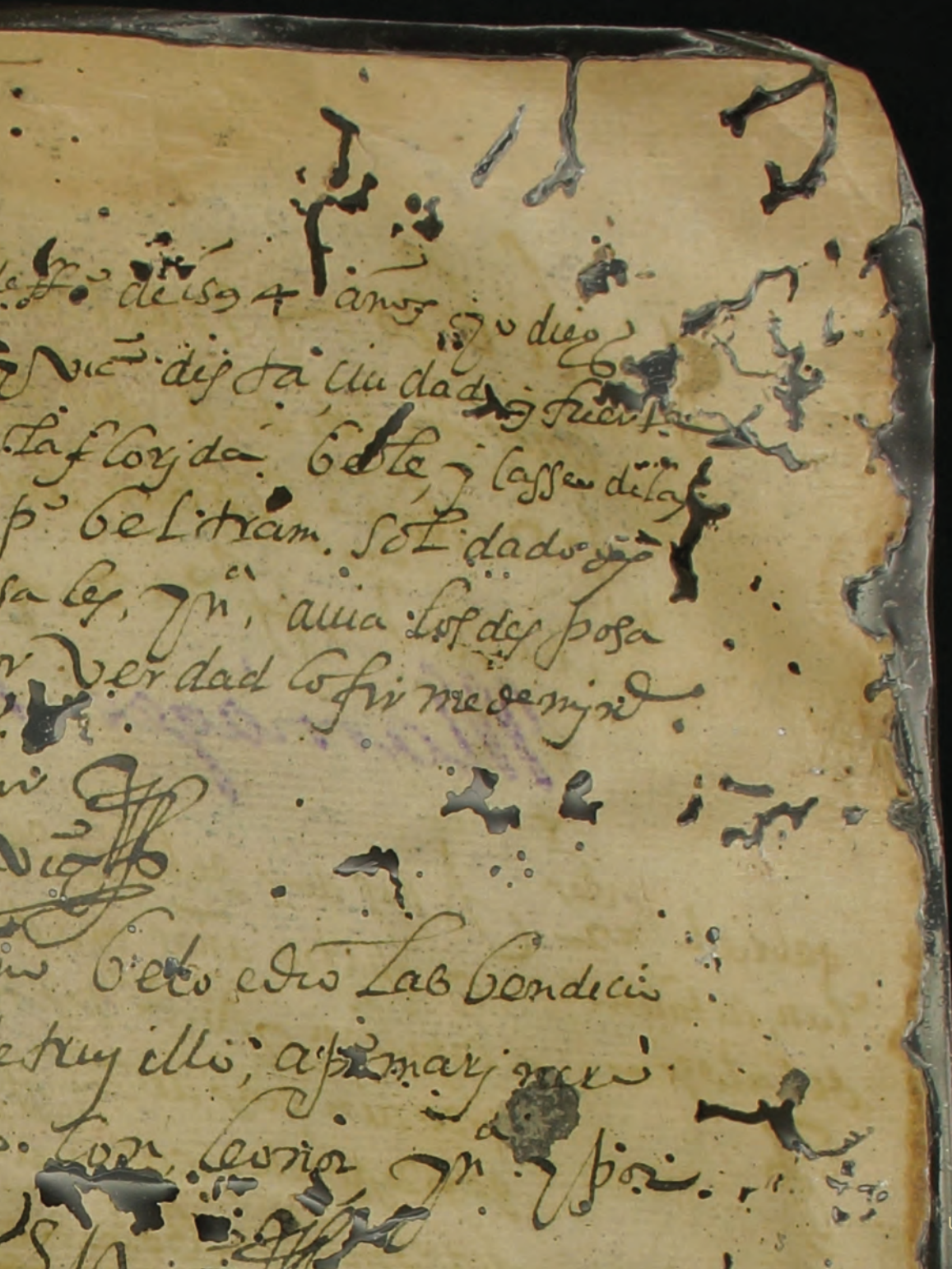
Scan the QR code or visit <http://youtu.be/h3wWUq0fJWA> to view the video.

PRESERVING FLORIDA'S HISTO



RY

Researchers at USF St. Petersburg are working to digitize a treasure trove of Spanish documents that shed light on Florida's past in St. Augustine.



Hand-written documents like this entry dated Feb. 22, 1594, detail life in the early days of St. Augustine. The document records the marriage of a soldier of St. Augustine, Pedro Beltran, to a baptized Indian woman, Isabel Gonzales.

Photo: Arthur Tarratus



By TOM SCHERBERGER | USF St. Petersburg

It is quiet in the archives, the silence broken only by the delicate crinkle of 400-year-old pages of parchment, the soft click of a digital camera, the occasional creak of an office chair.

Saber Gray sits at a table sorting the fragile, lacy pages by year and category—births, baptisms, marriages, deaths. She wears white cotton gloves to protect the pages and peers closely at each one as she goes. At a nearby table Arthur Tarratus methodically places one document after another into a box and photographs each page. Then he places one atop another

with white-gloved hands until the stack reaches nearly a foot tall. And so it goes throughout the day, page after page.

“Tedious,” he says with a frown.

Gray and Tarratus are USF St. Petersburg graduate students in Florida Studies, working under the supervision of J. Michael Francis, the Hough Family Endowed Chair in Florida Studies, who sits at another table pondering a bound volume of documents from the late 1700s. The slow, deliberate nature of the work obscures their race against time.

Every day that passes is another day closer to the inevitable destruction of these priceless pages. Each document is encased in plastic from a 1939 preservation effort that protected the

documents but also is slowly destroying each page, written with quill pen and dating back to 1594. A distinct smell of ammonia wafts from each box of documents as it is opened, the scent of dead bugs and ancient ink interacting with plastic.

They are spending this Saturday in the Historical Archives of the Catholic Diocese of St. Augustine at the Convent of the Sisters of St. Joseph’s in the heart of the city’s historic district. They are working with the Diocese to digitize the documents and put them online. The goal is to preserve them and make them accessible to scholars and the general public around the world.

“These are the earliest written documents from any region in the United States,” says Francis, one of the na-

tion's leading experts in the Spanish Colonial experience in the land Ponce de Leon named La Florida. The documents predate the Mayflower and the founding of Jamestown and are older than any documents created in the U.S. about the U.S. in the National Archives or the Library of Congress, he says. Each page is a loose thread in the history of St. Augustine, the nation's oldest continuously occupied European city.

"I think it's going to shed all kinds of light on individuals about whom we know very little," Francis says. The project comes as Florida observes the 500th anniversary of Spain's arrival to Florida with Ponce de Leon's landing on the state's east coast in April 1513. Events are planned around the state to mark the occasion. And in two years, St. Augustine will celebrate the 450th anniversary of its founding. The two anniversaries will bring heightened interest in Spain's impact on Florida. The documents will help. "As we make this material available I think we will see a real renaissance in Florida studies," Francis says.

But that will have to wait. For now the focus is on the tedious work of preservation, page by delicate page.

Sister Catherine Bitzer, the archivist for the Diocese of St. Augustine who lives at the convent, personally oversees the work of Francis and his students. "She is extraordinarily protective of these documents," Francis says. "I appreciate her for that. These documents are so sensitive." The pages, dating from 1594 to the 1860s, have not always received such care, and most are riddled with holes from bugs and worms, giving them a lacy appearance. The parish was founded in 1565, but the first 29 years of records are missing. When the British

took over St. Augustine in 1763, the records were shipped to Cuba, where they remained, largely forgotten, for more than a century. Augustin Verot, the first bishop of St. Augustine, discovered them in 1871 and sought to return them to St. Augustine. Most finally made it here in 1906; the last volume arrived in 1939. They total about 6,000 pages in all. Most are loose pages laminated at the National Archives and returned to the Cathedral Basilica of St. Augustine, where they remained, again largely forgotten, until the archive opened in 2007.

Francis credits Felipe J. Estevez, the current Bishop of St. Augustine, and Father Mike Morgan, chancellor of the

Pictured clockwise: Archival records dating to 1594; the convent of the Sisters of St. Joseph; Sister Catherine Bitzer, Saber Gray and Arthur Tarratus.



"THESE ARE THE EARLIEST WRITTEN DOCUMENTS FROM ANY REGION IN THE UNITED STATES."

– J. Michael Francis

Diocese of St. Augustine, for this latest preservation effort. "Everybody involved has been so passionate about the idea of making these materials accessible and sharing this chapter in American history that is virtually unknown," Francis says. The diocese paid for the camera equipment and laptop computers used to digitize the documents.



Gray sorts records while Tarratus records each document with digital photography.

obtain their freedom by swearing allegiance to Spain and being baptized in the Catholic Church. So the first “underground railroad” ran south and ended in St. Augustine. The year after the Civil War ended, the convent was founded to educate the area’s large population of freed blacks.

All of that history and more is contained in these documents. Together with documents housed in Spain and elsewhere, historians will be able to weave a rich, historical narrative. That task will be made much easier once the documents are digitized and put online. They are actually easier to read online because they can be magnified and software can smooth any irregularities. And scholars won’t have to travel to St. Augustine to study.

Examining the pages takes a special skill. They are written in a form of Spanish unique to the period, as is the handwriting. Gray and Tarratus have been studying 16th Century Spanish paleography under Francis for years and “are part of a handful in the country who can do this project,” says Francis. They also received specialized training in digitizing historical documents, led by Jane Landers, professor of history at Vanderbilt University, who has worked on similar projects in Africa, Colombia and Cuba and was familiar with the documents.

With so many fragile pages to sort and digitize, and only weekends to do the work, it’s important the team stays focused. Still, it’s easy for Francis and his students to get distracted by the individual stories

Francis started the project after working with the diocese while teaching at the University of North Florida. A native of Canada, Francis earned a bachelor’s in history and a master’s in Colonial Latin American History from the University of Alberta and a doctorate in 16th Century Latin American history from Cambridge University. He got hooked on history after taking an undergraduate course in modern Latin America. “It completely transformed the way I thought about history,” he recalls. “It really taught me to look at the past in a new way: You can solve puzzles and raise questions.”

The documents his team is digitizing are pieces of the puzzle of the Spanish Colonial period in Florida, a time

Francis considers neglected. Some fascinating insights already have emerged. As Gray puts it: “You can see the diversity of St. Augustine.” While Florida’s diversity today is well known, it is hardly a modern phenomenon. By the time the British founded Jamestown in 1607, St. Augustine already was home to 500 to 600 people—not just Spanish, but French, Flemish, Irish, Portuguese, German, Caribbeans, Native-Americans, and freed and enslaved Africans.

The documents also provide a new perspective on slavery. St. Augustine was a magnet for runaway slaves and nearby Ft. Mose (pronounced Moh-Say), founded in 1738, was the first settlement of free blacks in the United States. Runaway slaves could



J. Michael Francis, the Hough Family Endowed Chair in Florida Studies at USF St. Petersburg, is one of the nation's leading experts on the Spanish Colonial experience in Florida.

the documents tell. "You all but feel like you're growing along with them," Tarratus says.

On a warm Saturday afternoon in January, Francis is immersed in a bound volume of baptismal records of blacks, both freed and enslaved. One page shows the baptism of two slaves named Feliciana, 6, and Sara, 3, on April 9, 1790. Both were "baptized in solemn urgency" on the banks of the St. Johns River in the house of their owner, Joseph Mills. Their ages and the urgency suggest the girls were thought to be deathly ill. Death records could confirm if they died soon after. Other records could shed light on their parents, listed in the documents as Monday

and Carlotta. The records suggest the parish priest was making the rounds of local plantations, baptizing slaves as he went. Francis is enthralled at the possibilities.

"This is why I couldn't do this," Francis says of the work that Gray and Tarratus are doing. "It would just go on and on."

And they have to keep moving.

"OK!" Gray says triumphantly. "Box 13 is sorted. Wahool!" It's the last box and will move over to Tarratus for photographing. Next up: 17 bound books like the one Francis is studying. That will be trickier to do and they discuss ways of setting up the camera to capture full pages.

They have been working since September and hope to finish sometime in March. All the documents will then be placed on Vanderbilt University's endangered archives site (<http://www.vanderbilt.edu/esss/>). Someday a scholar in Spain or another in New York City might use the documents to connect the dots of a narrative already being built from other records housed there.

"I don't think we know just yet how important this material will be until scholars start to pore over them," Francis says. "Then we'll see the treasures that they are. I have no doubt that these will enhance our knowledge of this place." ■

TOURING TAMPA'S PAST

In April, USF will lead a series of walking tours in downtown Tampa that will showcase the city's frontier history, its past political foibles and a look back at a time when mob bosses and crime lords flourished.

The lunch-time walks on Friday afternoons will be led by USF graduate students who have been building the scripts since the fall. Using vintage photographs and story-telling techniques, the tours will provide a compelling narrative of what used to be. The walks are part of a series of tours hosted by the Tampa Downtown Partnership.

The walks will focus on:

■ **Frontier Tampa:** A look back at the

diversity and early history of Tampa, exploring old Fort Brooke and Indian mounds.

■ **Tampa's Illicit Past:** Downtown Tampa was once a hub of mob activity. Relive the drama on this tour.

■ **Shopping on Franklin Street:** Visit 1950s Tampa, where Franklin Street was the vibrant heart of downtown, with shops, eateries and throngs of shoppers.

■ **In the Line of Duty:** Visit the monuments and memorials around town that honor military and civic service.

"I think Tampa is really fascinating," says Barbara L. Berglund, associate professor of history whose graduate

students will be conducting the walks. "It's so diverse and it shows it's a place of possibility and continual reinvention."

USF's history department has a number of programs and projects under way related to Florida history, and the USF Libraries has remarkable special collections that feature early maps, political writings and records on the roles of African Americans and women in building the modern Florida.

Robert Alicea, an adjunct who teaches Florida history to future history teachers, says the state has an intriguing past and a present that continues to churn.

"Even people who are not native, or someone who just moved down here, just in the span of the last 20 years they have watched Florida transform," Alicea says.

Fraser Ottanelli, professor and chair of the USF Department of History, says the walking tours and other initiatives are part of what's called "public history."

"It is a real attempt to take parts of our past and make them relevant and accessible," Ottanelli says. "Community outreach is a critical part of our mission as an institution. Our aim is to make Florida history available to those outside the walls of the institution."

PETER E. HOWARD | USF News



Barbara L. Berglund, associate professor of history



Shopping on Franklin Street: A bustling nighttime street scene on 1940s Franklin Street. The “Mid-Century Shopping on Franklin Street” walking tour will visit the street’s vibrant past as Tampa’s place to shop, and see and be seen.

Burgert Brothers, photographers.
c1947

Frontier Tampa: The heart of 19th-century downtown Tampa—Kennedy and Franklin, looking southwest toward the river. The “Frontier Tampa” walking tour will explore the city’s early history, focusing on the people and places that laid its foundation.

Burgert Brothers, photographers.
c1890

Illicit Tampa: The walking tour “Tampa’s Illicit Past” will illuminate Tampa’s historic role as a center for organized crime. Below, right, the county sheriff poses with confiscated liquor stills in Prohibition-era Tampa.

Burgert Brothers, photographers.
c1925



Unstoppable

Campaign



Photo: AIMEE BLODGETT | USF News

Planning to Give

Mohan and Diana Rao could never imagine a life without public radio. So when funding cuts threatened programming at WUSF in 2007, the Carrollwood couple, longtime supporters of the station, made a planned gift to benefit WUSF Public Media.

"I wanted to be sure we had public radio, and I wanted it to expand," Diana says.

"If you want to continue to have a say in the matter, you have to put your money where your mouth is," adds Mohan, a respected neonatologist who has practiced in Tampa for more than 25 years.

In 2009, the couple made a second major gift to the university, this time in concert with Diana's late mother, Margarita Lewita. The gift established a medical student scholarship fund at the USF Health Morsani College of Medicine.

The medical school was an ideal fit, say Diana and Mohan, whose daughter, Sumeeta "Sumi" Mazzarolo, earned her medical degree from USF in 2004.

"My mother had given Sumi her first year in medical school as a gift. I thought that was so wonderful; I wanted to carry it on," Diana recalls. "I spoke with her and said, 'Our kids are so blessed. Maybe we can do the same thing for another child who doesn't have someone to step in.'"

Planned gifts play an important role in the *USF: Unstoppable* campaign. These gifts, which can include bequests, charitable gift annuities, trusts, retire-

ment accounts and insurance policies, comprise about 15 percent of all gifts received by the campaign to date.

"Most people have the opportunity to make a planned gift—to leave a lasting legacy," says Marion Yongue, director of gift planning at USF. "If you care about anybody or anything, this is one way to communicate that."

For Diana and Mohan, whose son, Jayant, is also a physician, planned giving is something everyone should consider.

"It does nothing to change your lifestyle and it gives you that wonderful feeling that you are teaching a lesson to your

“Most people have the opportunity to make a planned gift—to leave a lasting legacy.”

– MARION YONGUE

children and grandchildren," Diana says. "I cannot imagine anyone not wanting to take advantage of it unless they have other major financial obligations."

According to Yongue, the biggest misconception about planned giving is "thinking I am not wealthy enough to talk about planned giving."

"So many of us have a variety of assets that can be used, such as insurance policies and retirement plans. And there can be significant tax benefits, even if you don't have a huge estate."

Mohan, who was schooled in India and met Diana, a registered nurse, now

retired, in New York City during his residency, says it's not about giving, it's about something you naturally owe.

"If you like a program, you have to sustain it," he says.

It's a message they've passed along to their two children and two grandchildren by example. "We hope we have inculcated the right spirit. We have always pointed out how blessed we have been."

Among their grandchildren's gifts this past Christmas was a donation to Big Cat Rescue to give a chosen tiger a better enclosure and treats. For more than six years, Diana has volunteered with Big Cat Rescue, a sanctuary devoted to providing the best home for exotic cats, many who have been abandoned or abused by their owners, while educating the public on the plight of these animals. Diana and Mohan's support additionally includes the Center for Great Apes, the Red Cross, Doctors Without Borders, Kiva, the March of Dimes, the Hillsborough Literacy Council and the Society for the Prevention of Cruelty to Animals.

Outside of their professional and volunteer commitments, the philanthropic couple are avid skiers, bikers and world travelers.

"I don't think there is a continent we haven't visited," Mohan says, adding that Africa is a favorite. "Bhutan is next." ■

ANN CARNEY | USF News

USF: UNSTOPPABLE

To date, the *USF: Unstoppable* campaign has raised more than \$584 million of its \$600 million goal. To learn more about the campaign and opportunities for giving, visit www.unstoppable.usf.edu.

By TOM ZEBOLD | USF Athletics

Busy Offseason

Willie Taggart has been a busy man since taking over as USF's new head football coach.

Taggart assembled a new staff and welcomed 23 new players who committed to the Bulls on National Signing Day, all in less than a two-month period.

"The best thing about it is all these guys wanted to be at USF," Taggart says. "These coaches wanted to be here and these players wanted to be here. That's what it's going to take to build this program—a bunch of guys that want to chase greatness."

Taggart knows quite a bit about what it takes to win and he produced impressive results at his last stop. Under Taggart's leadership, Western Kentucky posted 14 wins in 2011 and 2012 after the program won just four games the previous three seasons combined.

USF's new coaching staff believes Taggart can work similar magic as a Bull sooner rather than later.



▲ Head Football Coach Willie Taggart welcomed 23 new players on National Signing Day.

"I didn't want to get into something that takes five years to build," defensive coordinator Chuck Brenahan says. "I wanted to come into something that I consider a sleeping giant and that's exactly what we have here."

Fans can catch Taggart on the sideline during USF's spring game at Raymond James Stadium on Saturday, April 13. Two weeks later, USF stars of the past wait to hear their names called during the NFL Draft. Linebacker Sam Barrington, cornerback Kayvon Webster and defensive tackle Cory Grissom got off to a great start by receiving invitations to participate in the NFL Combine Feb. 23-26 in Indianapolis.

"From a perspective of being in school and playing at USF for four years, it's definitely a testament of hard work," Barrington says. "When I got the combine invite, I couldn't believe it. I was just so grateful to be able to attend an event with Kayvon and Cory."



Lindsey Richardson

Softball Opens

The USF softball team started its 2013 season in style.

More than 5,000 fans watched the No. 10 Bulls go 3-1 on opening weekend Feb. 8-10 at USF's softball stadium. The team's successful weekend started with a five-inning no-hitter from Lindsey Richardson in an 8-0 win over Marshall.



Jose Fernandez

200th Win

USF's winningest basketball coach celebrated a memorable milestone on New Year's Eve.

Jose Fernandez earned his 200th victory as a Bull when the USF women's basketball team defeated Detroit Mercy, 74-60, at the Sun Dome.

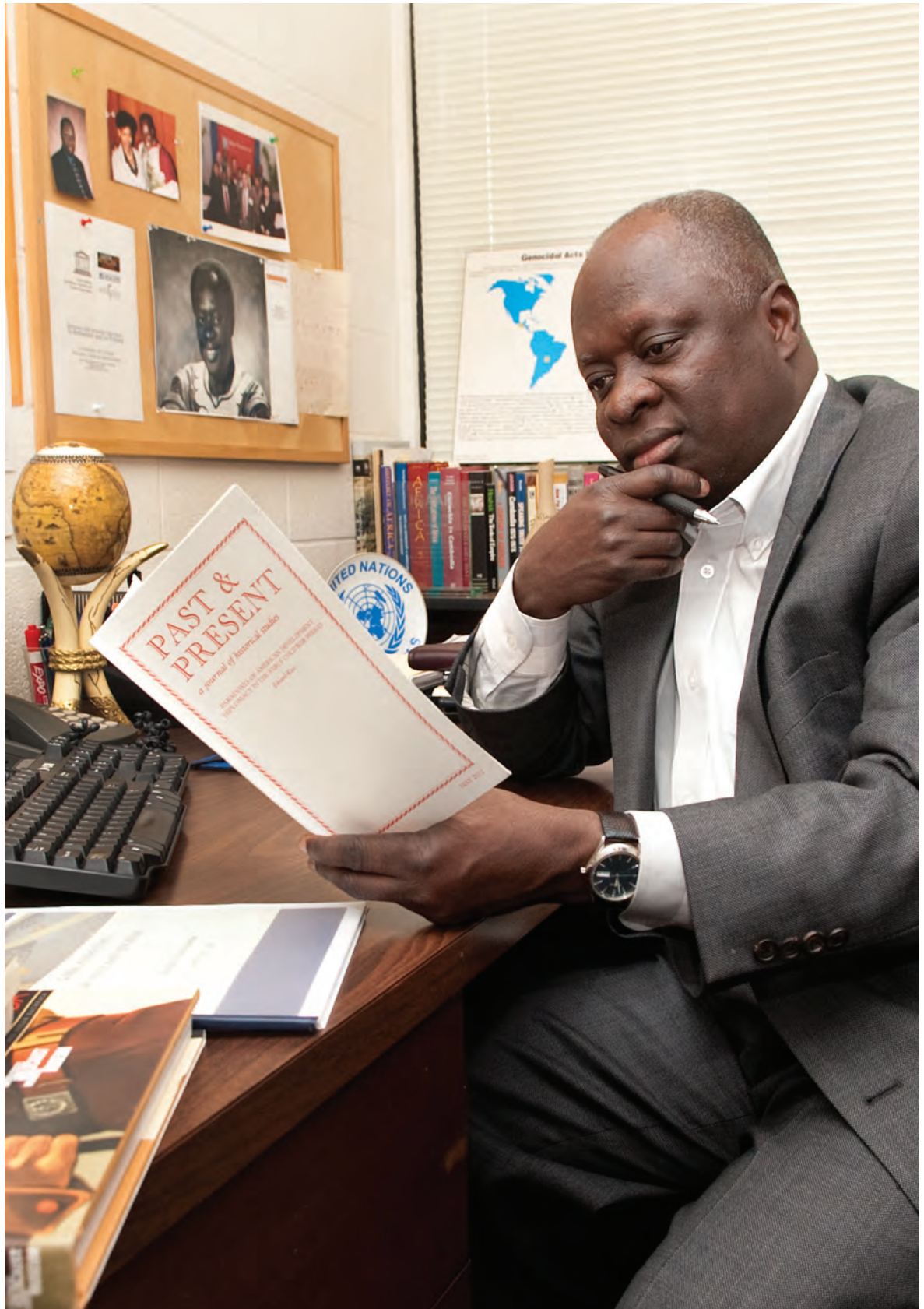
Fernandez has guided the Bulls to the postseason in eight of the past nine seasons and helped USF win the WNIT title in 2009. Fernandez is closing in on his fourth 20-win season since taking over at USF in 2000.

"There are a lot of great memories and still a lot of nice memories to come as well," he says.

The Bulls also handed No. 13 Michigan a 3-2 loss hours after USF Athletics held a special ceremony for USF's 2012 team that booked the program's first-ever trip to the Women's College World Series. Tampa Mayor Bob Buckhorn and Hillsborough County Commissioner Ken Hagan were on hand for the pregame festivities.

"I wasn't really shocked that we all came out fired up and ready to get going," Richardson says. "We've been counting down to the first game for months now once we got back from the World Series."

National and conference recognition has followed the Bulls back to Tampa. USF took the top spot in the Big East Pre-season Coaches' Poll and left-hander Sara Nevins was one of 50 players named to the USA Softball Collegiate Player of the Year Watch List. Nevins, a junior, threw three no-hitters, a perfect game and finished third in the nation with a 1.12 earned run average during last season's memorable run.



Critical Thinker

In January, Edward Kissi traveled to the UNESCO headquarters in Paris to participate in a high-level panel discussion on Holocaust education and the prevention of genocide. It was part of an ongoing global conversation for the USF professor of Africana Studies, who has dedicated his life to documenting and exposing the processes that make genocide happen.

In September 2012, Kissi was tapped to serve on a statewide task force on Holocaust education. A year earlier, he was among a group of international policymakers and educators who gathered to develop practical ways to prevent genocide through education. And in 2009, Kissi was called on by the United Nations to contribute a discussion paper for the UN's landmark Discussion Papers Journal written by leading scholars in the field of Holocaust and genocide studies.

Kissi, who was born and raised in Ghana, West Africa, had never heard the word "Holocaust" when he began his graduate studies at Concordia University in Canada under Frank Chalk, a leading scholar in genocide studies. Fascinated, he went on to become the first post-doctoral fellow in the Genocide Studies Program at Yale University and a visiting professor at the Center for Holocaust and Genocide Studies at Clark University. In 2003, Kissi joined the faculty of USF.

What is the biggest misconception about the Holocaust?

That it could only have happened in Germany. If you look at the history of humanity, you realize some of these

ideas—anti-semitism, eugenics, racism, ethnic prejudice, white supremacy—have been peddled in other places as well.

Are high school students able to understand the Holocaust?

I think so. The Holocaust is heavy material, but its lessons can be translated to every mind that is developing.

Why is the Holocaust the framework for genocide education?

The concept of genocide we have today came out of the Holocaust. It was the Holocaust that made the world community and the UN resolve to abolish that behavior and make it a crime for any person, group or nation to destroy a group of people. The Holocaust provides a conceptual framework for analyses—for purposes of understanding causation and for comparisons.

What can we do to prevent genocide?

There are several things. First, we have to start with the supposition that every human being is worth something. Second, we do not have to wait for other states in the global system with tools and resources to stop genocide. The responsibility to protect should be a communal responsibility. Third, in every nation we need to create ethical spaces occupied by ethically minded citizens who will work tirelessly to prevent perpetrators of genocide from coming to power.

Are we making progress?

I think we are. Today we know what

Quick Takes

Your hero: **Kwame Nkrumah, Ghana's first president**

You in a word: **Introspective**

Pet peeve: **Laxity**

Greatest hope: **Tolerance**

genocide is, and it is punishable. Now we have the legal instruments. The fact that we can talk about it, take courses about it—that's progress.

Why is the classroom the best place for your work?

The classroom offers me space to contribute to the way people think and analyze things. Every semester, unlike anyplace else I could work, I have 40 to 80 students whose minds and intellects I am helping to shape.

What is the most important thing you teach your students?

First, to read broadly. Second, to think critically. The fact that it's in a textbook doesn't make it factual.

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



HOT in London

USF's Herd of Thunder rings in the New Year in London, performing in the 2013 New Year's Day Parade and Festival, the largest parade of its kind in the world. The band performed for a street audience of about 500,000, and a worldwide TV audience of more than 220 million.



Scan the QR code or go to
wusfnews.wusf.usf.edu to
read "6 Notes from USF
Band's London Trip."

