

ASU

MAGAZINE

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

DECEMBER 2010 | VOL. 14 NO. 2

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**Saving
Sun Devil history**

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ASU MAGAZINE

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THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 14, No. 2, December 2010

HIGHLIGHTS

18 Pieces of EIGHT

It's natural – and appropriate – to think of EIGHT, the public-television station serving much of Arizona, as a leader in providing balanced, entertaining programming. We take a look at the 50-year history of KAET, as the station is formally known, and the role it plays in the state's political and cultural life.

24 Building a 21st century democracy

Partisan. Fractious. Contentious. Divisive. Like it or not, these are the words often used to describe the political process in the United States today. At Arizona State University, however, a sizeable cadre of administrators and faculty members are seeking ways to move the U.S. political process forward.

34 Saving Sun Devil History

In the nearly 125 years since the university began as a small teacher's college, the school has been renamed six times, and the institution's student body has mushroomed from 33 to more than 70,000 students. Because of the foresight of a few key people, many records of those sweeping decades aren't lost. We pay a visit to University Archives, a treasure trove that illuminates the twists and turns of ASU's history.

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Remembering ASU's first Territorial Cup victory.



President's Letter

Homecoming 2010 was a wonderful time for alumni to come back to ASU! Many Sun Devil families participated in activities such as the block party, where they had the opportunity to reconnect with organizations in which they participated as students and explore the most recent developments at their school or college. We were delighted to be able to unveil a new design for the ASU collegiate license plate, also known as the "Sparky plate," during that week, and we've appreciated all of the positive

comments about the plate's attractive new look. We've made boosting the Sparky plate a priority because this program supports ASU's Medallion Scholarship program, which provides financial support, mentoring and community building for incoming freshmen Sun Devils – support that can be renewed for up to four years. Seventeen dollars of the \$25 spent to purchase the plate goes directly to the program.

You can fuel the future of ASU by taking advantage of our "Licensed for Life" membership incentive. If you join the Alumni Association at the Life or Gold Devil Life levels, we'll purchase your Sparky plate for you for one year! Life membership represents your ultimate commitment to the university and its well being; we'd like to return the favor by helping you show ASU pride on your bumper.

In this issue of the magazine, we review how university faculty and researchers are offering nonpartisan, thoughtful solutions to help reduce the polarization of political life and create governments that work for the common good. Another feature story takes a look at how ASU preserves its institutional memories by collecting significant papers, records and memorabilia in the ASU Libraries' University Archives department.

Our third feature story this issue focuses on our PBS affiliate station, KAET/EIGHT, which will celebrate its 50th anniversary in January. The station has been a pioneer in programming that served the public interest and occupies a unique place in the Valley's broadcast landscape, offering thoughtful discussions of current events that reach far beyond quick "sound bites."

It's hard to believe another year is ending. We thank our members for continuing to support our programs and events, as well as the university itself. If you'd like to join the association before Dec. 31, we encourage you to do so – your membership may be tax deductible!

We wish you a relaxing holiday season and a prosperous 2011. Go Devils!

Christine K. Wilkinson, '66, '76 Ph. D.
President, ASU Alumni Association
Senior Vice President and Secretary of the University

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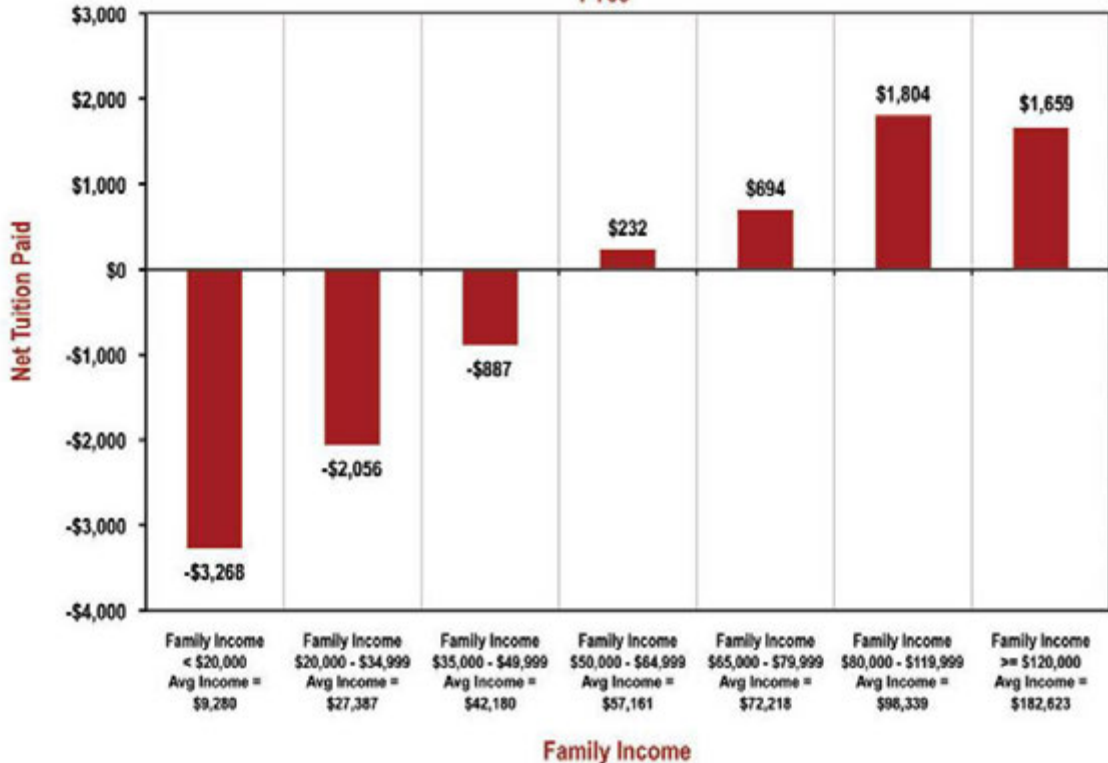
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Access granted
 University news briefs
 Applying themselves
 All together now
 Rank and smile
 Obama appoints ASU professor
 to national committee
 By the numbers
 Fit to print
 Adjusting to change



**Net Tuition Paid by Level of Family Income
 FY09**



The university's commitment to access for all provided affordable options for full-time resident undergraduate students attending ASU during the 2008-09 academic year.

Access granted

ASU continues to make strides in expanding ability of students to excel

This fall, ASU President Michael Crow announced ASU's continued commitment to one of the basic tenets of the New American University, that ASU will be known for who it includes, not who it excludes.

Financial support is available in the form of scholarships, grants, federal work-study, loans and outside resources. According to ASU's Student Financial Assistance office, more than 70 percent of all ASU students receive some form of aid every year.

"There are many need-based and merit-based financial aid options and almost everyone can qualify for some form of assistance," said Crow. "Higher education is a key component of economic prosperity, and financial hardship is one of the strongest deterrents to college attendance and completion. The state is not benefiting from the talent of high-achieving students from the lowest income groups; ASU's programs aim to rectify this situation."

In recent years, ASU has made unprecedented increases in the amount of university gift assistance awarded to its students. Each year, ASU awards more than half a billion dollars in all types of financial aid to more than 46,000 students, including almost \$117 million in scholarships and \$65 million in grant funding. The university, in partnership with alumni, civic groups, private foundations, individuals, and numerous others, remains committed to helping all academically prepared students reach their educational goals.

ORGANIC PRODUCE PRICES FALL, NEW RISKS INTRODUCED

Many grocery stores now carry at least some types of organic fruit and vegetables, thanks to the growing demand for these products. From 2005 to 2008, organic food sales in the United States went up 53 percent. Now, a new study led by professor Timothy Richards of the W. P. Carey School of Business looks at why organic produce prices have been so high, why they're finally starting to plunge, and whether a new safety risk is being introduced.

"The demand for organic fruit and vegetables has been growing at a rate far greater than the rest of the produce industry," says Richards, the Marvin and June Morrison Chair of Agribusiness and Resource Management at the W. P. Carey School of Business. "However, the steep cost needed for growers to buy new equipment and meet organic certification standards has meant the supply was slow to adjust, keeping organic produce prices high. That's beginning to change."

In his new study, recently published online in the journal *Agribusiness*, Richards and his co-authors looked specifically at apples grown in Washington State, which supplies about 70 percent of U.S. apples, as an example of the overall organic produce-price situation. Not surprisingly, the researchers found retail and wholesale prices for most organic apples were far higher than those for nonorganic apples. However, they also found that suppliers of organic apples have much greater market power and a higher profit margin than suppliers of other apples.

"This supports our idea that a shortage in organic apple supply has shifted bargaining power from retailers to suppliers for organic apples," explains Richards.

Still, one possible pitfall from the high profit margin centers on foreign suppliers. They also are getting into the market since they see the big profit potential and a lack of constraints from their own governments.

"Foreign suppliers are subjected to relatively weak standards, so their



presence in the market is growing," says Richards. "While this will help drive prices down, it also brings with it new food safety concerns and invasive species risk."

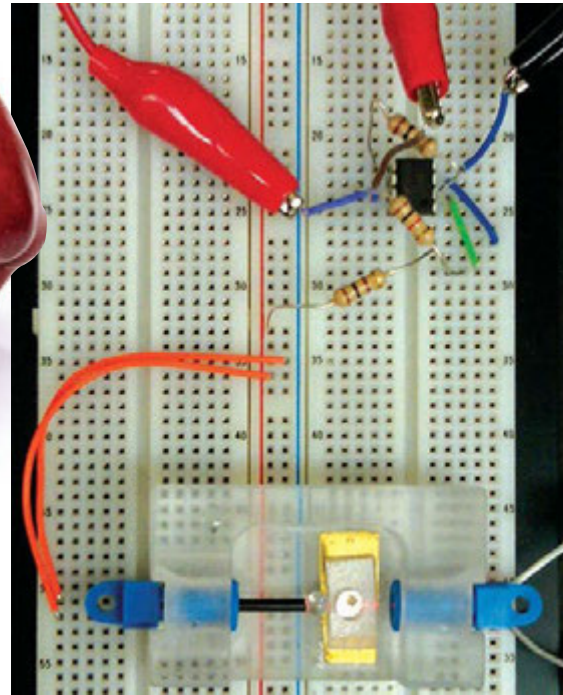
Richards' study can be found at nlinelibrary.wiley.com/doi/10.1002/agr.20251/abstract.

BIOENGINEERING DESIGN MAKES HEALTH DIAGNOSIS SIMPLER, QUICKER

ASU researchers have demonstrated a way to dramatically simplify testing patients for infectious diseases and unhealthy protein levels. New testing instrumentation developed by Antonio Garcia and John Schneider promises to make the procedure less costly and produce results in less time.

Current testing is slow and expensive because of the complications of working with blood, saliva, urine and other biological fluids, said Garcia, a professor in the School of Biological and Health Systems Engineering, one of the Ira A. Fulton Schools of Engineering.

He and Schneider, a bioengineering graduate student researcher, have come up with a testing method that enables the patient sample itself to act in concert with a rudimentary, low-cost testing device. The method uses common light-emitting diodes (LEDs) and simple microelectronic amplifiers rather than more technologically intensive and costly lasers and robotics.



(Above) New testing instrumentation developed by ASU researchers Antonio Garcia and John Schneider promises to make tests for infectious diseases or unhealthy levels of protein in the blood less costly and produce results in less time.

Garcia and Schneider have demonstrated that water-repellant surfaces can shape blood, saliva, urine and other fluids into round drops. The drops can focus light and quickly mix and move microparticles and nanoparticles that can be examined to reveal a specific infectious agent or protein.

The new device operates by placing a drop of nanoparticles or microparticles on top of a drop of a patient fluid sample on a surface known to repel water. The surface has a small depression that holds the liquid sample in place so that it forms a spherical drop.

The drop acts as a lens due to surface tension. An LED is shown on the drop and the drop shape focuses the light into an intense beam measured by a second LED.

Because the drop is slowly evaporating, Garcia explains, nanoparticles or microparticles quickly begin to stick together when the patient fluid sample contains the infectious agent or protein

being targeted. The infectious agent or protein migrates to the center of the drop, leaving the particles that have not yet stuck together to move to the surface. This leads to the self-mixing action that speeds up the diagnostic process so that detection can occur in less than two minutes, he said.

The research results have been posted on the Web site Nature Precedings. The report describes how the new device works and gives details of the information the diagnostic test provides within the first few minutes of its use.

NEAL LESTER NAMED DEAN OF HUMANITIES

ASU Executive Vice President and Provost Elizabeth D. Capaldi announced that English department chair and literary scholar Neal A. Lester has been appointed dean of humanities in the College of Liberal Arts and Sciences.



Neal A. Lester

He assumes the leadership role held since 2004 by Deborah Losse, a scholar in French literature who will be retiring from ASU.

Lester, whose teaching and scholarship focus on African-American literary and cultural studies, including children's literature, drama, folklore and popular culture, has been a professor of English at ASU since 1997, serving as chair of the department since 2004. This past February, Lester was elected to a two-year term as chair of the Arizona Humanities Council board of directors.

"The humanities are a core set of disciplines at ASU and of increasing importance in understanding our world. Dr. Lester will lead our effort to continue to strengthen and grow this core part of our academic enterprise," said Capaldi.

In his role as dean, Lester will oversee two of ASU's new transformational schools, as well as other academic units and centers that focus on humanities scholarship. Reporting to Dean Lester will be: School of Historical, Philosophical and Religious Studies; School of International Letters and Cultures; Department of English; Jewish Studies program; Film and Media Studies program; and Master of Liberal Studies program.

"The humanities are an essential and integral part of the College of Liberal Arts and Sciences' vision for a future of leadership," said Quentin Wheeler, ASU vice president and dean of the college. "Neal Lester brings just the right balance of a collaborative spirit, broad understanding of the humanities, and creative openness to innovation to the senior leadership team of the college," Wheeler said.

ASU SELECTED TO JOIN CHANGEMAKER CAMPUS CONSORTIUM

Arizona State University students want to make a difference and change the world. That passion and commitment to higher education as an agent for positive social transformation has earned the university a place in the Changemaker Campus Consortium.

The consortium is a program of Ashoka U, a branch of Ashoka, a global nonprofit network of more than 2,500 social entrepreneurs whose mission is to support universities and colleges that seek to be leaders in social entrepreneurship education.

ASU joins nine other institutions in the consortium, including Duke University, Marquette University, Tulane University, University of Colorado at Boulder and the University of Maryland. ASU is the first Changemaker Campus in the Southwest and brings important leadership to the region, as 80 percent of the leading social entrepreneurs in the United States are currently based on the east and west coasts.

Selected through a competitive application process, each Changemaker Campus has made a compelling case for moving its university toward becoming a hub of social innovation and an environment that enables everyone to become a changemaker.

"What makes Arizona State University unique is its combination of a bold vision for higher education and its wholehearted dedication to reaching that vision," said Marina Kim, director of Ashoka U. "The leadership has already created radical structural changes to catalyze interdisciplinary solutions to world challenges, and they are committed to furthering this approach. Ashoka is proud to work with ASU as a leader among Changemaker Campuses."

As part of the Changemaker Campus Consortium, ASU will share its experience to help set a global standard for excellence in social entrepreneurship education. As a member of the Changemaker Campus Consortium, ASU will benefit from Ashoka training, network access, and best practices to advance ASU's social entrepreneurship efforts in six areas of activity: teaching, research, applied learning, resources, role models and community/culture.



Rehearsal Assistant, a mobile application available for Android phones, gives rehearsal directors the ability to record video and spoken notes as well as play music and media for the rehearsal. The app was developed by a Herberger Institute graduate-student team.

Applying themselves

Mobile technology developed at ASU transforms rehearsal process

A group of ASU Herberger Institute graduate students has pulled back the curtain on the performance rehearsal process, which they now are digitally recording with the help of their cell phones – making the act of taking notes with a legal pad and a No. 2 pencil a thing of the past.

A cross-disciplinary team has developed the Rehearsal Assistant, a general-purpose audio recording application for a mobile phone that works in tandem with a computer. The idea for the application began in the mind of dance graduate student Stjepan Rajko as he completed a class assignment for a School of Dance “Performance & Technology” class about five years ago.

He envisioned software that primarily was designed to help a choreographer working alone in a studio to play music and record rehearsal video (with playback) in response to voice commands.

“The idea began as a ‘mockumentary’ about a helpful software system that didn’t yet exist,” Rajko said.

Rajko eventually took his idea and led a team of students to design a rough model for the Rehearsal Assistant. He explained that the app’s main benefit to performers is that the audible notes are time-stamped, and can be played back in conjunction with a video recording of a rehearsal. He believes the time-stamp feature enables performers to understand better the context and meaning of each note.

“This is useful for a dance or theater rehearsal, but it can also be used for a rehearsal of a speech or presentation, or for sports practice,” Rajko said. “A journalist could use the system to annotate an event they are observing and then review it later. A researcher could use it to annotate an experiment as it unfolds.”

To bring the application to life, Rajko teamed up with Jessica Mumford, a fellow dance graduate student, in early spring 2008. The duo then approached Christopher Martinez, a graduate student in the Herberger Institute School of Arts, Media and Engineering, to work on the app’s music and visual design. About a year of development followed. Since its release in spring 2009, the Rehearsal Assistant app, which is available for Android phones, has been downloaded nearly 60,000 times.

Martinez called the application an example of artists creating their own tools for advancing their art.

“These tools also have broader social and cultural implications, that are a result of their flexibility to be employed for art-making as well as for other uses,” Martinez said. “Our team’s passion is about facilitating and promoting the creative process both through works of art, as well as the development of tools that are used as part of the creative process.”

For additional information on the Rehearsal Assistant application, visit urbanstew.org/rehearsalassistant.

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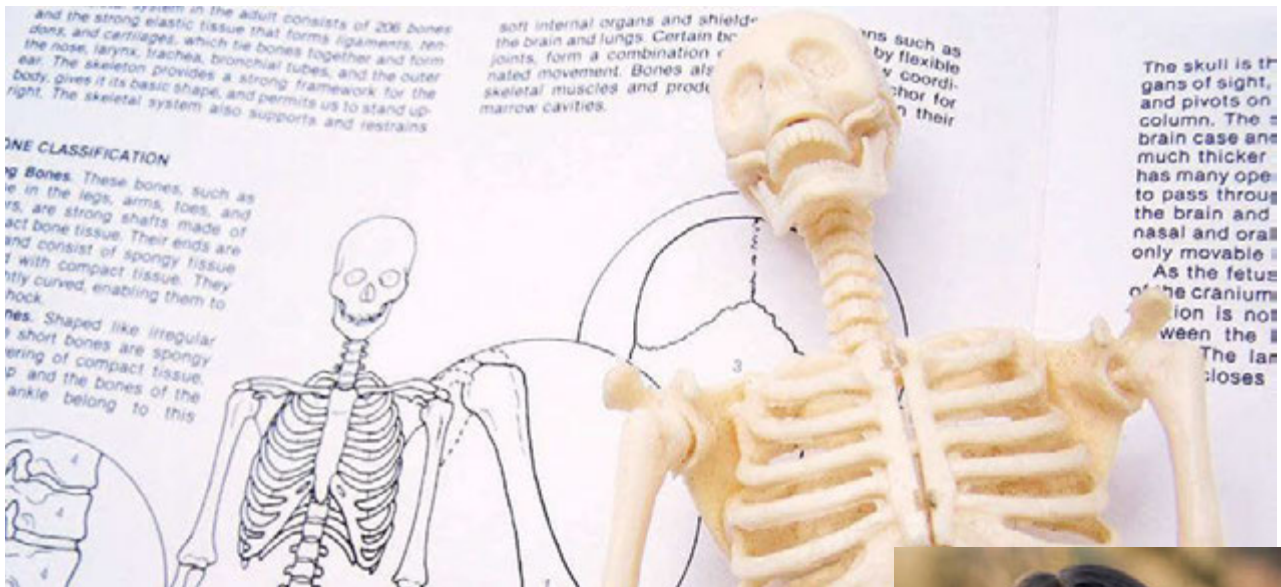
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According to Bernadette Melnyk, dean of ASU’s College of Nursing and Health Innovation, the college is “committed to developing a new model of interprofessional health professions education to prepare the primary care providers of the future ... to deliver the highest quality of care to high-risk populations in rural and underserved Arizona and America.”



All together now

New era of health care drives interprofessional educational model

ASU’s College of Nursing and Health Innovation has joined efforts with the University of Arizona to create a new interprofessional educational model that will develop the next generation of primary care providers.

The Josiah Macy, Jr. Foundation of New York is funding the two-year planning initiative to develop an integrated core curriculum to prepare primary care nurse practitioners, physicians and pharmacists to work closely together to serve the needs of rural and underserved areas in Arizona and the United States.

ASU’s College of Nursing and Health Innovation and University of Arizona Colleges of Medicine and Pharmacy have formed the Arizona Consortium for Innovative Health Professional Education as the working project group for the initiative. The Institute for Advanced Telemedicine and Telehealth, co-located with the colleges in downtown Phoenix, will provide state-of-the-art distance learning technology to support the educational curriculum.

The partners’ goal is to design an integrated curriculum in four phases over two years. The model includes core and specialty components that all students in the Doctor of Nursing Practice, M.D. and Pharm.D. programs would take together. For students electing to specialize in primary care of rural and underserved populations, common content and clinical experiences include the design of health care homes in urban and rural areas, health promotion and behavior change, chronic illness care, integration of mental and physical health care, medication management and error reduction, and more advanced leadership content and experience in teamwork, quality improvement, informatics and distance technology.

Bernadette Melnyk, dean of the nursing and health college, said the initiative was a joint investment of the state of Arizona and the U.S. government to create a technology-enhanced education center of the future.

“Our project team is committed to developing a new model of interprofessional health professions education to prepare the primary care providers of the future and equip them with the necessary skills to deliver the highest quality of care to high-risk populations,” said Melnyk. “Preparation of nurse practitioners, physicians and pharmacists for a large part of their curriculum together will enhance teamwork, collaborative care and patient outcomes.”

Rank and smile

ASU highlighted in 5 influential lists

Arizona State University was recognized recently by five influential rating systems for providing quality education, promoting research excellence, making an exemplary commitment to sustainability and preparing its graduates for the working world.

The university was ranked 81st in the top 100 universities in the world by the Institute of Higher Education, Shanghai Jiao Tong University (SJTU). The university first entered the Academic Rankings of World Universities in 2003 and achieved top 100 status in 2006. Since that time, ASU has moved up steadily each year, seeing its largest numerical improvement this year – up 13 spots from 94 in 2009.

The Academic Rankings of World Universities is considered one of the two most prominent world university rankings, along with the Times Higher Education World University Ranking.

Coming on the heels of the rankings from the Institute of Higher Education, the university also was named one of the top “2011 Up-and-Comers” among national universities in the 2011 Best Colleges guidebook published by U.S. News & World Report.

This is the third year ASU has been chosen as a school to watch. The ranking highlights universities that recently have made the most promising and innovative changes in the areas of academics, faculty, student life, campus or facilities. This is its highest ranking yet in this prestigious category. Additionally, ASU was named one of the “Best National Universities,” ranking 143.

ASU was named one of the country’s best institutions for undergraduate education, according to The Princeton Review in its 2011 annual college guide, “The Best 373 Colleges.” ASU also made the “Green Honor Roll,” rating as one of the nation’s 18 “greenest” universities, and is named among the top 120 Best Western Colleges.



ASU, under the leadership of president Michael M. Crow (above), has been recognized recently by five influential rating systems.

ASU ranked fifth on a list of the top universities favored by employers for job recruiting, according to a survey published by the Wall Street Journal. The university was noted for having a well rounded and talented student body, meaningful community partnerships and close proximity to business communities that provide work-savvy students with a wide array of internship experiences.

The Wall Street Journal also ranked the executive MBA program at the W. P. Carey School of Business 13th out of its top 25. The recruiters surveyed by the newspaper rated the business school (#19) and the Ira A. Fulton Schools of

Engineering (#24) in its top 25 lists of best schools/colleges by major.

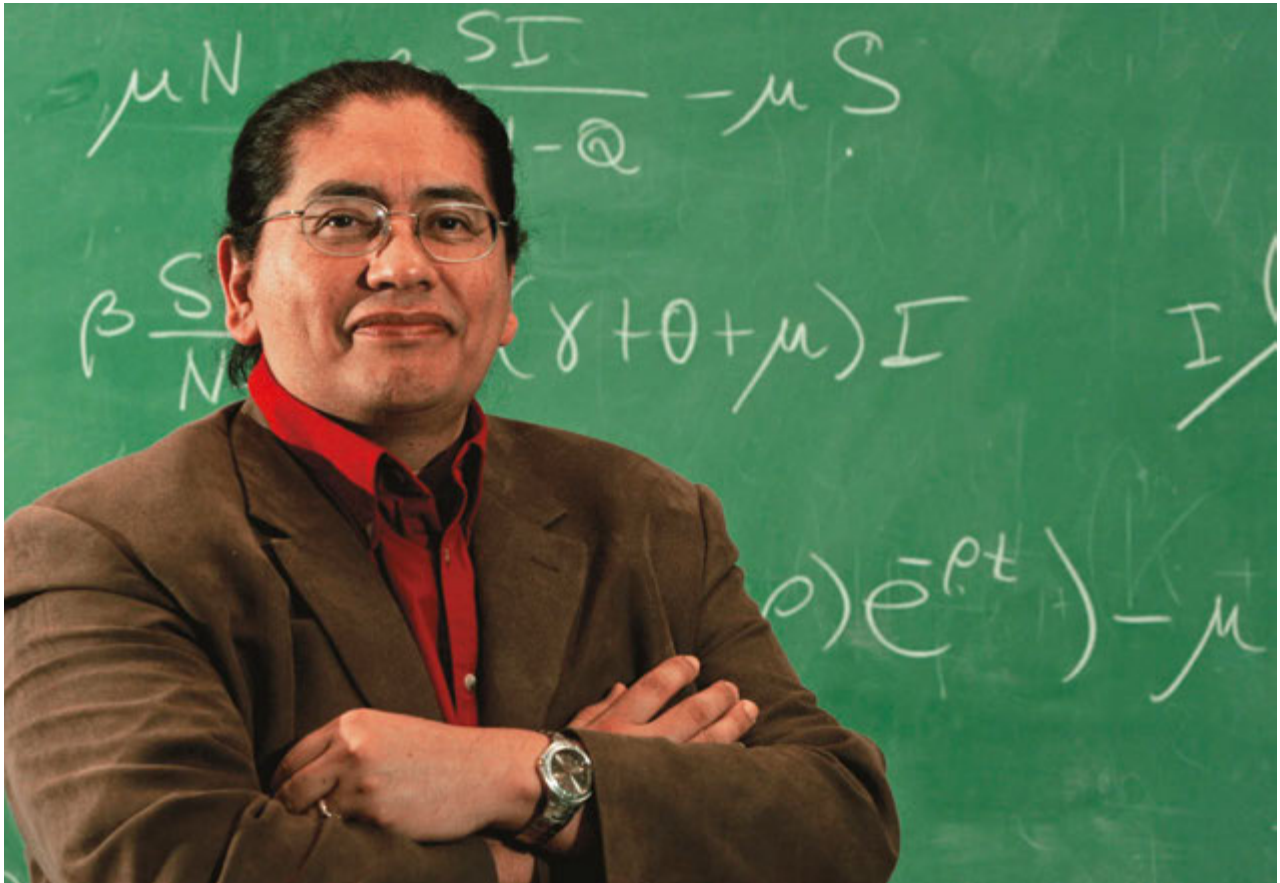
ASU also broke into the top 20 for the first time in a report by the U.S. National Science Foundation that ranked the top performers in terms of non-science and engineering (non S & E) research and development dollars. Coming in 17th, the university more than doubled its spending in this area between fiscal year 2007 and fiscal year 2009, going from \$14 million to \$30 million. Non S & E research includes work conducted in the fields of business, education and the humanities, among others.



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**asufoundation.org/
GiftPlanning**



ASU Regents' Professor Carlos Castillo-Chavez (above) receives the award for distinguished public service from George Andrews, president of the American Mathematical Society.

Obama appoints ASU professor to national committee

President Obama announced his intent to nominate mathematical epidemiologist Carlos Castillo-Chavez, an Arizona State University professor, to the President's Committee on the National Medal of Science.

The committee, comprised of 12 scientists and engineers, evaluates nominees for the National Medal of Science, a presidential award established by Congress in 1959. The science medal is given to individuals "deserving of special recognition by reason of their outstanding contributions to knowledge in the physical, biological, mathematical, or engineering sciences." In 1980, Congress expanded the recognition to include the social and behavioral sciences. Since its establishment, the National Medal of Science has been awarded to 441 distinguished scientists and engineers whose careers spanned decades of research and development.

Four individuals, including Castillo-Chavez, were named in the Sept. 17 White House

announcement. Castillo-Chavez, recognized internationally for epidemiological research, most recently for work related to the swine flu pandemic, is a Regents' Professor and the Joaquin Bustoz Jr. Professor of Mathematical Biology in the College of Liberal Arts and Sciences, where he teaches in the School of Human Evolution and Social Change and the School of Mathematical and Statistical Sciences. He is the founding director of the Mathematical, Computational and Modeling Sciences Center at ASU.

Earlier this year, Castillo-Chavez received the award for distinguished public service from the American Mathematical Society for his contribution to the mathematics profession. A fellow in the American Association for the Advancement of Science, Castillo-Chavez received the AAAS 2007 Mentor Award in part, for his exceptional efforts and leadership to train, mentor and motivate minority students.



In fall 2010, ASU's enrollment topped 70,000 for the first time. The Tempe campus (pictured above) is home to more than 58,000 students.

By the numbers

Enrollment tops 70,000 as university improves key retention metric

Fall semester 2010 enrollment figures at ASU indicate that the university has reached a record total of 70,440 undergraduate and graduate students, topping last year's fall enrollment of 68,064 by nearly 2,400 students.

Campus enrollment figures total more than the overall unduplicated count of 70,440, as ASU students take advantage of the courses that are offered by departments throughout the university, not just at the campus that is the academic home of the student. Thus, the Tempe campus now enrolls 58,371 students, while Downtown Phoenix has 13,567, Polytechnic 9,752 and West campus 11,813. About 3,000 students are now enrolled in academic programs offered through ASU Online, a 64 percent increase over last year.

Among the 14 colleges and schools at ASU, the highest percentage increases in enrollment are in the Ira A. Fulton Schools of Engineering and the Colleges of Nursing and Health Innovation, Technology and Innovation, and the natural sciences units within the College of Liberal Arts and Sciences.

Another encouraging number released during the fall semester was ASU's first-year retention rate, which jumped to 83 percent. The Arizona Board of Regents has set doubling the number of bachelor's degrees awarded in Arizona as a key strategic goal. The first step in increasing degrees is to increase retention of students from their freshmen to sophomore year.

ASU's freshman retention rate hovered at 68 to 69 percent in the mid-1990s. It climbed to 75 to 76 percent by the mid-2000s, reaching 81 percent last year.

ASU's four campuses also boasted notable increases in the number of first-time freshmen and transfer students. Median SAT scores for the entering class of 9,523 freshmen is a record 1110, with almost a third of Arizona freshmen in the top 10 percent of their high school class.

Nearly 6,300 new students have transferred to ASU from a community college or other university. The all-time record is due, in part, to the strong partnerships ASU has with the community college systems throughout Arizona, and increases from students from other states and countries.

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Eight journalism students worked with professionals from the Arizona Republic and 12 News to fact-check political statements for candidates for public office as part of the Walter Cronkite School of Journalism and Mass Communication's AzFactCheck.com project.

Fit to print

Cronkite School launches fact-check initiative, welcomes foreign journalists

Enriching the media environment for the public, journalism students and professional journalists from outside the United States, the Walter Cronkite School of Journalism and Mass Communication participated in two projects during 2010 aimed at providing accurate information to the voting public and drawing upon the expertise of the foreign press corps.

The Hubert H. Humphrey Fellowship Program, brought a handful of mid-career journalists and professional communicators from developing countries to the Cronkite School. The program, which began the first year of its five-year, \$1 million grant administered by the Institute of International Education on Aug. 1, was started in 1978 to provide professional enrichment and non-degree studies at American universities for experienced professionals around the world.

The fellowship program, which hosts journalists at 17 other universities, will be the signature offering of the newly established Cronkite Global Initiatives. Associate Professor William Silcock, a two-time Fulbright Scholar who leads journalism seminars and training

sessions around the world, will be curator of the Humphrey Fellowship Program and director of Cronkite Global Initiatives.

Cronkite Dean Christopher Callahan, who worked with Humphrey fellows as associate dean at the University of Maryland, said, "Humphrey fellows add richly to their home university, broadening and illuminating discussions both inside and outside the classroom. Our students and faculty will learn as much from our Humphrey fellows as they do from us."

During the recently concluded mid-term election season, the journalism school partnered with the Arizona Republic and 12 News to research facts presented by candidates for public office. The work of the eight students tasked with the assignment, posted on azfactcheck.com, were printed in the Republic and published on the newspaper's website, azcentral.com. Some of the selections also aired on 12 News, the region's NBC affiliate.

Students covered races for U.S. Congress, the state Legislature, governor and attorney general as well as other

elected positions and ballot propositions. Candidates' statements and other information circulated by campaigns were rated on a five-star scale, ranging from true to false.

The paid interns worked under the direction of John Leach, a Cronkite adjunct faculty member and veteran Arizona journalist, and were mentored by editors and reporters at the Republic and 12 News.

Another online project launched by the school in 2010 is Cronkite News, available at cronkitenewsonline.com. The site offers original news, feature and investigative packages combining student-produced, professionally edited video and text reports, as well as photography and multimedia elements. "This is an unprecedented endeavor," said Callahan. "Cronkite News will be the deepest and richest university-generated journalism content produced on a daily basis for a statewide audience anywhere."

Adjusting to change

ABOR proposes university system realignment

In order to adjust to a growing student body population at Arizona's three state universities, as well as a changing economic climate, the Arizona Board of Regents (ABOR) unveiled a ground-breaking plan in September to realign the Arizona University System into a more effective and efficient enterprise model.

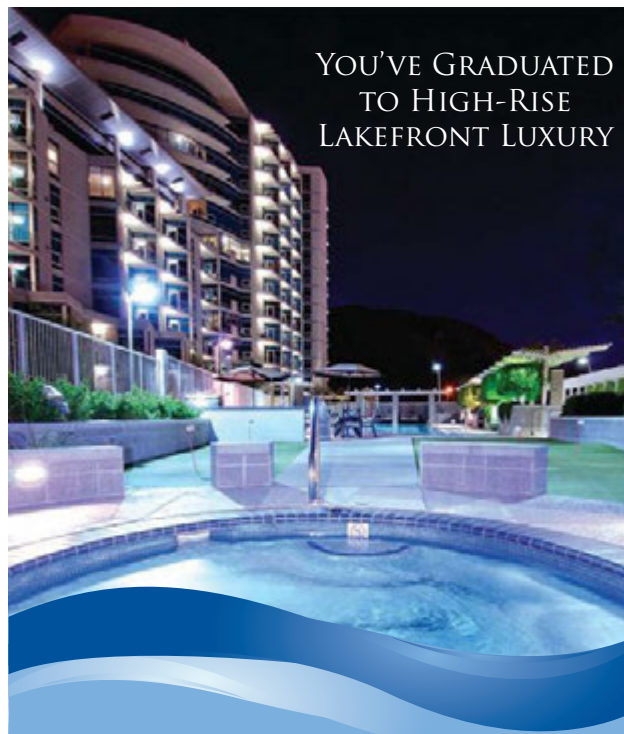
A series of recommendations in a plan called Strategic Realignment 2010 Forward have been developed to focus each university on specific outcome-driven objectives to collectively meet the goals identified in ABOR's strategic plan, 2020 Vision. The recommendations, unveiled at the board's annual retreat, include the implementation of aggressive new performance metrics; enable new gains in efficiency and effectiveness; provide new low-cost options for students; and offer privatization plans and partnerships.

The recommendations call for an evaluation and potential restructuring of academic programs, support units and curricular design to maximize excellence and success for students while containing costs. They also call for an expansion of access to baccalaureate degrees through new baccalaureate degree campuses, expanded community college partnerships and expanded online access. The universities also will look to broaden admission standards for selected academic units and campuses to expand the number of students eligible to pursue baccalaureate degrees.

The plan establishes the university presidents as individual CEOs who together with the ABOR president will form an enterprise executive committee to execute the recommendations once formally approved by the Board of Regents.

The plan also calls for a total restructuring of the state of Arizona investment model from the outdated enrollment growth model to a funding model built on performance indicators, and the privatization of select, self-sustainable academic programs. In addition, the enterprise will expand its research component to \$2 billion per year, making it second only to California in the West and propelling its research impact indicators to the highest level of universities in the country.

"Arizona's move to an enterprise model for higher education follows similar, highly successful transformations in Michigan, Colorado, and Virginia," said ABOR President Tom Anderes. "Those institutions and states have proved it is possible to chart a course that improves agility and effectiveness in meeting mission-critical objectives of service to students, families, businesses, and state and local governments."



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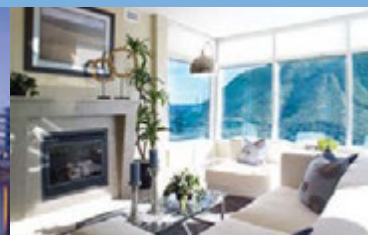
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Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between June 1 and Aug. 26, 2010.

Harry W. Allen '82 B.S.
N. Jean Anderson
H. Michael Armstrong
Linda R. Armstrong
Brianna A. Arviso '08 B.S.
Paula A. Ashley '79 M.S.
Adam W. Ayers '09 B.S.E.
Travis C. Babb '08 B.S.
Michael R. Bandemer '90 B.S.
Tina L. Bandemer '90 B.S.
Marian G. Barchilon
David Becerra '96 B.A.E.S.E.,
'04 M.S.W., '08 Ph.D.
Jeffrey B. Beemer '80 B.S.E.
Nicholle R. Beloat '05 B.A.
Adam J. Benedetti '05 B.S.
Kylie R. Benedetti '04 B.A., '08 M.Ed.
Rory V. Benning '10 B.S.
Daniel H. Berriz
Brandon C. Billaber '09 B.S.E.
Carole L. Bond '75 M.A.E., '79 Ph.D.
Alexandra D. Bradberry
Lonna J. Brazeel '88 B.S.
Dennis L. Brown '73 B.S.E.
Paula A. Brown '80 B.A.E.
Jason R. Brue '10 B.S.
Christin F. Burek '98 M.B.A.
Jeremy R. Burek '98 M.B.A.
Chase Cabanillas '08 B.S.
Benjamin K. Campbell '08 M.Ed., '08 M.S.
Kaitlan R. Capalbo '06 B.I.S.
Frank Carbone Jr. '09 B.S.
Gavin A. Carpenter '09 B.S.
Robson Cassefo '02 B.S.
David A. Castillo '04 J.D.
Jacob M. Cauzza '10 B.S.
Kapil C. Chandrasekhar '08 M.S.
Derek-Tyler Chauvie
Wing-Ho Choi '10 B.S., '10 B.S.
Alicia M. Corbett '99 B.S.
Karen Santa Cruz '68 B.S.
Anthony J. Cuevas '10 B.I.S.
James M. D'Andrea '08 B.I.S.
Robert W. Deacon
Saralee Deacon '98 B.A.

Kyle G. Deatherage '09 M.B.A.
Robert A. Dege '72 B.A.E.
Margaret R. Diaz '76 B.A., '80 J.D.
Stacey E. Dillon '99 B.A.
Christopher E. Dizon '05 B.A., '05 B.A.
Philip B. Dobbin '08 B.S.
DeLyle D. Dvorak '73 Ed.D.
Michael T. Earley '10 B.S.E.
Syed M. Elahi '90 Ph.D.
Catherine L. Emerson '08 B.A.S.
Daniel Escobar '09 M.B.A., '09 M.S.E.
Nathan T. Farr '03 M.B.A.
Margaret A. Fetters '99 B.S.
Alan Ford '88 B.S.
Chad H. Ford '93 B.S.
◆ Pablo C. Gabella '86 B.S.
Peter Galindez '98 J.D.
Mauricio Garcia '06 B.S.
Lisa A. Garrett '83 B.S.
James D. Garrett Jr. '81 B.S.
Debra E. Gee '94 J.D.
Barbara J. Gordon '85 M.C.
Alecia M. Gorringer '09 M.H.I.
Martin B. Gottlieb '62 B.S.
Rene I. Gurrola '95 B.S.
Darrell E. Haller '51 B.S.
Marisa Y. Hambleton '10 M.S.
John C. Hanko '09 B.S.
Haley A. Hartman '10 B.I.S.
Altaf Hasan '91 Ph.D.
James H. Hazlewood '88 J.D.
Johan A. Hjalber '10 B.S.
Kathryn A. Hogen '77 B.A.E.
Richard O. Hogen '74 B.A.E., '79 M.S.
Henry B. Hufnagel '64 B.S.
Mark William Jennings
George John '09 M.B.A.
Natasha M. Johnson '94 B.S.
Jaclyn M. Jones '09 B.A.E.
Carolyn C. Jordan
Matthew C. Jordan '95 B.A.
Heather Jurek '93 B.S.
Kathleen M. Kelly '96 M.S.E.
William B. Kent '78 B.S.

Susan K. Klein '09 B.S.
Jose A. Laboy
Karen R. Laboy '84 B.S.
◆ Joseph L. Lakamp '83 B.S.
Theresa J. Lemon '72 B.S.N.
Walter Lemon III '74 B.S.
Christopher D. Lewis '01 B.A.
Meredith N. Lewis '07 B.S.,
'07 B.S.E., '09 M.S.E.
Joelle L. Lien '97 M.M., '02 D.M.A.
Richard M. Lister '74 B.S.
Chad M. Livingston '07 M.P.A.
Lorenzo T. Lockett '08 B.S.
Lisa M. Luttenegger '09 B.A.
Raelynn D. MacKenzie '09 M.B.A.
Vanni R. Marasigan '96 B.S.
Kelly J. Martens '84 B.A.
Megan B. Marvin '10 B.S.
Laura A. McConnell Henderson
Bradley J. McManigal '00 B.S.
Carla A. McManus '61 B.A.E., '67 M.S.
Hillary E. Meister '09 B.A.
Ray G. Miranda '94 B.S.
Mary D. Modrich-Alvarado '08 J.D.
Nick J. Mohr '07 B.A.
Martin Montorfano '01 B.A.
Brian A. Morin '07 B.A.E.
Michael G. Mortensen '88 B.S., '98 M.S.,
'98 M.B.A.
Mary D. Nessel '09 M.L.St.
Brian D. Newhard '09 M.B.A.
Shea K. Nieto '94 B.S., '02 M.S.
Lorin J. Oliver '92 B.S.
Richard L. Oliver II '90 B.S.
J. Stephen O'Neill '71 B.S.E., '72 M.S.E.
Sarah J. Oviedo '08 B.A.E.
Laura Ozinga
Michael R. Parrillo '89 B.S.
James H. Parsons '84 B.S.
Michael S. Pelton '10 B.A.
Terry E. Perucca '66 B.S.
Nathan J. Phelps '09 B.S., '09 B.S.
Diane K. Poulter '79 B.S.
Bradley W. Powers '03 B.S., '03 B.S.
Mindy R. Powers '03 B.S.

◆ James L. Pursley '99 B.S.
Chelsea E. Randell '10 B.A.
Jeannette E. Richards '10 B.A.
David W. Rickey '04 B.A., '08 B.I.S.
Joseph P. Roberts '09 M.S.
Dennis A. Rusk '80 B.A.
Stephen A. Sanders '70 B.S.
Charles S. Sanford
Camille P. Schuster '74 M.A.
Daniel B. Seiden '08 J.D.
Patrick C. Simmonds '96 B.A.
George D. Slessman '97 B.S.E.
Shannon P. Slessman '97 B.A.E.,
'98 M.Ed.
Amy A. Smith '10 B.A.
Michael R. Smith '96 Ph.D.
Stephen C. Smith '08 B.S.P.
Taylor S. Smith '06 B.A.
Matthew A. Spann '10 B.S.
Marsha Speck
Douglas J. Stinton '98 B.S.
Andrew G. Stone '08 B.S., '08 B.S.
Lara J. Styles-Smith '09 M.B.A.
Mark G. Surra '85 B.S.
Lakshmi Swaminathan '08 B.S.
Monica B. Telles '09 B.S.E.
Delana M. Thomas '02 B.S.N.
Marsha D. Thomas '08 B.A.
Scott Thomas
Dawn A. Visser '98 B.S., '00 M.B.A.
Mark J. Wenker '92 J.D.
Nichole D. Wilfert '93 B.A.E.
Kyle G. Wilson '01 B.A.E., '05 M.F.A.
Carrie Young
Scott D. Young '84 B.S.
Bette Zager '10 D.N.P.
Gareth A. Zehrbach '76 B.S.

◆= indicates a member who has joined at the Gold Devil Life level. A Gold Devil Life membership costs \$650/individual, \$800/couple, or \$150 to upgrade from an existing life membership.

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Photos by Robert Kline

Going out with a bang

Dymond Simon shines in final women's basketball season

With an impressive resume in hand that lists accomplishments on and off the basketball court, there really isn't much that Dymond Simon has to prove to anybody. Except for Dymond Simon.

Here she is, standing in the tunnel at Wells Fargo Arena, ready to step into the spotlight once again, eager to reclaim her status as one of the top guards in women's college basketball.

A year ago, the 5-foot-5 product of Phoenix St. Mary's High school missed all of her junior season as a medical redshirt after she blew out her left knee in the final regular-season game of 2008-09. It was her second such injury as a Sun Devil.

Simon said the second rehabilitation, guided by new trainer Diana Padilla, allowed Simon to grow mentally and physically like never before. Sometimes Simon was a bit overzealous.

"She (Padilla) said, 'Dymond, chill out. You don't need to force things,'" Simon said. "I know there's a plan for me. I think I've been through everything that's going to happen."

Coming off a season in which ASU did not qualify for the NCAA Tournament for the first time in six years, Simon and the women's basketball team is looking to return to the

nation's upper echelon in 2010-11. The Sun Devils went through a bit of transition last season after the graduation of six seniors in 2009, who helped lead the Sun Devils to more than 100 wins in four years, including the only two Elite Eight appearances in school history.

Led by the return of All-Pac-10 guard Simon, senior forward Becca Tobin and senior guard Tenaya Watson, the Sun Devils know they have the personnel necessary to once again be prominent players in the month of March.

Simon earned her undergraduate degree in communication and sociology last December and is on track to obtain her master's degree in liberal studies in May 2011. She hopes to play professionally in the WNBA or in Europe.

She said she remains fearless, but that doesn't mean playing without thinking.

"I'm changing my game, trying to be smarter," she said. "This is my last (college) opportunity to go out with a bang, prove to myself I can still be one of the best players."



RETURN OF THE SUN DEVIL

Receiver retraces steps to play at ASU

Aaron Pflugrad described himself as a “die-hard Sun Devil fan” as a child, in the days when his father, Robin, was an assistant coach under Bruce Snyder at ASU from 1995 to 2000.

Time moved on, the landscape changed and young Pflugrad found himself playing wide receiver at the University of Oregon, where his father was an assistant coach from 2006-08. But after two seasons and his dad’s departure to coach at the University of Montana, Pflugrad transferred to ASU. He sat out the 2009 season as a redshirt and joined the Sun Devils this season.

“I left here when I was about 12, and I never thought I’d be a Sun Devil. Things have a strange way of working out,” said Pflugrad, who will be back for his senior season in 2011.

His primary role in 2010 was as a slot receiver, utilizing his precise route running and his sure hands.

He admitted it was tough not being able to play in 2009, working with the scout team most of the time.

“I just continued to work hard. My dad (Montana’s head coach in 2010) and others kept telling me to continue to work hard. They said, “Your time is going to come,” he said.

“Being at Oregon was good, but it’s been great to come back here. There’s a certain culture of being a Sun Devil. There are many similarities between both schools. I remember going to the Rose Bowl with ASU (after the 1996 season). I hope that I am able to have that same feeling again.”

Photos: Steve Rodriguez



HONORS GUARD

Sophomore Trent Lockett chases excellence on and off the court

If there was ever a person who exemplifies the term “student-athlete,” it is ASU men’s basketball player Trent Lockett.

Lockett, a 6-foot-5, 210-pound guard, is in the middle of his sophomore “season” in Barrett, The Honors College at ASU. He always was an academic success at Hopkins High School in Golden Valley, Minn., but found that Barrett upped the ante in terms of what would be expected.

“It is definitely harder to get into. It was a big part of my recruiting,” he said. “The classes you take are definitely a challenge. It is a very big workload. It pushes you.”

He took 17 credits his first semester and 15 in the second, while also devoting much of his time to playing basketball for Head Coach Herb Sendek. Among his courses were psychology, communications and calculus. Accounting will be on the list this year.

“I had done well academically in high school, but I was still a bit surprised at the time commitment you have when you are in season,” Lockett said. “You have your classes before 1 (p.m.), run to get lunch, then have practice for three hours, followed by dinner and study hall. There’s not a lot of free time.”

Last season, Lockett averaged 6.8 points and 3.4 rebounds per game and was selected to the Pac-10 All-Freshman Team. This summer, he went home to Minnesota briefly, worked on his skills daily and returned to Tempe for more on-court work.

“I learned to adjust on the floor,” he said. “I wasn’t as confident as I could have been early in the season, but gained confidence (over the summer) that I can play at this level.”

And it will be a high level at which Lockett will be playing, if only to keep up with his teammates. The men’s basketball team hopes to continue its recent success in 2010-11, as it has posted three straight 20-win seasons for the first time since 1961-63. Sendek, the 2009-10 Pac-10 Coach of the Year, will lead a team that went 12-6 and finished second in the league last year. ASU has three seniors that have led the Sun Devils to a 68-34 (.667) mark in their time at Arizona State, which includes six wins against Arizona, including three straight in Tucson.

Ty Abbott earned All-Pac-10 last year after scoring 14.7 points per game in league play, while Rihards Kuksiks led the team in scoring at 12.1 points per game on the year. The other senior, guard Jamelle McMillan, will take over point guard duties from graduated Derek Glasser. McMillan has played in 94 games in his career.

Lockett said others might underestimate the Sun Devil team, but he wasn’t.

“This year, I think we’re going to have an exciting team. Some people (opponents) might fall asleep on us, and that will be to our advantage,” Lockett said.

Stories by Don Ketchum, a freelance sports writer based in Phoenix.

PIECES OF EIGHT



University's PBS affiliate
celebrates a half-century
of public service

By Bill Goodykoontz

It's natural – and appropriate – to think of EIGHT, the public-television station serving much of Arizona, as a leader in providing thorough, balanced, entertaining programming.

However, the station's beginnings were quite humble. KAET, as the station is formally known, began broadcasting on Jan. 30, 1961, and Bob Ellis, the longtime general manager of the station, was there at the start. The station's roots can be traced back to 1958, when Richard Bell, the director of the Radio-TV bureau at Arizona State University, applied for a license with the Federal Communications Commission. While hopes were high for the fledgling station, the budget was not.



KAET-TV

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PHOENIX





"We went on the air with used equipment," Ellis said. KVAR, which would eventually become Channel 12, had increased its power. "We bought their old stuff," he said.

In the early days it was fairly easy to get people to watch Bob Ellis

Still, it was exciting for Ellis, a former radio reporter, to be blazing a new trail on the small screen. And the trail was fairly rough in those days, too: it would be six years before Congress created the Public Broadcasting System, so this really was breaking new ground.

"In the early days before PBS, we did a lot of crazy things," Ellis, now 82, said, in a voice that would still sound at home over the airwaves. Take the station's first attempt at a half-hour news program, for example.

"We didn't have any visuals," Ellis said. "If a plane crashed somewhere, I would go to my wife's fifth-grade teaching materials and pull out a picture of a Flying Fortress and say, 'A plane similar to this one crashed today in North Carolina.'"

Luckily for viewers – and for EIGHT – the station quickly made great strides in both respect and popularity. Today, KAET routinely ranks among the most watched public-television stations in the

country; more than one million people tune in each week.

One thing in the station's favor in the early days was its position on the old analog television dial.

"In the early days it was fairly easy to get people to watch," Ellis said. "You're watching (Channel) 5 and you want to get to 10, so you stop by 8."

Today, EIGHT offers plenty of popular PBS programming, including shows ranging from "Sesame Street" and "Masterpiece Theatre" to "Nova" and "P.O.V." But viewers also get plenty of locally produced programming, as well.

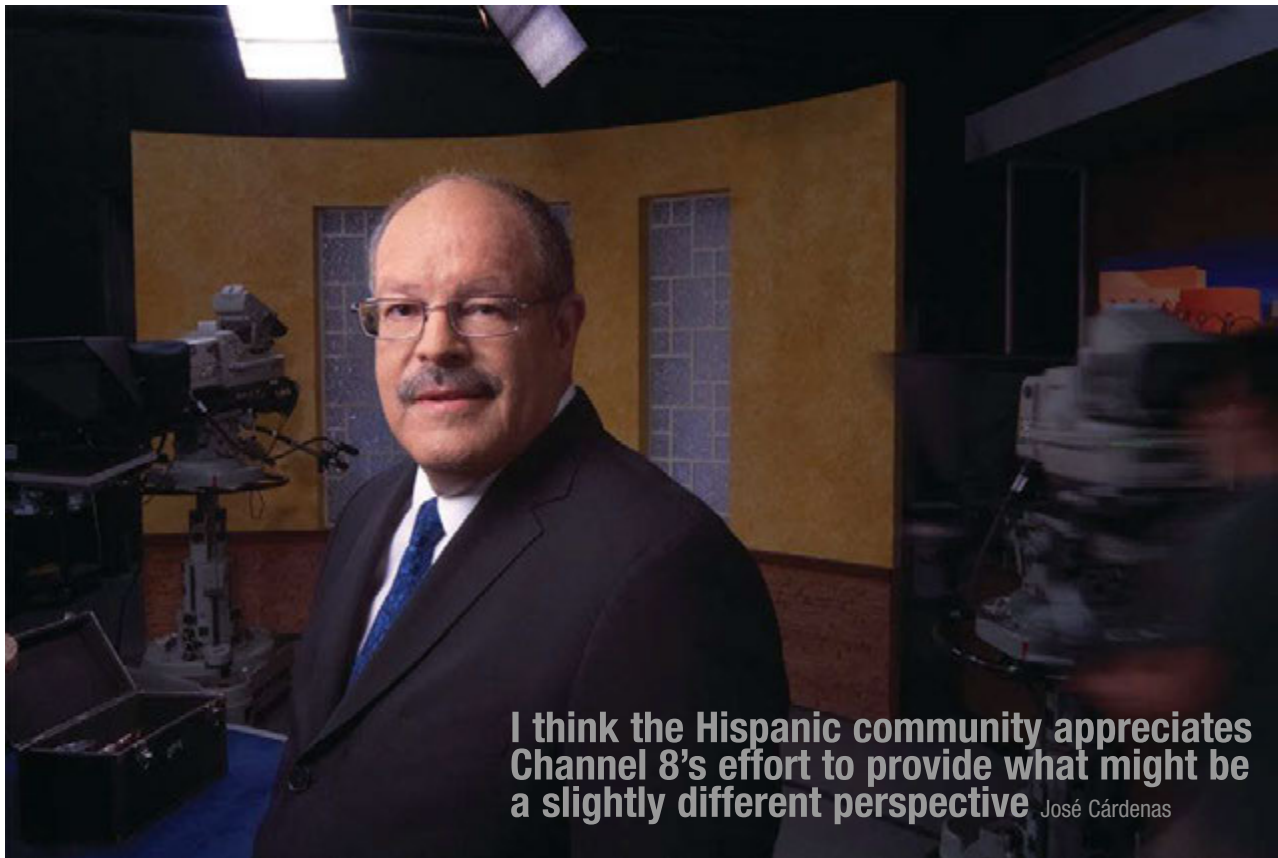
"Horizon," its signature local news program that has been on the air for nearly three decades, remains one of the last places for intelligent discussion of current affairs; "Horizonte," its Spanish-language cousin, has offered the same thing for Hispanic audiences since 2003. "The Arizona Collection," a series of programs that celebrate the people, places and history of Arizona, will complete 10 years of production in 2011, as well.

"It's the last bastion of arts and culture," Ellis said of the station. Ted Simons '81 B.S., the current host of "Horizon," echoed that sentiment when talking about the station's importance in the community.

"Public television should serve the public," Simons said. "We're not here to sell toothpaste. KAET has helped the community understand everything from heart transplants to impeachment trials ... That's an important resource, even for those who don't necessarily use it."

The heart transplant Simon is referring to was broadcast in 1983, when Dr. Ted Diethrich performed open-heart surgery on a man named Bernard Schuler live, on the air. As thrilling as that was, the station's coverage of the impeachment of Gov. Evan Mecham in 1988 might have been even more exciting; certainly it was longer lasting. EIGHT broadcast 170 hours of the trial, and Mecham's fortunes were a popular recurring topic on "Horizon."

Michael Grant '73 B.A., '76 J.D., host of "Horizon" for its first quarter century, said, "There were a lot of great stories over that 25-year run." He listed the alternative fuels scandal, AZSCAM, the Fife Symington indictment and trial, and live coverage of the Sandra Day O'Connor U.S. Supreme Court confirmation hearings as a few of his personal highlights. However, he said, "Just in terms of various twists and turns, the 18- or 19-month run from Mecham's surprising election in the primary to his conviction, that was just an incredible run."



I think the Hispanic community appreciates Channel 8's effort to provide what might be a slightly different perspective José Cárdenas

As public broadcasting grew nationally in terms of depth and stature, so, too, would EIGHT. For all the diversity of KAET's programming, "Horizon," which went on the air in 1981, is in many respects the heart and soul of the station.

"I think it was intended to be so," Grant said. "Absent that kind of thing, absent some kind of programming along those lines, there really isn't any way, I think, for the PBS affiliate to firmly ground itself in the local community. Obviously people dial in for 'Masterpiece Theatre' or 'Nova,' but that doesn't really put you in touch with the community – and it doesn't put the community in touch with you."

Kelly McCullough '82 B.S., '91 M.B.A., KAET's current general manager, doesn't mince words when it comes to the show.

"'Horizon' is very important – very," he said. "'Horizon' is almost the public record."

It's not just that it's a popular show, McCullough said. It's who it's popular with.

"Our audience is interested in what's going on locally, regionally, nationally. It is very thoughtful programming, at least we hope it is. We strive for it to be ... The 'Horizon' audience is socially active, politically active ... decision makers, business leaders, community leaders, legislators. It is an influential audience."

The same can be said for "Horizonte," the Spanish-language show hosted by José Cárdenas.

"I think the Hispanic community appreciates Channel 8's effort to provide what might be a slightly different perspective, or even when the perspective is the same, I think people appreciate seeing it come from

people whose faces might not be seen as much on other outlets," said Cárdenas, who is also a senior vice president and general counsel for the university.

"While there are some topics that are regularly, and rightly so, covered on the show, for example immigration, I think our producer, Laarni Fernandez, does an excellent job of mixing things up in a way that showcases the diversity of the Latino community at many different levels, politically, culturally and economically."

From its humble beginnings to its position today as one of the most-popular PBS stations going, EIGHT has changed in many ways. But one thing hasn't.

"We're about community service," McCullough said. "We are about Arizona."

Bill Goodykoontz is a Chandler-based freelance writer.



**Public television should
serve the public** Ted Simons

**Original host of
"Horizon."** Michael Grant



We're about community service,
we are about Arizona. Kelly McCullough

THREE FOR EIGHT

Among the people who have played major roles in the history of KAET, these three are also ASU graduates.

Michael Grant '73 B.A., '76 J.D., original host of "Horizon." He left the station in 2007 after more than 25 years. A Phoenix lawyer, Grant acknowledges that at times – when SB1070, Arizona's controversial immigration policy, became law, for instance – that he misses the host's chair.

There from the start of "Horizon," he sometimes wondered how the show would fill airtime.

"I would quickly add that the problem with some of the stories was, once I got to the third or fourth month of covering the subject ... was, how in the world do I come up with a new fresh topic for this story, or a different topic to ask?" It's to his credit that he managed to.

Ted Simons '81 B.S., current host of "Horizon." He took over the job when Grant left in 2007.

"I often say that I've got the best gig in local broadcast journalism. I get to take on policy issues instead of car crashes, and address these topics in a way that allows proponents and critics to speak in full paragraphs instead of sound bites."

Kelly McCullough '82 B.S., '91 M.B.A., KAET's current general manager. EIGHT has one of the most-loyal audiences in the country. "If we're not in the top five, we're usually in the top 10 in PBS viewership nationwide," McCullough said. Why is that?

"I think we have an excellent presence in the community," he said. "Possibly part of the reason is that many people are from somewhere else, and if they were a fan of their PBS station back home, they're probably a fan of PBS here. We tend to be a little more innovative in our programming."

By Bill Goodykoontz

University explores how to mend
BUILDING A 21ST



fraying fabric of American politics

CENTURY DEMOCRACY

By Amy Roach Partridge



Partisan. Fractious. Contentious. Divisive.

Like it or not, these are the words often used to describe the political process in the United States today. In the new political reality, issues and policies take a backseat to rhetoric and spin; party lines remain largely uncrossed; and stalemate is common. Voter apathy and distrust of elected officials rules, but it's rare to find someone who can articulate a bona fide solution to this state of affairs.

John Hall, professor in the School of Public Affairs



At Arizona State University, however, a sizeable cadre of administrators and faculty members are seeking ways to move the U.S. political process forward. They study the ins and outs of the political process, examine the results of political advocacy and policy-making, and use technology to simulate the long-term impact of policy decisions.

Their work contributes to a vision of substantive change in the way we elect leaders and govern ourselves. But it isn't easy: part of this challenge lies in the roots of the American democratic system.

"This 'trend' of partisanship began in 1776," jokes John Hall,

professor in ASU's School of Public Affairs. "There was a lot of contention in the politics of Hamilton, Jefferson, Adams, and Burr — they hired pamphleteers who wrote scandalous lies about each other, and it came down to duels. So that is part of the fabric of American democracy."

A political perfect storm

That fabric has been stretched thinner and thinner in recent years, however, by a convergence of factors that has weakened the sense of compromise and fairness that has traditionally been a key aspect of American democracy. The media, rapidly advancing technology, emboldened special

interest groups and lobbyists, and the fringe elements of each party have all played a role in bringing about the current polarized environment. Mix in ongoing economic uncertainty, high unemployment, and the presence of hot-button issues such as illegal immigration, and you have the buffet of political ugliness that Americans have been served recently.

"Media and technology have changed; the skills of people running for office have changed; and important institutional changes such as legislative redistricting and modifications to campaign finance have all come together to push politicians to be

Susan Clark-Johnson, executive director of the Morrison Institute for Public Policy



more bombastic and rhetorical,” explains Hall.

U.S. voters today experience a great deal of fear and anger when they think of politics, and these emotions add fuel to the fire, notes Susan Clark-Johnson, executive director of ASU’s Morrison Institute for Public Policy.

“Ours is a far more complex world, and that change is underscored by a new environment of round-the-clock news, blogs, and social media outlets providing more data, ideas, and analyses than ever before,” Clark-Johnson says.

This “perfect storm” has swept the country’s government into a state of gridlock, a condition

that often prevents Republican, Democrat or independent lawmakers from coming together and addressing major policy challenges such as health care reform, immigration, and climate change, says Professor James Svara of the School of Public Affairs.

“Not only do our political parties have difficulty agreeing, but they take the position that the failure of the other party is better than contributing to a jointly developed solution,” he explains. “We’ve moved into the new reality of national politics where a supermajority is needed for any substantial change to get through the Senate.”

Another reality is that, thanks to the ever-increasing complexity of campaign finance, compromise seems to be a lost art among lawmakers.

“Politicians are getting their campaign money from people who don’t want to compromise,” explains Ruth Jones, a professor in the School of Politics and Global Studies. “The corporations or unions or special interest groups who fund politicians have one goal – and that is to win.”

As a result, many Americans have simply stopped trying to impact the political process. Voter turnout has suffered – a topic the Morrison Institute tackled in its recent report, “Disbanding

Ruth Jones, professor in the School of Politics and Global Studies



Arizona's AWOL Army: Getting Out the Voters." Arizona consistently posts some of the lowest voter participation rates in the nation, in a country that records some of the lowest voting rates of all democracies, says Clark-Johnson.

"Alienation from the political system has reached truly dangerous levels," notes the Morrison report.

Many small steps back to balance

The political challenges that ASU researchers and scholars study include voter alienation, how to make elections more competitive and representative,

and how to return the focus of campaigns and governance to policies and issues that make a difference in American lives.

"There is certainly not one answer to the problems in our political process," notes Hall, "but there are small steps that we can take in a relatively quick fashion that might help." Hall suggests that employing relatively recent or emergent election technologies such as mail-in ballots and computer voting, thinking about redistricting in ways that generate competitive elections, and exploring public financing solutions could all make a difference. The Morrison Institute examination of virtually

every aspect of Arizona's state governance, including abolishing term limits, has led Morrison senior research fellow David Berman to believe that ending the practice could reduce partisanship in state legislatures.

"Having professional lawmakers in continuous service helps to break down barriers and create an environment in which politicians can accommodate people of different philosophies and move ahead," Berman says, pointing to the partnership of John McCain and Ted Kennedy as an example of the ability of politicians from different parties to work together.

James Svara, professor in the School of Public Affairs



“Enacting term limits instead replaces veteran lawmakers with inexperienced politicians who will only serve for a few years, and are often less willing to work across party lines,” Berman adds.

Rehearsing real-world decisions

Jones suggests that ASU’s real contribution related to improving the political arena lies in the unique way that the university can digest data and extrapolate potential resolutions.

“Through research, we can objectively bring potential solutions into the public discourse. We can compile data on issues like immigration and

health care reform and look at ways other people have dealt with these problems, or create models to estimate impacts,” says Jones.

Making sure that research doesn’t merely sit on the desks of other academics is key. ASU reaches outside its four campuses to bring research and ideas for governmental reforms directly to policymakers, engaged community members, and interested business and non-profit groups.

ASU’s Center for Policy Informatics, for example, works with the Decision Theater at ASU to combine technology and informatics to create large-scale,

interactive simulations that illustrate the possible outcomes of various policy decisions.

“If we want to address water sustainability, we need to ask what are our actual options, under what conditions are they effective, and what are the tradeoffs? We need to have these answers when making policy decisions,” explains Erik Johnston, the Center’s co-director. “When someone wants to poke a system in one direction, we want to show how that choice will affect the rest of the system, so that their conversation is enriched.”

While the simulations are cool on their own, their power for



political change lies in the way they are shared with policymakers and key stakeholders.

“Each model has an audience outside of the academic world and so we invite city planners, domain experts, industry leaders, and engaged community members to participate in the design of the model. As a result the simulation becomes the backdrop for a shared conversation,” Johnston says.

For its part, the School of Public Affairs partnered with the Alliance for Innovation and the International City/County Management Association in order to “identify new approaches to leadership and governing – like

those that stress visioning and facilitating rather than trying to accumulate power in order to win control,” Svara notes. The partnership promotes information sharing about innovative policy and management practices with other cities and counties to encourage them to adopt these practices.

“We’re also looking at citizen engagement, or new ways that local governments can reach out to their residents and engage them to work on solving problems directly, through their own actions or community projects,” Svara adds. The school is also working to develop training programs that will help

local governments better understand financial markets and work more effectively with the private sector in order to protect their cities and counties from the conditions that the fiscal crisis has brought to light.

Creating engaged and educated citizens

Providing an education that promotes deliberative thinking about today’s pressing political and social issues is another way ASU is contributing to moving the political process in the right direction. One step is ASU’s undergraduate degree in Public Service and Public Policy, a major that is debuting under the

David Berman, senior research fellow in the Morrison Institute for Public Policy



guidance of Jonathan Koppell, the new director of the School of Public Affairs. The degree aims to help students understand how government and public agencies work, as well as open their eyes to the many ways individuals can make a difference in the world, Koppell notes.

“The undergraduate program will increase an awareness of the centrality of good governance. People’s confidence in government is tied to the competent delivery of services as much as it is related to the high-profile ideologically divisive issues that get all the attention,” says Koppell, who stresses the importance of cooperation

between the public and private sectors and wants students to know they can learn to successfully bridge that gap. “As a university, one of our responsibilities is to air the different sides of public policy debate, let people express their views in a non-threatened way, and come to their own conclusions,” adds Jones.

One of the best places to do that is in the classroom, where debate and the free exchange of ideas thrive, says Jack Crittenden, associate professor in the School of Politics and Global Studies.

“We must teach students how to formulate arguments and think critically about policy. If we stop

challenging and elevating the minds of our citizens, then we lose the essence of our democracy,” says Crittenden. This kind of civic education should start in elementary school, Crittenden believes, so that students grow up with the skills needed to understand politics and with a mindset that expects lively debate and deliberation about important issues to be part of their civic responsibility.

Hall advocates civics education as a political game-changer, pointing to work that the School of Public Affairs has done to facilitate political dialogs in small group settings.



“We’ve conducted experiments that show if put into a setting with good facilitation and information, participants will engage in substantive policy discussions and will sometimes change their minds and their votes based on information, not rhetoric,” he says.

Choosing information over rhetoric – and thus politics as it was intended, instead of as it is – should be music to the ears of politicians, community members, professors, and students

everywhere. Will this become a reality for Americans one day soon?

“The forces that have created the current political mood will continue, but at the same time, I think we are seeing progress being made and a greater inclination to focus and apply innovative approaches to solving those problems,” Svava says.

Amy Roach Partridge is a freelance writer based in Thornwood, N.Y.

Local Politics: Different But the Same

Richard Herrera, associate professor in the School of Politics and Global Studies



The ailing health of our national political system is common discussion fodder for voters, media pundits, politicians, and academics. Are state and local governments crippled with the same afflictions? Well, yes and no.

“The economy has been very harsh on cities and states in the last few years, forcing local governments to make layoffs and tough decisions about services and taxes. These issues get people aroused,” says David Berman, senior research fellow at ASU’s Morrison Institute for Public Policy. “All this economic anxiety has spilled over and made state and local politics more desperate than it usually is.”

“The mood of state voters does follow the national mood,” agrees Richard Herrera, associate professor in the School of Politics and Global Studies, who believes the anti-incumbency trend in some state primary races thus far reflects unhappiness at the national level. “Also, during times of economic recession it is hard for incumbents to be considered responsive to voters because their needs are so difficult to meet.”

However, as agenda-setters for their states, governors often have more direct control over issues that concern constituents than national politicians do. “In Arizona, for instance, Gov. Jan Brewer shifted the focus from the economy to immigration and found a bill that is popular

in the state, which makes her seem more responsive to voter’s views,” Herrera explains.

Interestingly, local governments seem to be faring the best when it comes to addressing voters’ concerns. Their smaller size, more homogenous electorate, and less elaborate challenges have made local politicians less demonized than their counterparts in state legislatures and in Congress.

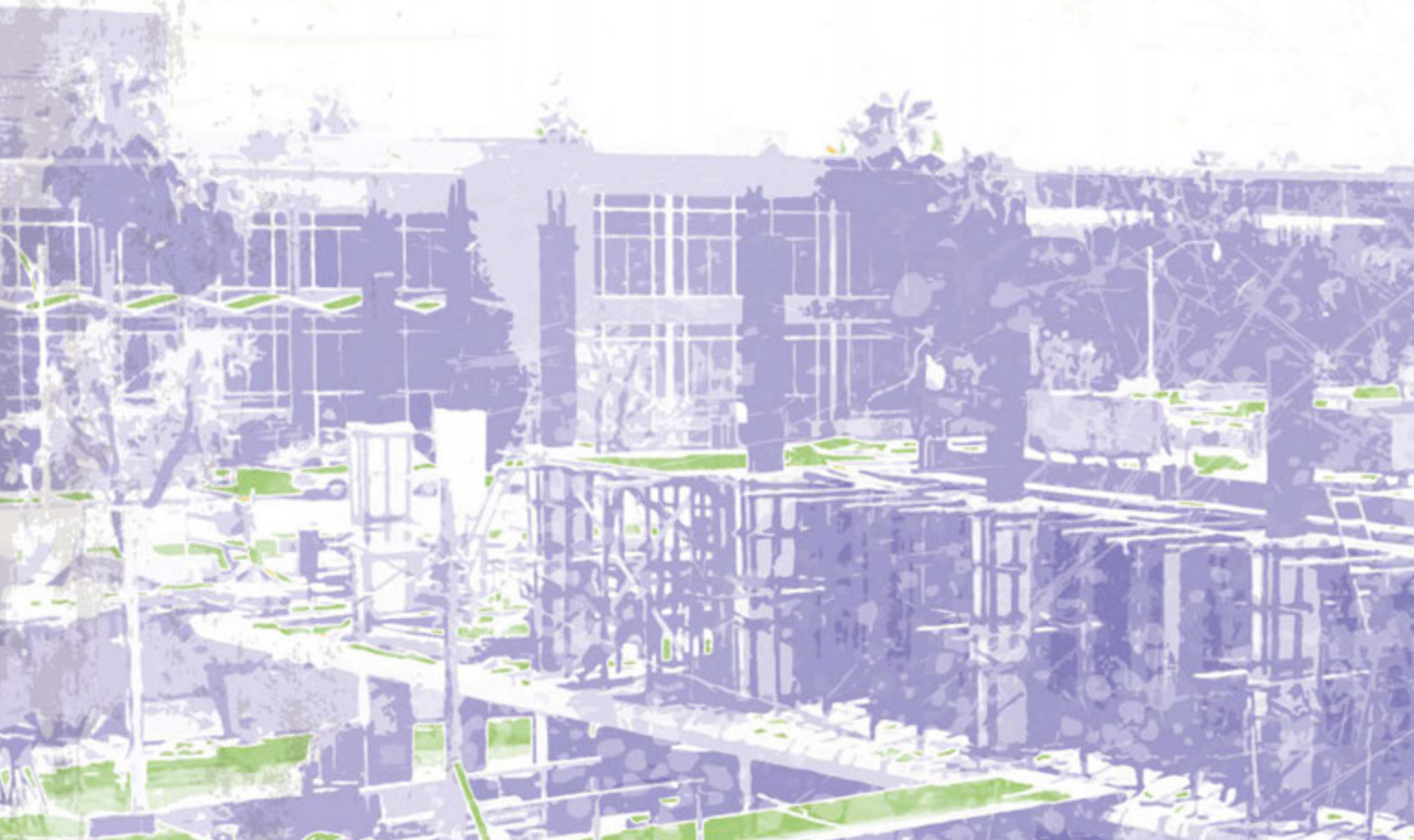
“We’ve found evidence that local governments are more innovative,” says Professor James Svava of the School of Public Affairs. “In response to the fiscal crisis, for instance, local governments have come up with approaches that maintain services to as great an extent as possible while finding ways to make strategic and selective cuts in other areas. And, they often involve community members in making those choices which makes them feel more engaged in the political process.”

Lessons learned from local successes are not likely to translate to national politics, however, according to Svava.

“The structural and political process differences are pretty substantial,” he said. “We can try to encourage the same kinds of conditions, but we are up against more resistance and greater polarization at the national level.”

By Amy Roach Partridge

SAVING SUN DEVIL HISTORY



UNIVERSITY ARCHIVES BRINGS THE PAST TO LIFE

BY SARAH AUFFRET



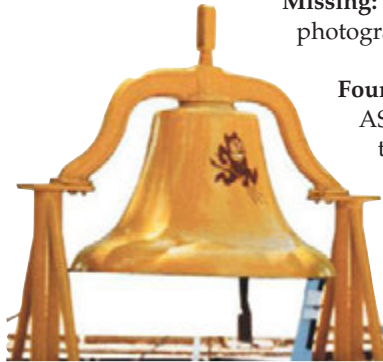


ASU
UNIVERSITY
LIBRARIES



he list reads like a pitch for stories that might appear on a cable-television history program.

Missing: The original ASU Victory Bell, last seen in a 1958 photograph in front of the Memorial Union.



Found: The Territorial Cup, a silver 1899 trophy from the ASU-UA football rivalry that disappeared for decades, turning up in a church basement about 27 years ago.

Recently discovered: Legendary rocker Jimi Hendrix gave one of his early U.S. concerts at ASU's PE West gym in February of 1968, less than a year after the release of his breakthrough album.

Exploring mysteries such as these is part of Rob Spindler's job as university archivist. His phone rings off the hook with requests from university administrators, students, alumni and members of the public: When was College Avenue closed to traffic on campus? How many students were enrolled when ASU—then Tempe Normal School—was founded? Why did it take a public referendum to rename the school a university? Was the owl ever an ASU mascot?

In the nearly 125 years since the university began as a small teacher's college, Arizona has become a state, the school has been renamed six times, 33 territorial and state governors have served, two World Wars have been fought and the institution's student body has mushroomed from 33 to 70,000 students.

Because of the foresight of a few key people—and some good luck—many records of those sweeping decades aren't lost. They're tucked away on the fourth floor of Hayden Library in the University Archives, a treasure trove that illuminates the twists and turns of ASU's history.

Alfred Thomas, founding university archivist, mined the memories and memorabilia of early ASU administrators and staff, amassing an astounding number of documents and photos that formed the basis of the archives in 1972. An ASU alum himself, Thomas was hired as assistant registrar after World War II, becoming admissions director in 1949. He was passionate about ASU and its history.

"Thomas's strength was that he knew everyone and knew where the treasures were hidden in closets and storerooms," says Spindler. "He had lived all this history. He loved ASU and knew everything about it. Thomas pulled together one of the great university history collections in America. If he hadn't, all this might have been lost."

Spindler walks among the shelves and pulls out a roster of Tempe Normal School students from 1902-05, their signatures indicating a promise to teach in a public school in Arizona in exchange for a tuition waiver.

The minutes of the Territorial legislature of July 15, 1885, written in ornate and flowing handwriting, tell the story of the creation of the Territorial Normal School



TREASURE TROVE

Rob Spindler's picks of the "treasures" in the University Archives collection

- The first minutes of the Arizona Territorial Normal School Board of Education, 1885
- Construction specifications and early photographs of Old Main, 1894-98
- Arizona Territorial Football League Championship Cup (now at UA), 1899
- An original text and description of the first Lantern Walk, written by a student in 1917
- Tempe Normal School Pennant, 3-foot, with a skull, 1917
- "Varsity Bill Baily" motion pictures depicting students at the Varsity Inn, 1937
- Photos of Dick Jacobs, the first performing Sun Devil, 1951-53
- ASU football footage from Frank Kush's first years at ASU, 1957-58
- Frank Lloyd Wright's front elevation concept drawing for Gammage Auditorium, 1958
- President Russell Nelson's Rolling Stones jacket, given to him at a 1981 concert at ASU
- ASU Marching Band Rose Bowl banner, 8 foot by 3 foot, 1987





Board of Education. A later entry shows the board had the Normal School up and running six months later, with 33 students in a four-room, brick building with a wooden porch and rows of desks.

Carefully bound documents detail labor disputes during the building of Old Main — the contractor ran away from the job at one point, and the project took four years. When completed in 1898, Old Main was the first electric lighted building in Tempe.

Spindler opens a large box and shows an archives visitor the State Press coverage of Teddy Roosevelt's speech on the steps of Old Main on March 20, 1911. In another box is President Grady Gammage's appointment book, indicating his contacts with state legislators. Another container holds Frank Lloyd Wright's original exterior concept drawing for Gammage Auditorium.

The ASU Libraries Archives and Special Collections are filled with more than 1.1 million photos and 23,000 linear feet of materials, far too many to scan and digitize. They include a complete set of yearbooks, all issues of the independent student-run State Press newspaper, and every course catalog going back to 1887.

"These are important historical resources that reflect the people, places, cultures and events that shaped the university," Spindler says.

He spreads out a recently uncovered original 1917 text, written by a student, of how the first Lantern Walk was conducted, and the speech that was given. It's a poignant echo from the past.

"The archives preserve our institutional memory, documenting how traditions started, but also what decisions were made by whom and why they were made," says Spindler. "Studying the decisions of the past helps us to make good decisions in the present."

"Our primary mission, however, is to support the research and instructional functions of the university. We often help with student assignments—architecture students studying the history



Bill Kavan, '92, B.A., Former chair of the ASU Alumni Association's board of directors and archives supporter.

of buildings, for instance, or journalism students writing about changes in student life and governance. A recurring discussion is the history of campus places, whom buildings were named for and why.”

Alumni frequently request obsolete course descriptions from years ago, because they need them for professional certifications or admission to degree programs. What did the COM 302 course cover in 1982, for instance? That’s one way the old course catalogs come in handy, Spindler says.

The forgotten details of Jimi Hendrix’s early concert popped up in April this year after a California woman told Spindler she had seen the guitarist at ASU. But when? Spindler had long heard rumors of such a concert, but he could find no evidence. Finally she sent him a dated photo from a Web site, and he was able to find a concert review and backstage interview with Hendrix in the State Press.

Another recent “Aha!” moment was a finding a sleeve of photos of Ronald Reagan’s first visit to ASU, in October 1957. As a movie star and not yet a politician, he was invited to campus in his capacity as an ambassador for General Electric. His lecture described alleged communist infiltration of the Screen Actors Guild in the 1940s.

Reagan spoke again at ASU in 1989, after his presidency ended, and was one of eight current or former U.S. presidents to visit the campus over the years. Spindler worked to document all the presidential visits before President Barack Obama came to ASU in 2009.

When the Territorial Cup was brought to the archives, he was able to authenticate the trophy by comparing it to an 1899 photo of the Tempe Normal School football team on the steps of Old Main. Moments like these are part of what make his job fun.

One of the great challenges is to try to save things before they are lost. About 10 years ago, a reporter found the correspondence of the late James Creasman, longtime ASU Alumni Association director, in a dumpster behind his home and notified the university. ASU contacted Creasman’s family, who were glad to donate the materials to the archives.

“It’s not uncommon for people to underestimate the research value of the things they have,” he says. “Most people in their day-to-day lives don’t take time for this.

“On another level, we have become very selective. Every time we accept material, we’re committing an investment of public funds to preserve and describe the materials. We cannot accept large collections without external support for cataloguing and preservation. So we cherry pick, and digitize the most valuable and useful part of collections. We’re anxious to acquire materials that tell us the stories behind the events.”

Bill Kavan, ‘92 B.A., former chair of the ASU Alumni Association’s board of directors, made a donation to support the archives several years ago because of his passion for history. While working on the restoration of Old Main in the late 1990s, he realized that current students didn’t recognize the effort that went into the founding of the university.

“Saving these things gives today’s students a greater appreciation of what they have,” Kavan says. “People sacrificed and worked hard to make ASU a reality. Students led the effort to become a university in the late ‘50s. It’s a common thread, a pioneer attitude that persists, and it’s an inspiration of what we can all do to make ASU better.”

Spindler sees the archives as building a sense of community. He says that while ASU’s long history as a commuter school may be changing, some alumni from years ago don’t feel really connected to the university.

“We help alumni remember what it was like to be here, to develop an appreciation for ASU as an institution and how it has helped them,” says Spindler. “One photo can trigger a whole rush of memories. It enriches their lives, by adding a sense of belonging, a connection to thousands of students who came before and who will come after them.”

Selected items from the University Archives collection are available online at asu.edu/lib/archives/exhibits.htm.



MAKING A PRESENT OF THE PAST

University Archives collects correspondence, organizational business records and ledgers, annual reports, photos, videos, newsletters, pamphlets, brochures, scrapbooks, diaries and journals, to name a few. They are very selective on memorabilia, only acquiring a few things as examples for exhibit purposes.

Donations sought by the archives staff include:

- Pre-1980 items documenting student life—diaries, campus photos, videos
- Correspondence and organizational records from early student clubs, fraternities and sororities
- Pre-1980 videos and photos of ASU baseball, especially of Reggie Jackson or Barry Bonds
- Videos and photos of golfer Phil Mickelson as a student
- Vintage motion pictures of campus life

Kathy Krzys, associate archivist, said alumni also could help by contributing to other collections overseen by the ASU Libraries system.

Krzys, who oversees the Child Drama special collection, said, "I'm especially interested in programs from Arizona theater companies that are no longer in existence, such as the Sombrero Playhouse, Stagebrush Theater, Orpheum, Phoenix Star Theater, Phoenix Little Theater, the Camelback Inn theater. Programs from early theater performances give a really good glimpse at what was happening culturally in the state.

"We are always looking for donations, to purchase a special book, add to a collection or establish an endowment," she said.

Christine Marin, archivist emerita for the library's Chicano/a Research Collection, said that in order to find materials for the collection she supervised, she connected with students in the women's studies courses that she taught at ASU on the experiences of Mexican-American women in the Southwest for more than a decade.

"My students became my contacts," she said. "I would learn from them of families that might have valuable materials, and that led to making contacts with others in Phoenix, in Guadalupe – with people all across the Salt River Valley."

The collection, established in the early 1970s, houses manuscripts, books, unpublished papers and other items from Arizona's prominent Hispanic community leaders, including U.S. Rep. Ed Pastor '66 B.A., '73 J.D., Joe Eddie Lopez and Manuel "Lito" Pena.

"It was exciting to bring the histories of these families and organizations into the collection," she added. "Scholars come from all over the world to use our sources."

To learn more about donating to the University Archives or other ASU Libraries collections, e-mail rob.spindler@asu.edu.

By Sarah Auffret

Kathy Krzys, associate archivist.





The play's the thing

Innovative ASU ArtsWork partnership gives homeless youth a voice

By Oriana Parker

**IT'S TOUGH TO BE A TEENAGER.
IT'S EVEN TOUGHER TO BE A HOMELESS TEENAGER.**

Hundreds of homeless youth roam the Valley's streets. The reasons for their dislocation vary from being the victim of family upheaval and abuse to suffering the after-effects of the currently convulsing economy. These youth sleep outdoors and often go hungry.

When they're encountered on the street, many ignore or shun them. However, it's a different story at 902 N. Fifth Street in Phoenix, where the Tumbleweed Center for Youth Development operates a drop in center, one where ASU faculty members and graduate students are eager to facilitate their discovery of the transformative power of the arts.

The partnership, known as ArtsWork: The Kax Herberger Center for Children and the Arts, is a program of the Herberger Institute of Design and the Arts. ArtsWork has collaborated with the School of Theatre and Film to help young Tumbleweed clients participate in gallery shows, collaborative video storytelling and, for the last two years, plays that have become an integral part of the Phoenix Fringe Festival.

The partnership changes everyone involved—most especially the youth, say ASU participants. “We give an invisible segment of our population a voice and treat them as individuals,” stresses Roger Bedard, Evelyn Smith Family Endowed Professor of Theatre at ASU and director of ArtsWork.



“We give an invisible segment of our population a voice and treat them as individuals,” says Roger Bedard, director of ArtsWork.



MFA candidate Sarah Sullivan helped Tumbleweed youths create a play, “Live Out Loud.”

“Instead of seeing young people as deficits or problems to be solved, we acknowledge them as individuals with important information, skills and knowledge,” adds Associate Professor Stephani Woodson, a specialist in community-based arts for the School of Theatre and Film.

EXPLODING STEREOTYPES ON STAGE

As part of her 2009-2010 residency program at Tumbleweed’s drop-in center, MFA candidate Sarah Sullivan helped Tumbleweed youths create a play, “Live Out Loud.” Under Sullivan’s direction, six cast members worked on the play from start to finish: auditioning for parts, co-writing the play, and performing it at Mesa Community College and The Learning Center, as well as the Phoenix Fringe Festival.

“They were absolutely passionate about this play every step of the way,” stressed Steven Serrano, program manager at Tumbleweed’s Phoenix Drop In Center.

While the play addresses loss (“I am from somewhere that is lost, confused and had no love in sight”) hope is also voiced (“At times I felt I was in the gutter, only to dream of being the

brightest in a clan of eleven”). Humor is another important element. Sullivan said the cast members worked hard to bring out the play’s amusing aspects.

“The cast expressed surprise at how much laughter there was from the audience,” she said.

Sullivan said projects such as “Live Out Loud” help those involved develop important life skills that can serve them well in the future. For instance, the show’s performers had to show up on time and work collaboratively with others, which encouraged both a sense of responsibility and personal interaction. Woodson said performing the play represented a turning point for some youth.

“For many youth, this is the first time they have really truly succeeded at something that excited them,” said Woodson.

LOOKING TO THE FUTURE

The partnership between ASU’s ArtsWork project and Tumbleweed is a win-win: it enriches the lives of formerly vulnerable youth, and the university gains insight into new ways of addressing a pressing social problem. Even more

exciting, there have been ripple effects for ASU graduate students, who have applied the insights they have gained to situations far removed from the Tumbleweed center.

Xanthia Walker '10 M.F.A drew upon her experiences as Tumbleweed's 2008-2009 resident artist to direct a play, "Not Too Late", based on stories of teen mothers with the El Nido Family Centers and Cornerstone Theater Company in Los Angeles. As with the Tumbleweed play she directed (entitled "The Other Side"), "Not Too Late" introduced many of its young actresses to the world of theater.

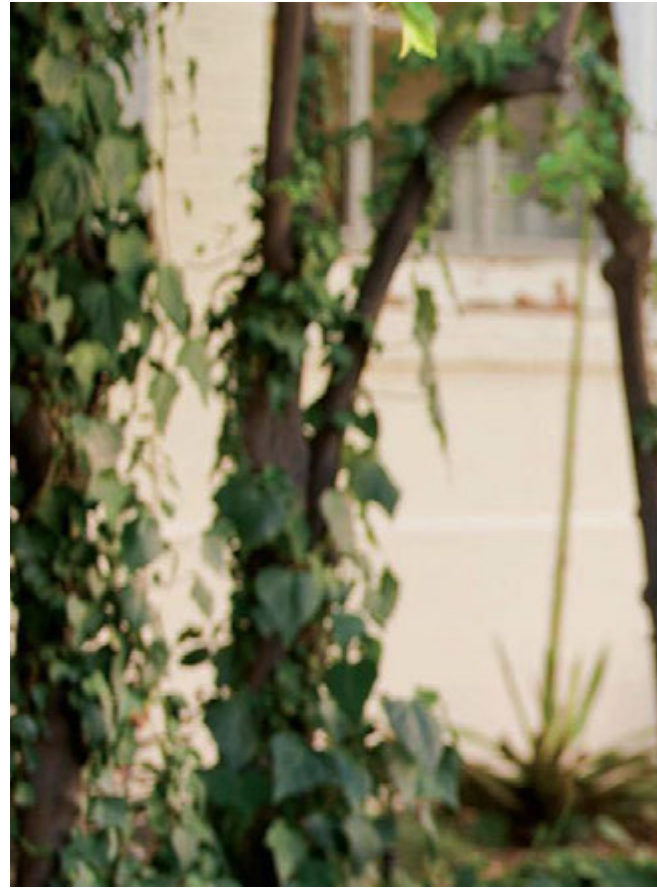
"What was strikingly similar about the two projects is that most participants were experiencing theater for the first time ever," says Walker. "Plus these young women discovered that a play can be a means to speaking their truths and finally being heard!"

Emboldened by such successes, Sullivan and Walker (who has since returned to the Valley) have co-founded a company, Rising Youth Theatre, which will create plays with and for youth and their families in the greater Phoenix area.

Thanks to a generous endowment grant from the Bank of America Charitable Foundation, the future looks very promising for the ArtsWork/Tumbleweed partnership.

"The proceeds of this grant will provide for a long-term substantial commitment to bring the arts to disadvantaged youth in central Phoenix," points out Bedard.

Oriana Parker is a freelance arts writer based in Scottsdale.



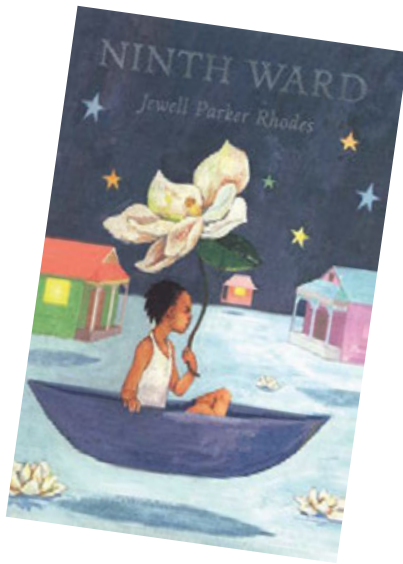


Xanthia Walker (above) used the experiences she gained directing *Tumbleweed* youth during 2008-09 to oversee a similar theater project in Los Angeles.

“Instead of seeing young people as deficits or problems to be solved, we acknowledge them as individuals with important information, skills and knowledge,” says Associate Professor Stephani Woodson (left).

SHELF IMPROVEMENT

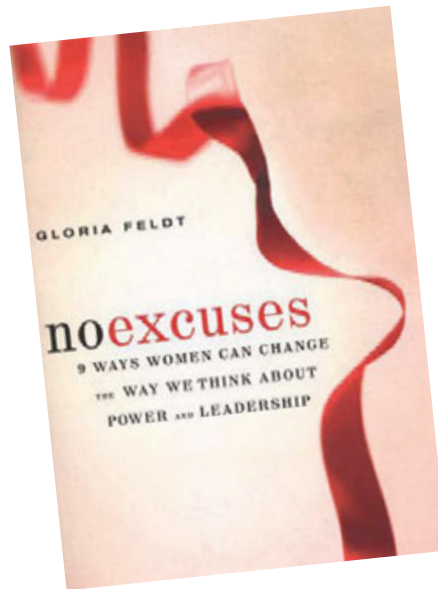
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



Ninth Ward

by Jewell Parker Rhodes,
Little, Brown and Company.

Lanesha, a 12-year-old girl growing up in New Orleans' Ninth Ward, always has been different: she sees "spirits" and lives with her Mama Ya-Ya, the midwife who raised her after her mother died. However, as she learns from her experiences braving Hurricane Katrina's aftermath, she is rich in the things that really matter – love, courage and fortitude. She joins forces with two other special friends to survive the hurricane and the catastrophic flooding of New Orleans, and through her struggles she comes to understand the power that comes from believing in oneself. Rhodes, Artistic Director for Piper Global Engagement at ASU, has crafted a compelling children's novel that is also an inspiring and pleasurable read for adults.

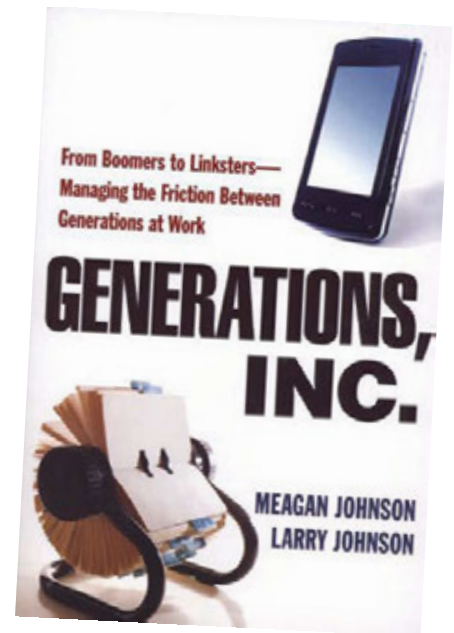


No Excuses: 9 Ways Women Can Change the Way We Think About Power and Leadership

by Gloria Feldt, Seal Press.

American women have had the right to vote for 90 years now – why do they represent less than 20 percent of the Congressional roll call? Feldt, former national president of Planned Parenthood and a professor of practice in the School of Social Transformation at ASU, has written a well-reasoned discussion of women's attitudes toward power and leadership roles. Each chapter contains a "power tool" for putting new insights into action. The book is peppered with examples and interviews with powerful women from all walks of life.

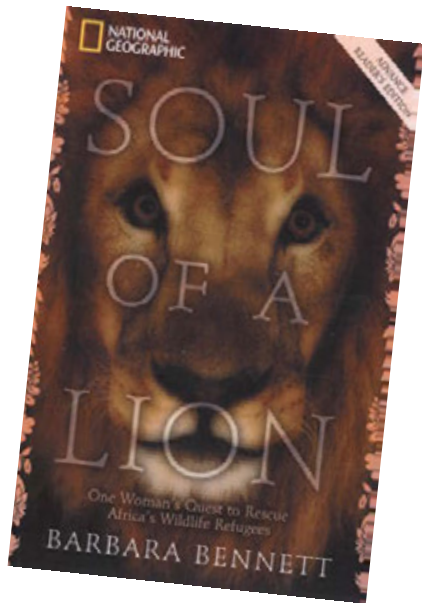
BONUS! Feldt will be the keynote speaker at an event co-sponsored by the ASU Alumni Association and Valley Leadership on Feb. 9, 2011, when she will discuss the "power tools" section of her book in an afternoon session at ASU Skysong in Scottsdale. For additional information, please check the Alumni Association Web site at alumni.asu.edu.



Generations, Inc.: From Boomers to Linksters – Managing the Frictions Between Generations at Work

by Meagan Johnson '93 B.S. and Larry Johnson '74 B.A.E., AMACOM.

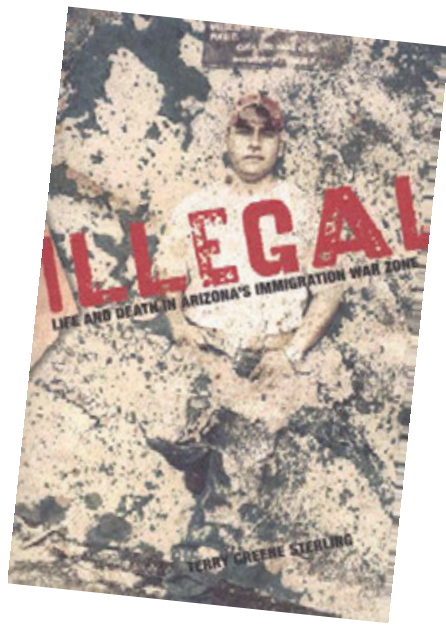
Not only do Larry and Meagan Johnson expertly discuss how to manage across generational divides – the father and daughter team, hailing from the Baby Boom and Generation X eras, respectively, live it as they run their own business, the Johnson Training Group. The duo avoids stereotyping while providing a capsule summary of the hallmarks and significant moments in the history of each generation currently in the workplace, and offers plenty of tips for helping employees of all generations work together. Especially enjoyable (and useful) are Meagan and Larry's point-counterpoint exchanges over issues in their own work and personal histories, which embed the ideas expressed in the book in real-world contexts.



Soul of A Lion: One Women's Quest to Rescue Africa's Wildlife Refuges

by Barbara Bennett '90 M.A., '94 Ph.D., National Geographic Society.

Waking up to baboons tearing your vacation house apart isn't everyone's cup of tea, but for Barbara Bennett, who volunteered to spend parts of her teaching sabbaticals working at the Harnas Wildlife Foundation in Namibia, it's all part of a day in the African bush. Her book covers her adventures at Harnas, but it also weaves in the stories of the people who run the refuge, particularly founder Marieta van der Merwe, and the animals who live there.



Illegal: Life and Death in Arizona's Immigration War Zone

by Terry Greene Sterling, Lyons Press.

It's been virtually impossible during 2010 to avoid news and discussion of passage of Senate Bill 1070 in Arizona. Terry Greene Sterling, writer-in-residence at ASU's Walter Cronkite School of Journalism and Mass Communication, has spent the last several years tracing the stories of the people behind the issue – undocumented workers, their families, Minutemen, politicians, the Border Patrol, drug cartel kingpins and human smugglers, among many others. Sterling grew up in a cattle-ranching family that owned ranches on both sides of the border; this background, her fluency in Spanish and her careful documentation of the events she witnessed add considerable depth and quality to this book, and distinguish it from many others on the subject.



The Work of Her Hands: A Prairie Woman's Life in Remembrances and Recipes

by Plynny (Patricia Lynn) Gutman '05 B.I.S., Poplar Press.

Plynny Gutman's French-Canadian grandmother, Marie-Anne Lacaille, had a talent for improvising. She made the best out of her life – which spanned nearly the entire 20th century – whether she was helping out on her parents' farm in Saskatchewan, cooking legendary meals for the residents of the boarding house she ran in Regina, or living out her final years along the British Columbia coast. Gutman's history blends conversations with her grandmother, old family stories, genealogical research and a generous heaping of literary imagination to create a full-bodied portrait of her grandmother, which is enhanced by the presence of Marie-Anne's recipes, which are sprinkled liberally through out the volume and provide both metaphoric and literal flavor to the piece.

Getting down to business

New Alumni Association chair Chris Spinella '83 B.S. focuses on economics

By Liz Massey

In tough economic times, you would expect a CEO to focus on the numbers. And Chris Spinella '83 B.S., the 2010-11 chair of the ASU Alumni Association makes the case that a focus on boosting the association's membership numbers is his best bet for furthering the organization during his time in office.

"I have to be realistic – it's a one-year term, so I can't establish any broad-based, long-term goals," he said. "But we have 23,000 members currently and more than 300,000 alumni; I want to increase this membership."

Spinella, CEO and co-founder of the wireless application company Apriva, was a member of the second class of students recruited out of high school for ASU's Leadership Scholarship Program (LSP). He honed his own leadership skills as an undergraduate by serving as the Associated Students of ASU's activities vice-president and as president of his fraternity, Pi Kappa Alpha. He also was selected as ASU's Homecoming King and ASU's Man of the Year. These experiences played a direct role in his admission to graduate school, he asserts.

"My ASU experience facilitated my getting into Harvard Business School," he said. "Almost everyone who is accepted to Harvard is an honors student, but I believe that it was my extracurricular activities at ASU that helped distinguish my application."

After succeeding at Harvard, making his way to the business world and moving back to Arizona, Spinella began seriously re-engaging with the university more than a decade ago, giving back to the university by endowing a scholarship for the LSP program and participating in the development of LSP's alumni chapter. A few years ago, Spinella received a call from Christine Wilkinson, architect of the LSP program and current ASU Alumni Association president. She asked him to

consider taking on a leadership role with the association's board and national alumni council.

"Dr. Wilkinson is such a great ambassador for the university and is continually reconnecting alumni with ASU, as she did with me," he said. "She's so well respected, that she's difficult to say no to!"

In addition to increasing membership, Spinella is also interested in promoting programs that forge a greater link between ASU and businesses around the Valley and across the state of Arizona.

"My specific goal is to better connect businesses with the university, who can in turn help the ASU alumni they employ reconnect to the university," he said. "By linking (businesses and the university) through collaboration, we better tie the prosperity of our community with the intellectual capital ASU creates. This fuels better research, development and job growth," he said.

A socially embedded university also "forms a hedge" for the community against economic peril, Spinella asserts.

"Communities can get in trouble if they're reliant on just one industry," he said. "The beauty of ASU is that it's focused on so many different areas of higher learning."

In addition to focusing on the association's membership numbers and reinforcing ASU's business connection, Spinella said he hopes to continue to connect with current ASU students, as well, both in his role as board chair and as an alumni of the LSP program. He advises students to make the most of their experiences at the university, but not to rush things, he said.

"I always tell students, 'your college experience should be a marathon, not a sprint. Establish a good pace, and enjoy your run,'" he said.

Liz Massey is managing editor of ASU Magazine.



Photo: Laird Brown

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statement of ownership 2010

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**Reports
from
around the
Sun Devil
nation**

ASU President Michael Crow addresses visitors at a preview reception for the new ASU Washington Center in Washington, D.C.

NATIONAL CAPITAL

In September, more than 100 Sun Devil alumni welcomed ASU President Michael Crow to Washington, D.C., for a preview reception of the new ASU Washington Center, located at 1834 Connecticut NW. Along with the center providing the addition of an ASU flag to brighten Embassy Row, the new center provides an outlet for ASU students, faculty and alumni to meet, learn, teach and study in a state-of-the-art, yet highly adaptable facility in the center of our nation's policy hub.

BLACK ALUMNI

Our chapter hosted its second annual Homecoming event in October, which featured food, fun and lots of activities! We've spent the fall involved with volunteer projects like Read for UMOM and more. We also transitioned to an elected board for the 2010-2011 calendar year. For more information about our upcoming events and projects,

please e-mail us at blacksundevils@gmail.com.

AUSTIN

Our chapter has had quite a year! We hosted a summer Sun Devil Send-Off in June, enjoyed our annual Lady Bird Lake cruise later in the summer and had plenty of Sun Devil Football game watches this fall! We especially enjoyed our Nov. 6 ASU vs. USC pub crawl and game watch, an event we shared with USC's Austin alumni chapter.

To connect with the Austin Chapter, find us on Facebook by searching "Austin Sun Devils" or follow us on Twitter @austinsundevils, or e-mail Brianne Baird at austin.sundevils@gmail.com. If you're in central Texas, we hope to see you at an upcoming event!

CHICAGO

Our chapter would like to thank everyone who joined us for the game watching parties at the

Cubby Bear every Saturday night this football season! We look forward to seeing you at our second annual Pac-the-Stockings charity event with Pac-10 Chicago Chapters in December and other events this winter!

COLORADO

We've had a great time at the Blake Street Tavern for our football game watch parties this fall! Thanks everyone for attending. We're excited about the fact that the Colorado Buffaloes soon will be members of the Pac-12! This means that the Sun Devils definitely will be playing in Boulder in the future! We'll pass on more information about what this means for the Colorado chapter as it's made available to us.

You can get a hold of our chapter by e-mailing Dave Kem at cambodave@asualumni.org. Don't forget to save the date for our 2011 Ski and Board Weekend: Jan. 29-30, 2011. See you there!



Sun Devil alumni hosted successful Send-Offs this summer in (clockwise from upper left) Austin, Indianapolis, Kansas City, and Houston, among other places.

HOUSTON

2010 has been a great year for our group. We had a nice Sun Devil Send-Off over the summer, and we continue to meet for a Sun Devil alumni happy hour at St. Dane's bar in Midtown on the second Wednesday of the month at 6 p.m.

We look forward to seeing you at our events! You can connect with us online by e-mailing Michael Barney at michaelabarney@gmail.com.

INDIANAPOLIS

Our group has had a very full summer and fall. We hosted happy hours downtown and on the north side and had a blast sharing memories. Our Sun Devil Send-Off was a hit for our new students and allowed their families to get a taste of the ASU experience. We also enjoyed Symphony on the Prairie, which featured an evening of Michael Jackson music and picnicking with family and friends. We rounded out the summer with an Indianapolis Indians baseball game.

We continued our Sun Devil family fun this fall by hosting football game

watching parties and monthly happy hour get-togethers. To learn more about how you can join us at an upcoming event, e-mail Chrissy Vasquez at asusugah@gmail.com.

KANSAS CITY

Our connection group continues to grow. This summer, we gathered current ASU students, parents and alums to welcome two new Sun Devils to the ASU family. Alumni answered students' and parents' questions and reminisced about the good old days at ASU.

We continued the good times this fall when we gathered for a fun happy hour and a football game watching party! If you'd like to stay informed about the activities we have planned for 2011, e-mail Liz Karre at ASUAlumniKC@hotmail.com.

LOS ANGELES

We had a great summer, but the LA Sun Devils were very glad to welcome fall and another season of Sun Devil football. We actively participated in the Alumni

Association's Pennies For Points program, which provides scholarship funds for LA area students attending ASU.

A highlight of the fall was seeing ASU President Michael Crow, Alumni Association President Christine Wilkinson and Vice President for University Athletics Lisa Love at an ASU reception event in Los Angeles on Nov. 5, the night before the Sun Devils battled USC at the Coliseum. We also launched our Entertainment Devils alumni group for alums working in the entertainment industry.

The spring semester is coming, and with it comes the excitement of ASU basketball! Join us for women's basketball when ASU travels to UCLA on Jan. 27 and USC on Jan. 29. We'll be cheering for the men's team on Feb. 24 at USC and Feb. 26 at UCLA. We'll also host happy hours around the greater Los Angeles area in January and March.

For more information or to get involved with the chapter, contact Eddie DeVall at devall@aol.com.

NEW YORK

After ending our summer with a successful Sun Devil Send-Off, the New York alumni chapter has been enjoying fall game watch events at Fat Annie’s while raising scholarship money through the Pennies for Points program. Early next year, we’ll have our annual Jim Stephens Memorial Pulmonary Fibrosis wine tasting event and enjoy a New York Rangers hockey game at Madison Square Garden. For chapter information e-mail ny_sundevils@thesundevils.com.

ORANGE COUNTY

We’ve had a great fall; our chapter kicked off football season in September with twin game watching events in Newport Beach and Brea/Corona on Sept. 4. We also enjoyed participating in the tailgate before the ASU-USC game on Nov. 6.

We’re making preparations as the magazine goes to press to host our signature event at the 101st Newport Beach Christmas Boat Parade in mid-December. We’ll be having dinner and viewing the parade at the Rusty Pelican.

For more information on chapter activities, e-mail Chris Bissonnette at chrisbissonnette@aol.com.

GREATER PHILADELPHIA

Our Aug. 1 Sun Devil Send-Off was a big hit! A huge thank you goes out to Jim and Patty Shaughnessy for hosting the event!

The chapter hosted the first Philadelphia Pac-10 Mixer to kick off the 2010 football season, and to celebrate the anticipated addition of Colorado and Utah to the conference. Fellow college alumni groups included U of A, USC, California, Washington, Colorado, UCLA, Stanford and Oregon State. We look forward to many more events with our fellow Pac-10 alums.

We also held game watch parties to cheer on the Sun Devils when they took on Wisconsin and UCLA. At press time, we were gearing up to hold a Dec. 2 watch party for the Territorial Cup



Incoming ASU students got off to a super start at an Aug. 1 Send-Off for the Greater Philadelphia area hosted by Jim and Patty Shaughnessy.



The White Mountain alumni chapter provided scholarship support to local students (above) as part of its annual Steak Fry event in June, and coaches and golfers alike lined up to sample the delicious Saturday night dinner (right).



challenge. We’ll watch ASU take on the U of A at the Fox & Hound in King of Prussia.

E-mail us for more details on chapter activities at PhillySunDevils@gmail.com, or find our Facebook fan page at “Philly Sun Devils” to keep up-to-date with all of our happenings.

SAN DIEGO

We had a great fall at our new game watching home, the Offshore Tavern on Morena Boulevard! For more information on our 2011 events and activities, e-mail us at sandiegochapter@asualumni.org.

WHITE MOUNTAIN

Our chapter hosted its annual White Mountain Steak Fry & Golf Weekend June 25-27 in Pinetop. We had a silent and live auction, made scholarship presentations to students and the hosted the traditional (and quite popular) steak fry. Tim Healy emceed the evening and hosted panels with former Sun Devil athletes, including Jeff van Raaphorst, “Jumpin” Joe Caldwell and Steve Bush, as well as ASU coaches Charli Turner Thorne, Herb Sendek, Noel Mazzone and Clint Myers. The event provided lots of support for our chapter’s scholarship fund and the Sun Devil Club.



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Celebrating cells

**Barbara B. Knowles,
'64 M.S., '66 Ph.D.**



Barbara Knowles, winner of the inaugural 2009 Distinguished Alumna Award from ASU's School of Life Sciences, stands between Charles Woolf (right), professor emeritus and Knowles' advisor at ASU, and Regents' Professor James Elser, the associate dean of the school's research and training initiatives office.

Analyzing the relationship between human and mouse embryonic stem cells and deciphering how the embryonic genome can be reprogrammed dominate the research conducted by Barbara Knowles. She can barely wait to get to the lab every morning to discover which parts of the genomic puzzle have been revealed from the previous day.

"This work promises to explain how epigenetics can lead to normal or defective embryogenesis," she says. "With understanding, comes the possibility of disease prevention."

Heady stuff for a layperson, but you don't have to be a scientist to recognize her passion for research and mentoring. Knowles not only was appointed senior principal investigator at the Institute of Medical Biology, Biomedical Sciences Institute, A*STAR (Agency for Science, Technology, and Research) in Singapore in 2008, she's also an academic mentor to the A*STAR Graduate Academy, helping its graduate students and postdoctoral fellows transition into competitive, independent scientific-research careers.

Knowles says that her research, funded continuously since 1969, "is much more basic" than devising stem-cell therapies from human embryonic cells. She cautions that many so-called treatments being advertised today are not based on scientific work. Knowles cites the International Society for Stem Cell Research Web site's warning about some stem-cell therapy claims. "This commercialization of untested therapies to desperate people is another interesting aspect of stem-cell research," she says.

In 2009, ASU's School of Life Sciences awarded Knowles its inaugural Distinguished Alumna Award for her accomplishments. One of her most treasured accomplishments is the series of short courses that she started years ago to educate peer scientists in her field on the latest developments. Her 19th Short Course, held last summer on animal models of human cancer at The Jackson Laboratory in Bar Harbor, Maine, featured lectures by renowned cancer researchers. The setting is also inspiring.

"August in Bar Harbor is unusually beautiful, and researchers the world over are happy to come to discuss science and advise students and post-docs," she muses.

By Kristy Lantz Astry, a Colorado-based freelance writer.



Stephen Benyi



Seth Koury



Corrie Hill Francis



George Chen



Jonathan G. Howard



Joy Z. Parrish



James L. Ugalde



J. Scott Rhodes

2000s

Molly Montgomery '10 M.Tax. is a new tax associate in the federal tax practice of Grant Thornton LLP in Phoenix.

◆ **Joshua Niska '10 B.S.** was selected by USA Today as one of the top 20 college students on the All-USA College Academic Team.

◆ **Stephanie Guimera '08 B.S.** has launched Fuzzy Snaps Pet Photography, a mobile pet photography service based in Los Angeles, Calif.

John W. Mendenhall '08 B.I.S. received his commission as an officer in the U.S. Navy after completing Officer Candidate School at Newport, R.I.

Darcy Courteau '07 M.F.A. published the article "The Divine Impermanence of Being a Census Worker" in the July 16, 2010, issue of The Atlantic magazine.

Caitlin Horrocks '07 M.F.A. received the 2010 Plimpton Prize, which is awarded to the best work of fiction published in the Paris Review in a given year by an emerging or previously unpublished writer. She also received the 2010 Glenna Luschei Award from Prairie Schooner and has been nominated for a Pushcart Prize.

◆ **David Werner '07 B.S.** and ◆ **Jason Ake '07 B.I.S.** have co-founded ClownCar Photos, a photo booth company for hire to enhance events in the greater Phoenix area.

Stephen Benyi '06 B.S.E., '09 J.D. has joined Bryan Cave LLP's Intellectual Property Group as a patent agent in the law firm's Phoenix office.

Elizabeth Fink '06 B.A. graduated from the University of Akron School of Law in May.

Susan L. Fullmer '06 B.S. graduated from the University of Washington School of Law in June.

Johnathan O'Dell '06 B.S. served as a volunteer instructor for the annual Becoming an Outdoors Woman camps at Camp Friendly Pines near Prescott. The weekend camps teach women to canoe, fish, rappel, shoot a pistol and cook over a campfire.

◆ **Mary S. Sage '06 B.S.** graduated from the University of Washington School of Law in June.

Jonathan G. Howard '04 B.S., '08 J.D. received the Top 50 Pro Bono Attorneys in Arizona award from the Arizona Foundation for Legal Services and Education.

Seth Koury '03 B.I.S. screened his documentary "Sounds of Beirut" on July 27 at the Regency Academy Theaters in Pasadena, Calif., as part of the Action On Film International Film Festival. Koury is an independent filmmaker and is currently working on a film about an ASU wrestler.

Kanksha Mehta '01 B.S. recently relocated to Arizona following several years of work internationally as a writer, actor, and television lifestyle and travel anchor.

Dawn Penich-Thacker '01 B.A., '08 Ph.D. published a multi media essay about the military's "Don't Ask, Don't Tell" policy in the online academic journal Kairos.

Jeff Sorensen '01 M.S. served as a volunteer instructor for the annual Becoming an Outdoors Woman camps at Camp Friendly Pines near Prescott. The weekend camps teach women to canoe, fish, rappel, shoot a pistol and cook over a campfire.

Joy Z. Parrish '00 B.A., '00 B.A. was awarded a regional Emmy for her Public Service Single Spot "Uninterrupted.tv," a teen media project that gives teens a voice in the Denver broadcast area. Parrish works in the Juvenile Diversion Counseling Program for the 18th Judicial District, State of Colorado.

Corrie Hill Francis '01 B.S. earned the title of Mrs. Arizona America 2010 on May 22. She represented Gilbert in the competition. Francis, who served as Miss Arizona 2003, represented Arizona in the 2010 Mrs. America Pageant, which was held in Tucson in September.

Bill Staples '00 M.B.A. is the recipient of a 2010 Yoseloff-SABR Baseball Research Grant to complete a biography of Kenichi Zenimura, who is recognized by historians as the father of Japanese-American baseball.

1990s

◆ **Denyse Moore '99 M.A.** received the 2009 Great Women of Gaming Rising Star Award.

James L. Ugalde '99 B.S., '03 J.D. has joined the law firm of Quarles & Brady LLP as an associate in the commercial bankruptcy, restructuring and creditors' rights group in the Phoenix office.

George Chen '96 M.S.E., '99 J.D. was reinstated recently as a board member of the Arizona Asian American Bar Association. He is a partner in the Phoenix office of Bryan Cave LLP and was the president of AABA in 2005-06.

◆ **J. Scott Rhodes '95 J.D.** was named the State Bar of Arizona's 2010 Member of the Year. He is a managing attorney with Jennings, Strouss & Salmon, PLC in Phoenix.



Joseph P. Covelli



Michael McCann



Stephanie R. deLuse



Barbara Bennett



Karen R. Libman



Robyn Barrett and Samantha Santella

◆ **Sheldon Blumling '95 B.S.** was featured recently in the directory "Chambers USA: America's Leading Lawyers for Business 2009." He practices employee benefits and executive compensation law with Fisher & Phillips, LLP in Irvine, Calif.

Edwin R. Stafford '94 Ph.D. received the Seven Summits Awards at the Mammoth Lakes, Calif., Mountain Film Festival for the documentary "Wind Uprising" that he co-produced.

◆ **Robert W. Snider '94 B.A.E.S.E.** is an English teacher at El Capitan High School in Lakeside, Calif. He was recently named the "Golden Apple" recipient honoree by the school's student body for excellence in teaching.

Joseph P. Covelli '92 B.S. was elected shareholder in the Tampa law office of GrayRobinson, P.A. He is a member of the firm's real estate and corporate transactions practice groups.

Anita Obermeier '92 Ph.D. (co-editor), **Judith (Kish) Lanzendorfer '97 M.A., '01 Ph.D.** (contributing author) and **Christina Francis '04, Ph.D.** (contributing author) collaborated to compile the book *Romance and Rhetoric: Essays in Honour of Dhira B. Mahoney*, which honors an ASU professor emerita. The work was published this year by Brepols.

Donna Walkuski '92 B.A. served as a volunteer instructor for the annual Becoming an Outdoors Woman camps at Camp Friendly Pines near Prescott. The weekend camps teach women to canoe, fish, rappel, shoot a pistol and cook over a campfire.

◆ = Active, dues-paying member of the ASU Alumni Association

Nancy Hellner '92 Ph.D. retired in May 2010 from Mesa Community College, where she was a faculty member for English, Humanities and Women's Studies. She was the college's director of Women's Studies and helped start the Women's Studies program, and its "Women and Film" class.

Michael McCann '91 B.S., president and founder of Perspective Financial Services, has been appointed to the board of directors of Arizona Connections Academy, a tuition-free public online school. He will serve as the board's vice president and treasurer.

Kris Volcheck '91 M.B.A. has been named one of 10 recipients of the Robert Wood Johnson Foundation Community Health Leaders Award for developing a volunteer-driven model for delivering free dental care to the homeless. The Central Arizona Shelter Services Dental Clinic for the Homeless serves more than 6,000 patients.

◆ **Stephanie R. deLuse '91 B.S., '95 M.A., '99 Ph.D.** has joined ASU's Barrett, The Honors College as a principal lecturer. She held a faculty position previously at ASU in the Interdisciplinary Studies and Psychology programs and has been recognized for her teaching.

Barbara Bennett '90 M.A., '94 Ph.D. had her book, "Soul of a Lion," published by National Geographic Books in September. The book chronicles the Harnas Wildlife Foundation, a sustainable nature reserve in Namibia.

1980s

Robyn Barrett '88 B.S., owner and managing member of Factors Southwest, recently awarded the inaugural Factors Southwest Entrepreneurial Scholarship to ASU graduate student Samantha Santella. The \$1,000 scholarship is designed to inspire and help students who will be tomorrow's entrepreneurs.

Micheal S. Bolton '88 B.A., '93 M.F.A., '07 M.A., '09 Ph.D. has been awarded a two-year post-doctoral teaching fellowship at Eastern Tennessee State University.

Jonathan Mills '88 Ph.D. is one of 15 computer scientists highlighted in a new book entitled "Natural Computing." He is noted for his work in naturally occurring information processes in the form of extended analog computers.

Jane E. Sandstrom '88 M.Ed. received a Presidential Award of Excellence in Math and Science teaching. She credits her education at ASU for providing the tools necessary to earn this recognition.

Steven Garcia '87 B.A.E., '02 M.F.A. recently signed a three-album deal with Sunset Records in New York; his debut CD, "8 West," was released in August. He is also a faculty member in the fine arts department at Grossmont College in El Cajon, Calif., and was granted tenure in 2010.

Karen R. Libman '87 M.F.A. was named a 2010 Distinguished Professor of the Year by the Presidents Council of the State Universities of Michigan for making the study of theatre arts relevant to a liberal education and accessible to many.



Scott Opdahl



Allan Watts



Donna Wallace



Roxanne K. Song-Ong



Photo: Sally Harding

Brig. Gen. Victor Petrenko receives his new rank from his father, Leonid Petrenko (left) and his aunt Tamara Burda, at a Fort Knox ceremony on Aug. 6.

Diane E. D'Angelo '86 B.A., vice chair of the City of Phoenix Human Relations Commission, traveled to Turkey in June as a guest of the Foundation for Inter-Cultural Dialogue, a non-profit organization committed to promoting dialogue, mutual respect and cooperation among diverse cultures and faiths.

◆ **Doug Ducey '86 B.S.** recently ran for the office of Arizona State Treasurer, winning the Republican primary in August.

Allan Watts '86 B.S.E., '99 J.D. was promoted to counsel at the law firm Bryan Cave, LLP. A member of the intellectual property client service group, Watts is a registered patent attorney and a registered professional engineer in Arizona.

Marc Arnold '84 B.Arch. has been promoted to principal at Perkins + Will San Francisco.

Elizabeth Thomason '84 B.S. has been hired as director of development and marketing for Boys and Girls Clubs in Indian River County, FL.

Conrad Storar '83 M.M.C. continues his work in science writing for children with the release of a new book, "Rattlesnake Rules." The book is published by Five Star Publications.

◆ **Donna Wallace '83 B.S.N., '94 M.S.** has joined the American Association of Neuroscience Nurses (AANN) board of directors. She is a pediatric nurse practitioner at Barrow Neurological Institute, Phoenix, and the 2009 recipient of the Mary Decker Mentorship Award presented by AANN and the Hydrocephalus Association.

Victor Petrenko '83 B.S. was promoted to the rank of brigadier general in the United States Army in a ceremony on Aug. 6 at Fort Knox, Ky.

◆ **Linda Price Snider '81 B.S., '86 M.Ed.** was elected president of the California Business Education Association for 2010.

◆ **Patrick Neil '82 B.A., '87 M.C.** has been promoted to chief deputy probation officer at the Ventura County (Calif.) Probation Agency. He will oversee operations at the county's juvenile detention and commitment facility.

1970s

Scott Opdahl '79 B.S. has joined Weaver as a director in their financial institutions compliance group following the merger of Bank Advisory Resources with Weaver. He was formerly president of Bank Advisory Resources.

◆ **James L. Abell '76 B.Arch.** was awarded the 2010 AIA Kemper Medal by the American Institute of Architects. This honor recognized Abell's three decades of service to the nation's cities, providing urban design visioning for sustainable, livable communities.

Maire Simington '76 M.A., '03 Ph.D. has been appointed to the board of the Arizona Humanities Council.

Carol Nelson Shepherd '75 B.A. was recognized by the 2010 Lawdragon 500 Leading Lawyers in America, a review and rating service for the legal community. Her legal practice focuses on catastrophic injury claims arising from medical negligence.

Harold W. Cranswick '75 B.S., '77 M.S. was elected president of the Maricopa Community College Faculty Association for the 2010-2011 academic year.

◆ **Roxanne K. Song-Ong '75 B.A.E.** was awarded the Judicial Award of Excellence by the State Bar of Arizona at the 77th Annual State Bar Convention. The award recognizes a judicial officer for outstanding dedication and commitment to improving the justice system.

Jon E. Pettibone '73 B.S., '76 J.D. was listed in the 2010 edition of the "Chambers USA" directory, which recognizes attorneys for excellence in their practice. He also was selected for inclusion in "The Best Lawyers in America® 2011," published by Woodward/White, Inc.

Kris D. Gutierrez '71 B.A.E., '82 'M.A.E. was nominated by President Barack Obama for appointment to the National Board for Education Sciences. She served previously on Obama's education policy transition team and is a professor of literacy and learning sciences at the University of Colorado, Boulder, where she also holds the inaugural Provost's Chair.

◆ **David A. Paige '70 B.A.** was selected for inclusion in "The Best Lawyers in America® 2011," published by Woodward/White, Inc.



David A. Paige



Martin L. Shultz

1960s

Daryl Alderson '68 B.A.E. received the Lifetime Achievement Award from Lewis University/Zorich

Foundation for his contributions as founder and executive director for 30 years of Big Brothers/Big Sisters in Joliet, Ill. He volunteered as a Big Brother while he attended ASU and maintains his friendship with his Little Brother.

George Boutell '68 B.S. is the recipient of the 2009 prestigious Anser Award, which recognizes individuals who have influenced the history of golf in Arizona.

◆ **Martin L. Shultz '66 B.A.E., '67 M.A.E.** received the Torch of Liberty Award at the 2010 Arizona Anti-Defamation League Annual Dinner in recognition of his community service work.

◆ **Alan Everett '65 B.S.** has been appointed to the Arizona State Parks Board by Gov. Jan Brewer.

Russ Gunderson '64 B.S. served as a volunteer instructor for Becoming an Outdoors Woman camps at Camp Friendly Pines near Prescott. The weekend camps teach women to canoe, fish, rappel, shoot a pistol and cook over a campfire.

Kenneth H. Harrison '63 B.A.E. authored a book of poetry, "Voices from the Hemispheres," that was released recently by Vantage Publishers.

Gary M. Paul '65 B.S.E. has been named president-elect of the American Association for Justice and will assume the duties of president in 2011. He specializes in civil cases, especially those related to mesothelioma asbestos, and is a partner in the Los Angeles office of Waters, Kraus & Paul.

SUN DEVIL MARRIAGES



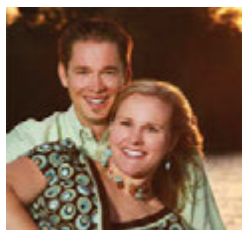
Stephanie (Clark) Lambert and Dean Lambert

◆ **Stephanie (Clark) Lambert '05 B.S.** and Dean Lambert were married on May 2, 2009, in London.



Tiffannie Barden Sechrist and Shad Sechrist

◆ **Tiffannie Barden Sechrist '04 M.Ed., '09 Ed.D. and Shad Sechrist '96 B.S.** were married on April 17, 2010, at the Franciscan Renewal Center in Scottsdale.



Thomas McAninch and Terese Schurger

◆ **Thomas McAninch '03 B.I.S.** and Terese Schurger were married at St. Mary of the Assumption Catholic Church in Decatur, Ind., on June 26, 2010. The couple lives in Indianapolis.



Scott Cassman and Erica Cohen

◆ **Scott Cassman '02 B.S.** and Erica Cohen were married on April 25, 2010, at Spanish Hills Country Club in Camarillo, Calif.



Marisa McKenney and John Grinstead

◆ **Marisa McKenney '00 B.A. and John Grinstead '99 B.S.** were married on July 10, 2010, in Happy Valley, Ore.

SUN DEVIL BIRTHS



Cameron Fassett

Cameron Fassett was born to **Kate Fassett '03 B.A.** and Jeff Fassett on Sept. 10, 2009. The family lives in Phoenix.



Kaitlyn Ann Thomas

Kaitlyn Ann Thomas was born to ◆ **Delana Thomas '02 B.S.N. and Scott Thomas** on April 5, 2010, in Scottsdale.



Kate Lambert

Kate Lambert was born to ◆ **Stephanie (Clark) Lambert '05 B.S.** and Dean Lambert in April 3, 2010, in Boston, Mass.



Hailey Salcido

Hailey Salcido was born to **Valerie M. Salcido '00 B.A.E.** and Daniel Salcido on Jan. 26, 2010. Hailey joins big brother Ammon, born Feb. 7, 2005.

◆ = Active, dues-paying member of the ASU Alumni Association

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More than a stroke of luck Cindy Reid '85 B.A.E.

Cindy Reid always has been an athlete, excelling as a skier and a basketball player. ASU recruited her to play fast-pitch softball, and she came to the university to become a physical education instructor. Ironically, however, she didn't take up golf, the sport that now dominates her life, until she became a beverage cart girl at a golf club after her ASU graduation – a job she took to help make her car payment.

"I thought, 'what's the big deal?'" she said. "The ball was sitting still, for goodness sake."

Upon hitting a golf ball for the first time, she realized trying to make it go where she wanted was one of the hardest things she'd ever done. The challenge rekindled a competitive fire that had been lacking since she graduated from ASU. Her quickly evolving golf prowess led to stints on the Players West Tour, a season with the Japanese LPGA, and four years on the USA Futures Tour, where she was in the top 5 for four consecutive years. Reid also played in 12 LPGA tour events.

After seven years of touring, she decided to take her career in another direction.

"I loved playing, but I disliked tour life," she says, noting it's hard to be constantly traveling and living out of a suitcase.

Today, she's the powerhouse behind Cindy Reid Golf, an international business that teaches the essentials of the sport and utilizes the game of golf to develop relationships. She's also an instructor at China's Mission Hills Golf Club in Shenzhen, one of the most exclusive country clubs in the country.

"Golf is a status symbol in Asian culture," she says. The game is rapidly growing in popularity, she said, but cautioned, "It's going to be several years before you see the average Chinese man or woman playing."

Since moving to China, she has been a regular contributor to the Global Golf Network and the China Golf Channel, which features her golf tips daily. Reid loves her Chinese lifestyle and the ability to immerse herself in a different culture. She says that golf opened the door for her to do what she loves – play the sport and teach people about it.

"I studied education at ASU, so I always knew I wanted to teach," she explains. "I wake up every morning and I can't wait to get to the academy to help my next student."

By Holly Beretto, a freelance writer based in Houston.

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SUN DEVIL SNAPSHOT

Their cup runneth over

The Arizona State University Sun Devils and their cross-state rivals, the University of Arizona Wildcats, are part of the longest-running rivalry trophy series in college football.

The prize for which they strive is called the Territorial Cup, an appropriately named trophy, given that the series stretches back to 1899, before Arizona became a state. The first "Big Game" against the University of Arizona was played on Thanksgiving Day, November 30, 1899 at Carillo Gardens field in Tucson, before a vocal and enthusiastic crowd of 300 fans.

The Arizona Territorial Normal School "Normals" (ASU's predecessor) emerged victorious, besting the Wildcats 11-2. After their victory, the winning team posed with their trophy.

For additional information on the Territorial Cup series, visit: territorialcupseries.com/genrel/history.html.



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