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President's Letter

During the past year, I've had the privilege of traveling across the country and around the world for ASU and the Alumni Association. On one of those journeys, I had the honor of hosting a trip to Alaska for the Alumni Association's travel program, ASU Travel & Tours.

That trip exemplified the advantages of traveling with other Sun Devils. Twenty-six ASU alums joined me on the cruise and we enjoyed the activities available on the ship, as well as our excursions to Skagway, Alaska's capital city of Juneau, and the chance to see the monumental Mendenhall Glacier. It was a fun and educational trip, which gave us a close-up look at some of the cultural and natural treasures of the United States. We'll continue that theme in 2014, when ASU Travel & Tours will host trips to the Southeastern United States to learn about the American Civil War and Southern culture, see the glorious fall foliage of the Northeastern states, and explore the national parks and lodges of the old West. We'll also have two hosted trips this year – Alissa Pierson, our executive director of programs and constituent relations, will host Oceania's Mediterranean Classics cruise, and our executive director of operations, Martha Byrd, will host a Greek Isles Odyssey cruise, also by Oceania. If you plan even farther in advance for trips, you also can go online to alumni.asu.edu/travel and check out our 2015 trips, which feature destinations all over the world, and activities appealing to all ages and interest levels. You'll want to check out the excursion to the Celtic Lands with Dwight David Eisenhower II and Julie Nixon Eisenhower, or the journey through the Baltic Sea with Lech Walesa, the former president of Poland.

In this issue, our features include a story that reports on how ASU is facilitating a key piece of the start-up business puzzle – funding. Through contests, programs and initiatives, the university is assisting students, faculty and alumni who have innovative ideas find the resources they need to make them a reality. We also have a story that discusses ASU's research into water usage and conservation, which helps those living in drought-challenged areas all over the world conserve one of our most precious resources. It's hard to believe that we're almost mid-way through the spring semester, but Commencement, Sun Devil Send-Offs and the summer activities of our alumni chapters will soon be upon us. ASU is an active institution year-round, and you can connect (or reconnect) to your alma mater at any time! To learn more about what the association is doing, visit alumni.asu.edu.

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



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To access information offered through a QR code, you'll need a mobile phone with a QR code reader application.

24 Seeding success

The mythic image of a lone entrepreneur toiling away at a new business idea in his or her garage, home office, or living room is a common one. But the reality is that all new ventures need cold, hard cash to see the light of day. At ASU, budding entrepreneurs are in an enviable position. The university has developed a series of support options for entrepreneurial ventures — be they faculty researchers, students, or cross-functional teams using entrepreneurship to enact social change — that provide them with the opportunity to compete for the funds they need to further their startups.



32 Experience matters

In 2012, Arizona State University joined an international Age-Friendly University Initiative. The "age-friendly" designation means ASU is committed to involving older adults in the core activities of the university. It also signifies a devotion to serving seniors and enhancing their health and well being. Older adults themselves have many roles to play in this process: from students/learners and scholars to patients, clients and members of a demographic population with distinct gifts, needs and preferences.



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1 President's Letter

Christine Wilkinson discusses the fun and education built into trips hosted by the Alumni Association's travel program, ASU Travel & Tours.



4 University News

Steven Tepper tapped as dean of Herberger Institute; Cronkite school expands sports journalism offerings; ASU ranks among the top 100 universities worldwide for patents issued to its researchers



14 Sports

ASU-sponsored sports clinics ensure young athletes receive a maroon and gold foundation; Ray Anderson named new athletics director; plus sports updates on track, softball, and Packard Stadium's final season hosting ASU baseball.

38 Arts & Culture

Entrepreneurs involved with arts- or culture-based ventures fulfill social goals by creating "arts with heart." Plus, new books by alumni, staff and faculty in Shelf Improvement.



44 Alumni News

A recap of recent alumni events, including Founders' Day, ASU Day at the Capitol, Storytime with Sparky and more.

48 Sun Devil Network

Reports from around the Sun Devil nation.

52 Class Notes

Alumni news, notes and milestones.

64 Sun Devil Snapshot

Gold plated: President Ronald Reagan receives an ASU collegiate Sparky license plate.

20

The last drop

Over the last century, Arizona's innovators have engineered hydrological solutions that have allowed us to populate the desert and made access to water a problem about which most people don't need to think. But that is changing. The needs of agriculture and growing populations will more than drain existing water sources in the state. ASU finds itself in a unique position to address the huge challenges surrounding water access, not only for local communities, but also for cities around the world. Accessing expertise in hydrology, the life sciences, geography, engineering, design and law, ASU researchers are tackling the multifaceted issues involved in solving the problem of water security.



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Mind over matter

ASU scientists discover that ants, like humans, can change their priorities

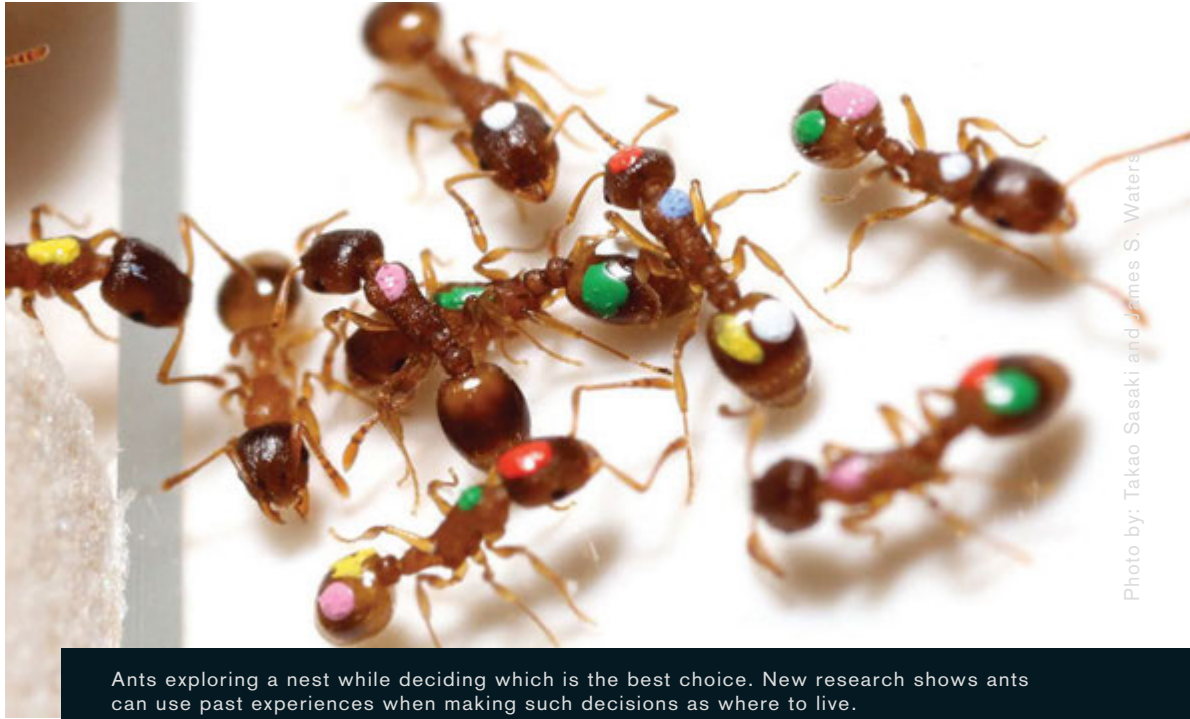


Photo by: Takao Sasaki and James S. Waters

Ants exploring a nest while deciding which is the best choice. New research shows ants can use past experiences when making such decisions as where to live.

All animals have to make decisions every day. Where will they live and what will they eat? How will they protect themselves? They often have to make these decisions as a group, too.

For the first time, Arizona State University researchers have discovered that, at least in ants, animals can change their decision-making strategies based on experience. They use that experience to weigh different options. The findings were featured in the Dec. 23, 2013, edition of the scientific journal *Biology Letters*.

Co-authors Taka Sasaki and Stephen Pratt, both with ASU's School of Life Sciences, have studied insect collectives, such as ants, for years. Sasaki, a postdoctoral research associate, specializes in adapting psychological theories and experiments that are designed for humans to ants.

"The interesting thing is we can make decisions and ants can make decisions – but ants do it collectively," said Sasaki. "So how different are we from ant colonies?"

To answer this question, Sasaki and Pratt gave a number of *Temnothorax rugatulus* ant colonies a series of choices between two nests with differing qualities. In one treatment, the entrances of the nests had varied sizes, and in the other, the exposure to light was manipulated. Since these ants prefer both a smaller entrance size and a lower level of light exposure, they had to prioritize.

"It's kind of like humans buying a house," said Pratt, an associate professor with the school. "There's so many options to consider – the size, the number of rooms, the neighborhood, the price, if there's a pool. The list goes on and on. And for the ants it's similar, since they live in cavities that can be dark or light, big or small. With all of these things, just like with a human house, it's very unlikely to find a home that has everything you want."

According to the data, the series of choices the ants faced caused them to reprioritize their preferences based on the type of decision they faced. Ants that had to choose a nest based on light level prioritized light level over entrance size in the final choice. On the other hand, ants that had to choose a nest based on entrance size ranked light level lower in the later experiment.

This means that, like people, ants take the past into account when weighing options while making a choice. The difference is that ants somehow manage to do this as a colony without any dissent. While this research builds on groundwork previously laid down by Sasaki and Pratt, the newest experiments already have raised more questions.

Sasaki and Pratt hope to delve deeper into the realm of ant behavior so they can understand how individual ants influence the colony. Their goal is to apply what they discover to help society better understand how humanity can make collective decisions with the same ease ants display.

"This helps us learn how collective decision-making works and how it's different from individual decision-making," said Pratt.

Ambassador for excellence

Robert Page named university provost

Foundation Professor Robert E. Page Jr., previously vice provost and dean of the College of Liberal Arts and Sciences, was named university provost at Arizona State University. He began his appointment Dec. 5. Page succeeded Elizabeth D. Phillips, who had served as university provost and executive vice president since 2006 and left ASU to become executive director of the University of Florida's Online Learning Institute.

As the university's chief academic officer, Page will provide leadership to all ASU campuses and academic programs. He will guide ASU's mission to achieve its vision of the New American University by positioning the university at the national forefront of academic excellence and accessibility. Page also will represent ASU to external agencies and constituencies and engage in its fundraising initiatives.

"Robert Page is the perfect person to help move the university forward on the path set by Provost Phillips toward academic excellence and student-centric education," said ASU President Michael M. Crow. "Since coming to ASU, he has embraced and embodied all of the qualities of the New American University. His own scholastic rigor, combined with his leadership in transcending disciplinary divides to further knowledge, research and educational reform that impact the public good, makes him ideally suited to direct our academic aspirations."

Recognized as one of the world's foremost honeybee geneticists, Page joined ASU in 2004 as the founding director of its School of Life Sciences. The school was among the first interdisciplinary academic units developed under Crow's vision of the New American University.

Page is a highly cited entomologist who has authored more than 230 research papers and articles centered on Africanized bees, genetics and evolution of social organization, sex determination and division of labor in insect societies. His work on the self-organizing regulatory networks of honeybees is featured in his new book, "The Spirit of the Hive: The Mechanisms of Social Evolution," published in June 2013 by Harvard University Press.

Page was named vice provost and dean of the College of Liberal Arts and Sciences in July 2011.

An internationally recognized scholar, Page has been honored with election to Leopoldina-the German National Academy of Sciences, the longest continuing academy in the world. He also has been elected as a fellow of the American Academy of Arts and Sciences, the Brazilian Academy of Science, and the American Association for the Advancement of Science.

Page has a doctorate in entomology from the University of California, Davis, where he chaired the department of entomology five years before coming to ASU.

On base

Cronkite school launches major new sports journalism program

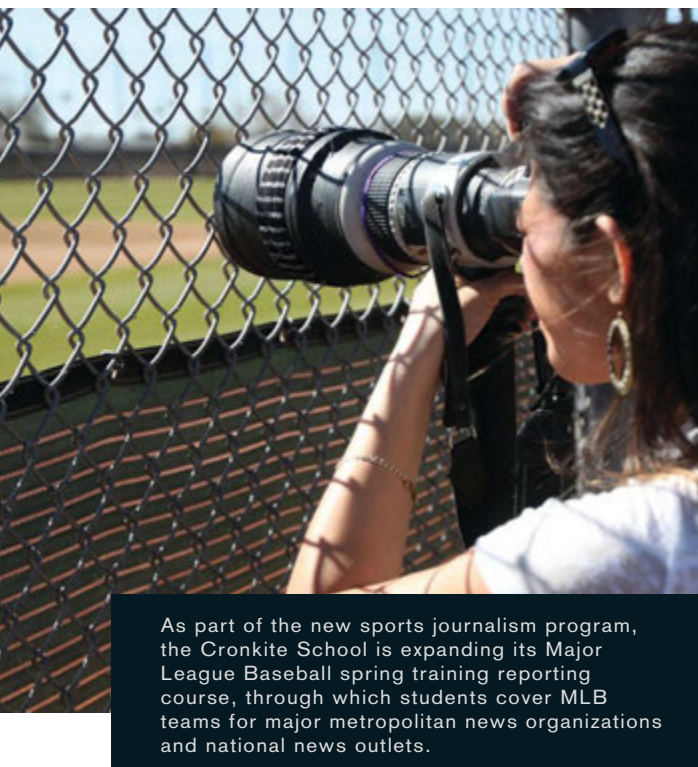
The Walter Cronkite School of Journalism and Mass Communication is launching a major new sports journalism program, featuring a Southern California bureau, that will give ASU students unparalleled preparation for careers in sports media and communications through courses, internships and immersive professional programs.

As part of the new program, the Cronkite School is expanding significantly its already extensive sports journalism offerings on the Downtown Phoenix campus and is opening the Cronkite Sports bureau at the ASU California Center in Santa Monica.

The Cronkite School is adding three new full-time professors to the program, one of whom will work year-round with advanced journalism students at Cronkite Sports in California. Students at the bureau will produce TV packages and multimedia sports content, partnering with local,



Foundation Professor Robert E. Page Jr., formerly vice provost and dean of the College of Liberal Arts and Sciences, has been named university provost at ASU.



As part of the new sports journalism program, the Cronkite School is expanding its Major League Baseball spring training reporting course, through which students cover MLB teams for major metropolitan news organizations and national news outlets.

regional, and national TV and digital sports networks.

“Our students’ interest in sports journalism and strategic sports communications continues to grow at a rapid pace,” said Christopher Callahan, dean of the Cronkite School. “The new sports journalism program at Cronkite will give ASU students extraordinary hands-on preparation for careers as sports reporters, producers, anchors and public relations practitioners.”

In Phoenix, Cronkite is expanding its Major League Baseball spring training reporting course, through which students cover MLB teams for major metropolitan news organizations and other national news outlets, such as MLB.com, the Milwaukee Journal Sentinel, The San Diego Union-Tribune and The Arizona Republic. Plans are underway for students to provide in-depth coverage of Super Bowl XLIX in Phoenix and the 2016 Summer Olympic Games in Rio de Janeiro.

Mark Lodato, assistant dean, will lead the new program. Since joining the Cronkite School in 2006, he has established new partnerships with leading media corporations such as FOX Sports Arizona, NBC News, ABC News and others.

“The sports journalism landscape is changing quickly across every platform,” Lodato said. “This expanded program will ensure that Cronkite students are among the most-qualified sports communicators in the country, able to take advantage of unprecedented partnerships with top-tier commercial sports media outlets.”

The missing link

Study finds key risk factor for colon cancer initiation, metastasis

Chronic inflammation has long been known as a key risk factor for cancer – particularly colon cancer – but the exact mechanisms of how inflammation heightens the immune response, and ultimately influences the initiation and progression of cancer have remained elusive. It is well established that anti-inflammatory drugs, like aspirin, reduce the risk of colorectal cancer.

Now, an ASU research team led by Biodesign Institute executive director Ray DuBois, M.D., has shown that a key genetic culprit, called CXCR2, is implicated in the tumor formation, growth and progression in a mouse model of colon cancer.

The DuBois’ Laboratory for Inflammation and Cancer, which includes lead author Hiroshi Katoh and colleagues Dingzhi Wang, Takiko Daikoku, Haiyan Sun and Sudhansu K. Dey, published the results in the Nov. 11 issue of *Cancer Cell*.

The results provide critical new clues toward the prevention of colorectal cancer, the second leading cause of cancer deaths in the United States. Despite the availability of colonoscopy screening, the five-year survival rate remains low, due to a large number of patients presenting with advanced stages of the disease.

Inflammation has long been associated with increasing one’s risk for colon cancer. For instance, more than 20 percent of patients with a form of inflammatory bowel disease (IBD) develop colorectal cancer within 30 years of diagnosis. This colitis-associated cancer has a slow progression, but a very poor response to treatment and a high mortality rate.

For the study, the research team first “knocked-out” or removed the CXCR2 gene in mice and found that the signs typically associated with inflammation were prevented. Furthermore, they demonstrated that CXCR2 dramatically suppressed colonic inflammation and the colitis-associated tumor formation, growth and progression in mice.

CXCR2 decorates the outer part of immune cells, called myeloid-derived suppressor cells, or MDSCs, that work to block the immune response of killer CD8+ T cells. In the knock-out mice, without CXCR2 present, the MDSC cells could no longer migrate from the circulatory system to the colon, dodge the killer CD8+ T cell immune response and feed the blood supply of the tumor environment. Furthermore, when they transplanted normal MDSC cells (with normal CXCR2) into the knock-out mice, tumor formation was restored.

For DuBois, who has devoted his career to unraveling the inflammatory circuitry responsible for colon cancer, the



Photo by: Biodesign Institute

An ASU research team led by Biodesign Institute executive director Ray DuBois, M.D. has shown that a key genetic culprit, called CXCR2, is implicated in the tumor formation, growth and progression in a mouse model of colon cancer.



Photo by: Courtesy, Kip Hodges

Established in 2006, the Noble Gas Geochronology and Geochemistry Laboratories (NG3L) at ASU provide state-of-the-art facilities for researchers and guests.

results help connect the dots between the immune system, inflammation and tumor formation and metastasis.

Found in space

ASU joins new NASA solar system institute

ASU Foundation Professor Kip Hodges is co-investigator and ASU principal investigator for a node of the new NASA Solar System Exploration Research Virtual Institute, or SSERVI.

SSERVI brings nine teams of researchers from NASA laboratories, universities, research institutions and commercial enterprises together in a collaborative virtual setting to focus on questions concerning planetary science and human space exploration in the inner Solar System. Through Hodges' participation, ASU is affiliated with the "Field Investigations to Enable Solar System Science and Exploration" team that is led by Jennifer Heldmann of NASA's Ames Research Center.

Other nodes of the virtual institute are based at Brown University, the Johns Hopkins University's Applied Physics Laboratory, the Lunar and Planetary Institute (Houston, Texas), NASA's Goddard Spaceflight Center, the Southwest Research Institute (Boulder, Colo.), Stony Brook University, the University of Central Florida and the University of Colorado. Altogether, the new virtual institute embraces the research of nearly 200 scientists nationwide, providing them with a total of roughly \$12 million per year over the next five years.

"I'm very pleased that, through Jen's leadership, the NASA Ames node was selected to be an inaugural part of SSERVI," said Hodges. "I think we have assembled a great team of researchers that cross the boundaries between planetary science and the engineering and implementation of new technologies to enhance our ability to do science on other worlds."

The NASA Ames team will focus on the development of innovative strategies for scientific research on asteroids, the moon and the moons of Mars – as well as on samples returned from those bodies – through studies of planetary analog sites on Earth. Hodges notes that it is important to establish best practices for human and robotic exploration of space prior to the launch of real missions so that we can maximize the quality and quantity of science that can be done at exploration targets.

"By studying geologic features on Earth that are similar to those we will encounter on other bodies, we better prepare ourselves for future explorations," he says.

The NASA Ames node will be conducting such studies on volcanic landscapes in Idaho and at meteorite impact craters in northern Canada. Hodges, who has been on ASU's faculty since 2006, was recruited for participation in SSERVI as a consequence of his research group's work on determining the ages of impact events on Earth and the moon.

For more information about SSERVI and selected member teams, visit: <http://sservi.nasa.gov>.

An improving climate

Army vet honored by White House as 'Champion of Change'

When he received a phone call from an unknown number, retired Lt. Col. Joe Knott didn't think to answer it while driving down the highway. But when he later listened to his voicemail, he couldn't believe who the call was from – The White House.

"I checked the voicemail and really thought it was a joke



Lt. Col. Joe Knott, a doctoral student in the School of Sustainability, was named a White House "Champion of Change" last fall.

the first second when it's the White House saying 'you've been selected for the White House Champions of Change,'" Knott says.

Knott, a 33-year veteran of the Army and Army National Guard who is currently a doctoral student in ASU's School of Sustainability, was recognized by the Obama Administration at a White House ceremony on Nov. 5.

He was named to the 2013 Champions of Change cohort for his commitment to land conservation and climate change mitigation. With a background in environmental management and resource policy, Knott's many military assignments included serving at the Pentagon as program manager for the Army's Compatible Use Buffer Program, the Army's premier land conservation program that under his leadership protected more than 70,000 acres of land across the United States for open space and habitat preservation.

Throughout his military career, Knott earned numerous awards, including the Bronze Star for exceptional service during combat operations in Iraq, the Legion of Merit, the Army Meritorious Service Medal with 3 Oak Leaf Clusters, the Army Commendation Medal with 3 Oak Leaf Clusters and the Secretary of the Army's PACE award for exceptional service to the Department of the Army.

Knott retired from the military in May 2012. After retiring, Knott became director of military partnerships for the Compatible Lands Foundation, a nonprofit organization partnering with the military to protect military readiness and conserve the environment.

It is through the Compatible Lands Foundation that Knott is leading a carbon sequestration project for the Department of Defense. The project aims to use forested land to sequester greenhouse gases and provide a new funding source for additional sustainability initiatives.

It is this kind of positive change Knott wants to foster and explore as a graduate student in the School of Sustainability. To make change on a landscape scale, Knott says it takes education, partnerships and passion.

"And for the education piece, ASU is where you need to be," he says.

To learn more about Knott's award, watch this video: <http://vimeo.com/77625461>



Neal Lester (center), director of ASU's Project Humanities, accepted a Key of Excellence Award from The Phi Beta Kappa Society at a Dec. 4 ceremony in Washington D.C. He is flanked by Anne Wise, director of Phi Beta Kappa's National Arts & Sciences Initiative and National Public Radio's Shankar Vedantam.

Key player

Project Humanities receives national award in Washington, D.C.

ASU's Project Humanities was selected as the Phi Beta Kappa Society's inaugural recipient for the Key of Excellence Award at a Dec. 4 ceremony in Washington, D.C. The ceremony was the launch of The Phi Beta Kappa Society's National Arts & Sciences Initiative, which recognized the project for its leadership and impact.

"Project Humanities received unanimous support in our selection process for its leadership in local and national conversations about the breadth, depth and value of the humanities across disciplines," said John Churchill, secretary for the Phi Beta Kappa Society. "Project Humanities is successfully blending academic research, community outreach, student development and interdisciplinary approaches in compelling frameworks created by and enjoyed throughout the community. We applaud their vision and believe their efforts deserve Phi Beta Kappa's national spotlight."

The Phi Beta Kappa Society was founded in 1776 and is the oldest and most widely known academic honor society in America. It celebrates and advocates excellence in the liberal arts and sciences, and has more than 500,000 members participating in chapters at 283 U.S. colleges and universities.

Neal Lester, a Foundation Professor of English who helped to create and has directed Project Humanities since its inception, accepted the award and a \$5,000 cash prize to support continued work.

"The pursuit of meaningfulness, integrity and truth is at the heart of the work of Project Humanities, and we are committed to finding common ground where talking, listening and connecting do matter," said Lester.

ASU's Project Humanities is a university-wide initiative that promotes and showcases the range, relevance and diversity of faculty and student humanities research and outreach. The project sponsors or co-sponsors approximately 100 programs a year. The theme for spring 2014 is "Humanity 101: Creating A Movement," and events will focus on seven values foundational to all success: empathy, integrity, compassion, kindness, forgiveness, respect and self-reflection.

For more information on ASU's Project Humanities, visit <http://humanities.asu.edu/>.



Steven J. Tepper has been named dean of ASU's Herberger Institute for Design and the Arts, effective July 1, 2014.

State of the arts

Vanderbilt's Steven Tepper named dean of Herberger Institute

Steven J. Tepper, associate director of the Curb Center for Art, Enterprise, and Public Policy and associate professor of sociology at Vanderbilt University, has been named dean of ASU's

Herberger Institute for Design and the Arts effective July 1.

Tepper is one of the nation's founding thought leaders on the creative campus movement, which places creativity at the center of campus and academic life. He also is the nation's leading authority on the lives and careers of arts graduates.

His research and teaching focuses on creativity in education and work, conflict over art and culture, and cultural participation. He is author of "Not Here, Not Now, Not That! Protest Over Art and Culture in America" and co-editor and contributing author of the book "Engaging Art: The Next Great Transformation of America's Cultural Life." His writings on creativity and higher education have appeared in numerous national publications, including the Chronicle of Higher Education, the Huffington Post and Fast Company. He also is the research director of SNAAP, the Strategic National Arts Alumni Project, which has surveyed more than 100,000 graduates of arts training institutions about their education and careers.

"Professor Tepper is a celebrated scholar who has made a major impact on his field," said ASU Provost Robert Page. "I am confident he will help take the Herberger Institute and its outstanding faculty to the next level."

It was the faculty, said Tepper, that was one of the major things that drew him to ASU, as well as the ability to put into practice the ideas he has been advancing.

"The Herberger Institute provides an opportunity to reimagine what a 21st century arts school can be; enterprising, connected across disciplines, within communities and deployed to comment on and help solve the nation's most important problems," Tepper said.

Prior to his position at Vanderbilt, Tepper served as deputy director of the Princeton University Center for Arts and Cultural Policy Studies. He holds a bachelor's degree from the University of North Carolina at Chapel Hill, a master's in public policy from Harvard University's John F. Kennedy School of Government and a doctorate in sociology from Princeton University.

Taking the lead

Crow honored for academic leadership, elected to Council on Competitiveness

ASU President Michael M. Crow received two significant awards late last year: he was named as one of four recipients of the prestigious 2013 Academic Leadership Award, bestowed by the Carnegie Corporation of New York, and the Council on Competitiveness elected Crow as its university vice chair.

Each of the four winners of the Academic Leadership Award will be awarded a \$500,000 grant to be used in support of each of their academic initiatives. Crow's co-honorees include Richard H. Brodhead, president of Duke University; John L. Hennessy, president of Stanford University; and Beverly Daniel Tatum, president of Spelman College.

Established in 2005, the Academic Leadership Award honors university presidents who are not only resourceful administrators and managers, but also have a keen interest in the liberal arts and a commitment to excellence and access, curricular innovation, reform of K-12 education, international engagement, and the promotion of strong links between their institutions and their local communities. The award is distinctive because it does not give money directly to the honoree. Rather, the \$500,000 grant is given to each institution to be used at the discretion of the honoree to further each winner's academic priorities.

The Carnegie Corporation was founded in 1911 by Scottish-American industrialist Andrew Carnegie. He envisioned the corporation as a foundation that would "promote the advancement and diffusion of knowledge and understanding" and would create "real and permanent good in this world" through grantmaking, programs and initiatives.

The Council on Competitiveness is a non-partisan, non-governmental organization comprised of corporate CEOs, university presidents and labor leaders who are committed to enhancing U.S. competitiveness in the global economy through the creation of high-value economic activity. It was founded in 1986 as a powerful "brain trust," and it has set an action agenda to drive U.S. competitiveness while generating innovative public policy solutions to raise the standard of living for all Americans.

"We are thrilled to have such a highly dedicated leader in



ASU President Michael M. Crow

the university sphere joining our board of directors," Deborah Wince-Smith, president and CEO of the council, said of Crow's appointment. "Through his visionary leadership, Dr. Crow has transformed ASU into a new model of the American university, focused on the major challenges of our time, as well as those central to quality of life, sustainable development and the economic competitiveness of Arizona and the nation."



John Graham is chairman of the Trustees of ASU.

ASU establishes board of university trustees

Arizona State University recently announced the creation of the Trustees of ASU, a board made up of leadership donors who will serve as an advisory body for the university and ASU President Michael M. Crow.

Previously, the trustees were aligned with the ASU Foundation For A New American University, the private nonprofit organization that supports ASU.

In announcing the creation of the board, President Crow noted, "ASU has come a long way in a short time, but there is a tremendous amount more to be done. The Trustees of ASU are central to achieving our vision."

The new Trustees of ASU represents an evolution of the trustee concept, allowing the board to serve colleges and institutes across the university, added R.F. "Rick" Shangraw Jr., CEO of the ASU Foundation. The trustees of the foundation board were involved in the process of establishing the new model.

"There was consensus among all the participants – trustees, foundation and university officials and President Crow – that a board of university trustees would provide stronger representation of units throughout ASU," Shangraw said. An example of that commitment to representation, he noted, is that for the first time, deans of ASU colleges will be able to recommend trustees for the board.

The Trustees of ASU will advise the ASU president on philanthropic opportunities, provide insight into new resources for the university and offer strategies for increasing affinity of donors for the institution. The trustees will comprise members from across the greater university community, representing the breadth of ASU while drawing representation from the various colleges and institutes, other affiliated entities and from outside Arizona. The trustees will

include university leadership donors who will commit to ongoing service and participation in addition to bi-annual meetings. Trustees will be subject to term limits.

John Graham, vice chair of the ASU Foundation board of directors, has been appointed by President Crow to be the first chairman of the Trustees of ASU.

"The Trustees of ASU are invested in Arizona State University's success," said Graham, who is president of Scottsdale-based Sunbelt Holdings. "We support the institution with our time, our experience and our philanthropy. The vision for the university is clear and exciting, and the trustees stand committed to helping achieve it."



Sethuraman "Panch" Panchanathan, senior vice president for Knowledge Enterprise Development at ASU.

New health studies launched with ASU, Mayo seed grants

Researchers from Arizona State University and Mayo Clinic are teaming up to study critical health problems with support from seed grants funded jointly by ASU and Mayo Clinic. These new projects will contribute to advances in:

- identifying antibodies involved in inflammatory bowel disease
- improving nutrition and physical activity among homeless children
- developing better prosthetic hands
- enhancing the quality of colonoscopies
- understanding biological processes involved in addiction and eating disorders

"The seed grant program is one of many ways ASU and

Mayo Clinic work together to improve human health and advance the science of health care delivery," said Sethuraman "Panch" Panchanathan, senior vice president for Knowledge Enterprise Development at ASU. "This program provides the opportunity to launch innovative research efforts with the potential for significant impact on society."

Over the past decade, ASU and Mayo Clinic have partnered on several joint research projects, research centers, academic programs, joint faculty appointments, dual degrees and provision of health services.

The seed grant program began in 2005 and provides \$40,000 to each winning team to initiate studies that advance biomedicine and health. The goal of the program is to develop preliminary results that can help attract substantial funding from external agencies. Since its inception, the program has funded 54 projects.

W. P. Carey School of Business announces new degrees

The W. P. Carey School of Business, one of the largest and highest ranked business schools in the nation, is adding new degree choices in the areas of "big data," supply chain management and finance during the next academic year, plus a certificate in sales.

"We're seeing tremendous growth in demand for professionals who can analyze the mountains of 'big data' coming into companies through social media, networking with customers and other methods," explains Amy Hillman, dean of the school. "That's why we're adding a new bachelor's degree in data analytics and an online version of our existing master's

degree program in business analytics. We're also introducing new degrees in global logistics from our top 10-ranked Supply Chain Management Department and a new master's degree in finance."

Experts estimate 4.4 million data analysts will be needed worldwide by 2015, so this is a tremendous area of career growth. The new bachelor's program in business data analytics will be available at ASU's Tempe campus, and the master's will be a flexible online program lasting 16 months, allowing working professionals to take part. In addition, the school will launch an undergraduate certificate in applied business data analytics.

The W. P. Carey School also has plans to launch a new master's in finance program, which will offer college graduates a short, specialized business master's program to complement their undergraduate knowledge from other fields. The nine-month finance program will be available at ASU's Tempe campus, as will a new undergraduate certificate in professional sales from the school's Marketing Department.

For more information on the school's offerings, go to www.wpcarey.asu.edu.

ASU professors recognized for excellence in literary translation

Translation, the rendering of text from one language into another, is an art and a science, a skill and a craft, a talent and the result of hard work. A good translation can open a whole world of literature to readers the world over.

School of International Letters and Cultures faculty members were recognized nationally and internationally during 2013 for



Amy Hillman, dean,
W. P. Carey School of Business.



Photo by: SXC

It is through translation that many speakers of English met the hunchback of Notre Dame, the girl with the dragon tattoo, Achilles or Du Fu. Several ASU faculty members have been honored recently for their work in literary translation.



Arizona State University now ranks among the top 100 universities worldwide for patents issued to its researchers.

bringing important literary works into English with awards from the Academy of American Poets and PEN Center USA.

For their translation of Virginie Lalucq and Jean-Luc Nancy's "Fortino Samano: The Overflowing of the Poem," professors Cynthia Hogue and Sylvain Gallais are the recipients of this year's Harold Morton Landon Translation award from the Academy of American Poets, which recognizes a published translation of poetry from any language into English.

"Fortino Samano" combines poem and philosophy to discover the intersection of intellect and language. The book features the original French preserved alongside the English translation.

Gallais is a Clinical Professor of French with the School of International Letters and Cultures. Hogue has published seven collections of poetry. In 2003, she joined the ASU Department of English as the Maxine and Jonathan Marshall Chair in Modern and Contemporary Poetry.

In addition to this prestigious award, School of International Letters and Cultures Regents' Professor David Foster was a finalist in this year's PEN Center USA's annual awards program for his translation of Jose Pablo Feinmann's "Timote," a fictionalization of the 1970 abduction and execution of Argentinean general and former president, Pablo Eugenio Aramburu. Foster has written extensively on Argentine narrative and theater, and he has held Fulbright teaching appointments in Argentina, Brazil and Uruguay.

The School of International Letters and Cultures offers courses

in translation and an undergraduate certificate in Spanish/English translation. The translation certificate curriculum is designed to provide advanced training required for professional translation in public and private sectors. In addition to the certificate, the school offers the Judith Radke Award in Translation in honor and memory of Judith Radke, the late ASU professor emerita of French.

ASU ranks in top 50 universities for U.S. patents

Arizona State University now ranks among the top 100 universities worldwide for patents issued to its researchers. The most recent annual report, covering calendar year 2012, was released by the National Academy of Inventors and the International Property Owners Association, based on data from the U.S. Patent and Trademark Office.

The report ranks ASU 48th worldwide, but actually undercounts the number of patents issued to ASU inventors in 2012 due to language variations in assignment of patents to ASU in the PTO database. In fact, 43 U.S. patents were issued to ASU during calendar year 2012. This would put ASU 33rd overall and fourth in U.S. universities without a medical school,

behind only MIT, Caltech and Georgia Tech.

Patents help faculty and student innovators bring their ideas to the marketplace, and reflect ASU's commitment to use-inspired research. Patent management of ASU discoveries is provided by Arizona Technology Enterprises (AzTE), which was formed in 2003 as the exclusive technology transfer organization for ASU.

In fiscal year 2013, ASU researchers submitted a record 250 invention disclosures and spun out 11 new start-up companies. In the same fiscal year, start-up companies that have licensed ASU intellectual property received more than \$68 million in venture capital and other funding.

ASU joined the National Academy of Inventors in May 2013 to provide greater capacity for its innovators to develop and commercialize their academic inventions. A university membership enables university-affiliated community members to join as individuals, giving them access to academy resources and a network of more than 75 other U.S. universities and nonprofit research institutions. In December, Sethuraman "Panch" Panchanathan, senior vice president for Knowledge Enterprise Development at ASU, was named a fellow of the academy.

To read the report by the National Academy of Inventors, visit <http://naiweb.research.usf.edu/pdf/NAI-IPO-Top-100-Universities-2012.pdf>.

Sun Devils for life

The ASU Alumni Association welcomes the following life members, who joined between July 26 and Dec. 5, 2013.

- Stacy L. Ahlberg '03 B.S.
Jaclynn E. Anderson '00 B.S.,
'05 M.B.A.
Christian M. '04 B.S.
Tomasz Arkusz
❖ Karen Avetta '76 B.A.E.
❖ Thomas G. Azlin '76 B.S.E.
Teresa T. Bales
Ankur M. Bant '13 M.B.A.
Ankitaben Bant '08 B.S.
❖ Judith P. Berres '67 B.S.
❖ Stuart C. Berres '66 B.S.
Justin E. Betancourt '10 B.S.A.
Randy W. Beyer JR. '06 B.S.E.
Michael G. Bielmeier '77 M.A.
John P. Blanchette
Erin E. Bluem '98 B.A.
Karen D. Boelter '86 B.S.E.
Stephanie R. Brandt '11 B.A.E.
Katherine A. Burkhart '09 B.I.S.
❖ Jeffrey L. Buxton '07 B.S.E.
❖ Jennifer M. Buxton '04 B.S.
❖ Josip Cajic '96 B.S.
❖ Janie L. Campbell '72 B.S.N.,
'73 M.S.
❖ Derek T. Cardinale '11 B.S.
Heather E. Carlo '11 B.A.
❖ Amelia M. Celoza '13 B.S.E.
Gary R. Clark '70 B.S.
Kayla J. Clark '72 B.A.
❖ Fred J. Cohen '74 B.S.
Joshua M. Cohen '05 B.S.
Dawn A. Creighton '09 B.A.
Leila Daneshi '12 B.A.
David C. Delich '04 B.A.,
'04 B.S.
A.L. Dennison '95 B.A.,
'98 M.P.A., '03 Ph.D.
❖ Matthew D. Derr '00 B.A.
Ronald B. Derrick '96 B.S.E.
Michael S. DeTommaso '06 B.A.
❖ Brandon K. Dickinson
'12 B.S.
Binh T. Do '11 M.B.A.
Mollie V. Dreicer '12 B.S.,
'12 B.S.
❖ Annette Duran '81 B.S.
Regina Duran '12 B.A.
❖ Carole L. Edwards
E J. Edwards '09 M.Ed.
Jennifer A. Farino '13 M.R.E.D.
Monica H. Fedri '12 M.B.A.
Ashley D. Ferguson '12 B.S.
Chad H. Ford '93 B.S.
Katlin A. Forster '13 B.A.
Kay L. Franklin '97 B.A.,
'09 M.S.W.
Kimberly A. Gaebelein '88 B.S.,
'90 M.B.A.
- Brian R. Galietti '12 M.B.A.
❖ Donald G. Goldstrom '74 B.S.
Kenneth D. Grambow '03 B.S.
Tonya J. Gray '01 B.A.
Randall B. Gray '77 B.S.,
'77 B.S.E.
Hector J. Gudina Jr. '09 M.Ed.
Crystal A. Gustavson '03 B.S.
Shaun E. Hall '13 M.S.,
'13 M.B.A.
Jeff G. Helwig '10 B.S.
Brian D. Hicks '77 B.S.
Terry L. Hinton
Emily M. Hinton
Sarah M. Hipolito '03 B.A.
Bobbi E. Holcomb '03 B.A.
Jan M. Holland-Malcom '97 B.S.
❖ Rebecca D. Hudson '07 B.S.
❖ Festina R. Hume-Dawson
'13 D.N.P.
❖ Karlyn K. Hurlburt-Belanger
'97 B.A.
Sara E. Hutchison '12 B.S.
Melissa A. Johnston '11 M.Np.S.
Preston C. Karansky '76 B.S.
Michael J. Kearns '70 B.A.E.
Roxanne R. Kearns '72 B.A.E.,
'77 M.A., '94 Ed.D.
❖ Joan T. Keating '70 B.S.N.
Ryan C. Keating '03 B.A.E.
Crystal Keel '03 B.S.
❖ Alan L. Kenworthy '66 B.A.E.
❖ Ruth P. Kenworthy '68 M.A.
Catherine M. Kilian '72 B.A.E.,
'77 B.S.N.
Karin D. Kline '85 B.S.W.,
'90 M.S.W.
Danielle J. Kosberg '11 B.A.
Kara A. Krauser '12 B.A.E.
Videlinata I. Krishna '10 B.A.
❖ Sam H. Ku '11 M.L.S.
Monica J. Kuna '90 B.S.
❖ James L. Kunkel '60 B.S.
❖ Graham S. Lace '97 B.S.
❖ Amanda M. Lace '00 B.A.E.
❖ Stephen M. Leonard '88 B.S.
Hope Berman Levin
M. Randall Levin
❖ Paul Lewandowski '03 B.S.,
'13 M.S.
John T. Lewis II '96 B.S.
Jennifer M. Leyda '10 B.S.
Lori H. Lieberman '10 B.A.E.
❖ Ralph Lingerfelt '52 B.A.E.,
'55 M.A.E.
Jeffrey M. Lofton '08 B.S.E.
Elizabeth A. Lombardo '86 B.S.,
'89 B.S.
Michelle Lyons-Mayer '04 M.P.A.
- Yvonne L. Martel
Michael G. Mast '12 B.S.E.
Lawrence J. Mayer '81 B.A.,
'83 M.C., '85 M.S.
Jedrick B. Mazion '08 B.S.
Bridget E. McCarthy '12 B.S.
Jeffrey D. Michael '97 B.S.
Joel E. Milburn '95 B.A.E.,
'00 J.D.
Maria A. Milburn
Mijoi L. Mitchell '11 B.I.S.
James H. Moore '83 B.S.,
'83 B.S., '87 J.D., '89 M.B.A.
Chasity S. Moore '09 B.S.,
'13 D.Aud.
Ogreda R. Morrow '13 B.I.S.
Janice E. Nelson '02 M.S.W.
Sharon L. Nolan '85 B.S.
❖ SueAnn Owens-Singer
'63 B.S.
Stephanie L. Paton '11 B.A.
Camille A. Patterson '00 B.S.
Anthony E. Pesek '08 B.S.
Patricia S. Powell '83 B.S.
Perry H. Pratt '10 B.S.
❖ Martin E. Quintana '75 M.S.W.
Jeremy L. Reed '03 B.A.
❖ Eric P. Reinhardt '93 B.S.,
'98 M.B.A.
❖ Jack A. Richardson
'12 M.B.A.
John F. Riley
Michael B. Ritchie '11 B.A.
Denise M. Romano '11 M.Ed.
❖ Dmitri J. Rose '89 B.S.
Tyler J. Ross '12 B.S.
David J. Saeger '11 B.S.
Lesah M. Sesma-Gay '03 B.S.
Nancy Shelton '91 B.A.,
'99 M.E.P.
Elizabeth A. Simek '10 B.L.S.
Jayme L. Sloan '02 B.S.
Cindy J. Smith '99 B.S.E.,
'05 M.Ed.
Lindsay M. Smith '12 B.I.S.
Larry Smith
❖ Rachel A. Snell '99 M.P.A.
❖ Travis L. Snell '00 M.P.A.
Lauren A. Spain
Sheryl A. Spark '12 B.S.
Matthew M. Speicher '10 B.S.E.
❖ Brandon M. Spradling
'99 B.A.
❖ Marcy A. Steinke
'94 M.H.S.A.
Martha L. Stewart '68 B.A.E.,
'78 M.A.E.
Bradley M. Stuart '12 B.S.P.
Jeffrey D. Szabo '12 B.L.S.
- Joshua D. Tasby '13 B.S.
Heather M. Tener '12 B.S.
Samantha-Leigh Tessendorf
'11 B.I.S.
Patricia A. Thiele-Keating '03
B.A.
Bernedette R. Thompson
'03 B.A.E.
Michael L. Thompson
Joseph L. Tomasic '93 B.S.,
'98 M.S.E.
Kathy Tomasic
Stephen Toth Jr. '79 B.S.
Anthony J. Trifiro '12 Ph.D.
Victoria M. Usher '13 B.A.
Olga L. Vanegas '10 B.S.
Marissa L. Varner
Megan E. Vrooman '11 B.S.
Kristin V. Wagner '85 B.S.
Carl D. Walter '13 M.A.
❖ Andrew S. Wantuck '01 B.S.
❖ Brittany J. Wantuck '04 B.I.S.
Matthew C. Warren '09 B.S.
❖ Jennifer A. Watkins '91 B.S.
❖ Jody J. Watkins '91 B.S.
Jeremiah A. Wetherby
❖ Myra S. Wilhite
❖ Donald A. Wilhite '69 M.A.
George E. Williams III '12 B.L.S.
❖ Roger E. Yensen '13 M.B.A.
- ❖ = indicates a member who has joined at the Gold Devil Life level. A Gold Devil Life membership costs \$650 individual, \$800/ couple, and is a \$150 upgrade from an existing life membership.



Snap this QR code to join the Alumni Association using your mobile device!

Show your Sun Devil pride for life. Become a life member at alumni.asu.edu or by calling 1-800-ALUMNUS.

Happy Campers

ASU sports clinics lay a maroon and gold foundation

By Joe Healey



Mark Bradshaw, ASU's head diving coach.

From casual kids to tenacious teens, athletic camps help develop and strengthen work ethic, will power and physical acumen.

At Arizona State, Sun Devil coaches and athletes focus equally on fun and fundamentals through numerous sessions held to host campers of various ages, backgrounds and skill sets.

Though some camps run during Tempe's more temperate seasons — sports such as baseball, gymnastics and wrestling typically operate camps and clinics throughout the fall and winter — most provide summertime fun for local youth to beat the heat, enjoy their favorite sports and activities, and connect with ASU coaches, student-athletes and employees.

Regardless of the sport or area of fitness focus, the Sun Devil way in its athletic camps is to connect local children and teens to the university and to provide a fun, informative atmosphere for physical skill development and enjoyment.

Nearly every team at ASU welcomes campers every year, with most typically needing nearly half a calendar year to prep for these summer break tutorial sessions while utilizing the services of current and former Sun Devil student-athletes as camp counselors.

Between hosting individual camps and team tournaments, ASU's women's basketball staff hosts and trains kids and teens ranging from third grade to high school seniors. In past Charli Turner Thorne Basketball Camps, ASU has had participants not only from all stretches of the Grand Canyon State but also from numerous bordering states.

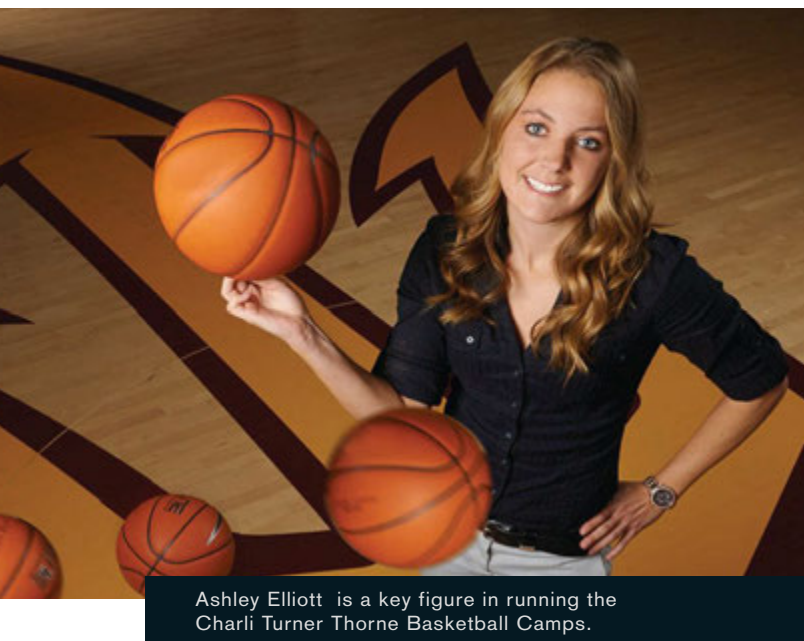
Whether the attendees are lifelong Sun Devils or first-time visitors to the Phoenix area, Turner Thorne and her staff embrace the bonding opportunity the camps provide.

"The kids who attend our camps feel the interaction between our players and coaches," said Special Assistant to the Athletic Administrator Ashley Elliott, a pivotal organizational figure for the camp. "That kind of interaction helps gets them more involved in ASU athletics. We have great kids and we have great camp counselors. The kids have a great time and it helps us build a relationship with the community."

Despite a limited coaching staff for camp planning and operations, passion and enthusiasm drives head women's golf coach Melissa Luellen's charge of ASU's boys and girls Sun Devil Golf



Tara Yesenski (right) runs the Sun Devil Fitness Complex's Kids' Camp at the Tempe campus.



Ashley Elliott is a key figure in running the Charli Turner Thorne Basketball Camps.

Camp each June. Hosting golfers ages eight to 18, the camp has run for over a quarter century, having originated from the vision of Sun Devil coaching legend Linda Vollstedt.

"Our energy makes a big difference," detailed Luellen. "If we decide we're going to have a good camp, then we're going to have a great camp. We're all kids at heart and the camps help bring that out of us."

As can be expected with the scenario of college coaches and players interacting with teenagers, abiding by recruiting compliance policies is a must. Fortunately, not only are these sort of camps permitted but they provide a unique, advantageous opportunity for both the coaches and participants.

"Our camps are a phenomenal way for kids to get in front of coaches, meet current team members and get to know the coaches so they can get noticed," says Luellen. "The NCAA allows us to have them on campus, show them the university and show them a day in the life of a student-athlete and those are very valuable things."



Head women's golf coach Melissa Luellen runs the Sun Devil Golf Camp each June.

When Tempe's temperatures rise, nothing beats a dip in the pool and ASU head diving coach Mark Bradshaw helps make a splash with local youth through his Sun Devil Aqua Sports Camp from May through July at ASU's Mona Plummer Aquatics Complex.

After starting as solely a diving camp in 2001, Bradshaw later added swimming and water polo and primarily focuses on teaching the basics to participants between ages seven and 13. Held to accommodate even the most casual of aqua enthusiasts, the annual sessions not only help introduce children to these water activities but also enhance development of ASU's young student-athletes who spend offseason time assisting as camp facilitators.

"It is the most unique opportunity for the current student-athletes to see things on the other side of the coin," recalls Bradshaw. "For them to experience what it's like to be the person trying to teach someone something and the value of that. On the journey they have as 18 to 22-year-olds, seeing them work through those situations is something that I particularly enjoy."

In addition to specific sport camps, ASU offers its Sun Devil Kids' Camp at the Tempe campus Sun Devil Fitness Complex throughout the summer for youngsters ranging in age from five to 11. The all-day camp breaks children into age groups and integrates a variety of sports-related games with an overall focus on physical fitness and motor skills development.

A veteran of more than a decade worth of Kids' Camps at ASU, program coordinator Tara Yesenski helps ensure not only an opportunity for kids to escape the heat and enjoy some exercise and play indoors, but also to lay a maroon and gold foundation to help the young ones form a bond with all things Sparky.

"From the very start of camp the kids get the full ASU experience," said Yesenski. "They have such a great time that they

can't wait to come to ASU as students. I have four employees on my staff that were in the camp as kids themselves and couldn't wait to work in the Sun Devil Kids' Camp when they got on campus."

By the time the camps wrap up, whether a child or teen hit the pool, links, hardwood or field of any variety, the shared sense of satisfaction is what constitutes success year after year.

"We know we've done our job when every camper leaves smiling and excited about what they've learned," said Bradshaw. "And when parents are thankful and they say, 'Wow, they're learning so much it's unbelievable!' we know we succeeded in making it a fun learning experience for the kids."

Joe Healey '06 B.I.S. is a freelance sportswriter based in Mesa.

Play maker

NFL's Ray Anderson named ASU athletic director

ASU President Michael M. Crow announced in early January the appointment of Ray Anderson, former executive vice president of football operations for the National Football League (NFL), as ASU's athletic director and university vice president. Anderson assumed the position Feb. 5.

Anderson, who has been managing the NFL's football operations department since 2006, joined the NFL after serving as the vice president of the Atlanta Falcons. He began his professional career as an attorney at Kilpatrick & Cody in Atlanta and worked primarily in labor law litigation.

"At ASU we have three priorities for our athletic director," said Crow, "help our student-athletes maximize their academic achievement and ensure they graduate on time; win; and win within the rules. Ray has the skills, experience and enthusiasm to accomplish those goals. Under his leadership, ASU student-athletes will continue to perform at the highest level both on the field and in the classroom. Ray will also play an important role in the university's campaign to improve and expand its sports facilities through the development of the ASU Athletic Facilities District."

"In evaluating the next step in my career, I could not imagine a better, more exciting opportunity," said Anderson. "I am thrilled to become part of the team at Arizona State and energized by the academic and athletic mission of this great university. I am eagerly looking forward to the challenge of not only continuing the success of Arizona State athletics but also building on it to accomplish even more in line with President Crow's priorities."

Approximately 500 ASU students participate in 22 varsity sports. The Athletic Facilities District, along the Rio Salado, will be home to an exciting mixed-use development that will help fund the renovation or rebuilding of several of the university's athletic facilities, including Sun Devil Stadium, transforming the area into a major amateur sports destination.

A Los Angeles native, Anderson earned a bachelor's degree in political science from Stanford in 1976 and a law degree from Harvard Law School in 1979. He was an all-league high school quarterback and shortstop, and a three-year football letterman



and two-year baseball letterman at Stanford.

Anderson co-founded the sports law practice at Heller, Ehrman, a prominent San Francisco firm, in 1980 and entered the sports agency business in 1984 when he opened the West Coast office for Sports Advisors Group. In 1987, he launched his own agency, AR Sports, specializing in the representation of NFL coaches and players and later adding Major League Baseball players. Anderson merged his agency with Octagon in 2001.



Bernie Montoya

Legwork

Freshman runner prepares to go the distance

Does anybody really know what Bernie Montoya looks like? He is constantly on the run, so it is difficult to tell.

Montoya is a freshman on ASU's track and cross-country teams, having excelled as a national-caliber distance runner at Cibola High School in Yuma.

He won state cross-country races in his sophomore, junior and senior seasons and several other distance titles in track.

In Yuma, Montoya trained along the agricultural canals, and on occasion at the sand dunes across the Colorado River in California.

"It can be tough to run on, and it will humble you," he said.

After graduating from Cibola, he won the prestigious Dream Mile in New York, the No. 1 finisher among 14 of the nation's top runners. His time was a blazing 4:01.32.

Despite doing well in an East Coast race, he knew his college home would be in the Southwest. Montoya plans to study exercise and wellness or kinesiology in the hopes of becoming a trainer or coach.

"My family has always been huge ASU fans, so that is one of the reasons why I came here," said Montoya, who had a brother and a sister attend ASU.

Running in the Dream Mile was a great experience, he said, and he hopes to have similar memories as a Sun Devil.

As the track season approached, Montoya was not sure of the events in which he would compete this spring. He said he and his coaches wanted him to try different events during the indoor season leading up to the spring to get an idea which distance is best for him.

He was considering mixing it up with shorter and longer events, maybe even the steeplechase.

"I have always liked the 5,000. I feel I can get into a good rhythm in the longer events," he said.



Craig Nicholson, the head softball coach at Arizona State.

Up to bat

New softball head coach emphasizes mindset, recruiting

A new era began this spring with the addition of Craig Nicholson as the head softball coach at Arizona State.

Nicholson, 42, replaces Clint Myers, who led the Sun Devils to a pair of national championships before moving on to Auburn.

Nicholson had a 241-162 record in seven seasons at Ball State University in Muncie, Ind., and was the long-time coach at Central Arizona College in Coolidge, the same college team that was coached by Myers before he came to ASU. Nicholson won four national junior college championships at CAC.

Nicholson's duties at ASU began July 1. He's been busy ever since, prepping his players for fall ball and the start of the regular season. The transition between coaches has been noticeable but not rocky.

"It's going to take some time for them (players) to adjust, but I like what I have seen so far," Nicholson said.

"Every day, I'm going to ask them to come out and hustle and compete. And they're going to have to understand how to deal with failure, because there is a lot of that, too. You can't really go backward and fix it (error). You have to move forward, and once you rid yourself of that, you can be successful."

Myers did a good job recruiting high school players from Arizona, and Nicholson will continue that.

"There are two, three, four really good ones every year," Nicholson said. "That will give us a good recruiting base. But will we only look in Arizona? No. We owe it to the program and the fans to go out and find the best talent we can."

Final innings

Baseball coach muses on Packard Stadium's last season

This spring will mark the final Arizona State baseball season at Packard Stadium, which opened in 1974 on the west side of Rural Road near the south bank of the Salt River. In 2015, the Sun Devils will move to Phoenix Municipal Stadium, a spring training facility owned by the city of Phoenix located a few miles away on the Phoenix-Tempe border.

Tim Esmay may be one of only a handful of men who has a perspective on Packard as a fan, player and coach. Esmay attended ASU games as a youth in the mid-1970s, was a catcher for then-coach Jim Brock in 1986 and 1987 after graduating from Horizon High School in Phoenix, and in 2010 became the Sun Devils' head coach.

As a kid, Esmay said, going to see ASU play at Packard "was a big deal – it was a cool thing to do."

He continued: "My brother and I would go play with Coke cups along the side, rolling them up like baseballs. And when

Bob Horner would come up, we would stop to watch him hit. We were just in awe."

In his senior year, the Sun Devils needed two wins at home against rival Arizona to reach the postseason.

"It was standing-room only down the lines, and we got the job done," he said.

His first home game as coach was special, too.

"To go out and hear my name called, hear the great round of applause, that meant a lot," he said.

While Esmay is excited about the move, in part because the new location has double the seating capacity of Packard Stadium with far better amenities, he's also reflective when he considers Packard's contribution to ASU's baseball legacy.

"Packard is an iconic stadium in college baseball. It became a part of who we are. It's sad to think we are not going to have it. But we can all remember all the exciting times we had there."

Sports updates are written by Don Ketchum, a Phoenix-based freelance sportswriter.



Tim Esmay, the head baseball coach at Arizona State.

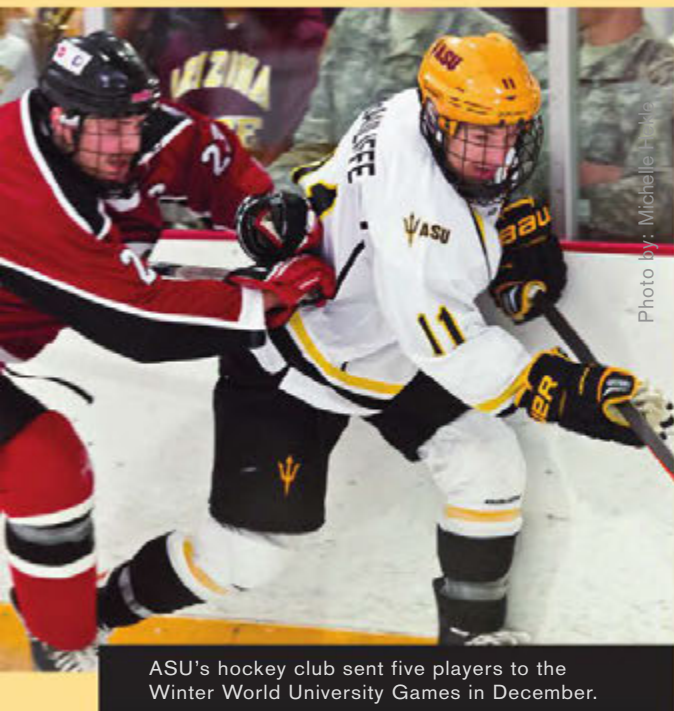


Photo by: Michelle F. White

ASU's hockey club sent five players to the Winter World University Games in December.

Stick it to them

Hockey club sends five players to world university tournament

The Arizona State University hockey club has had a great year. The team was 23-0-0 during the fall half of its American Collegiate Hockey League season, giving it a number-one ranking. Going into the spring round of play, they had another reason to be proud: five of their players were part of Team USA for the Winter World University Games, held Dec. 11-21. ASU was the best-represented university at the games; Adrian College in Wisconsin was second with three players.

Forwards Brian McGinty, Danny McAuliffe, and Sean Murphy and defensemen Jordan Young and Alex Temby were the five Sun Devils selected for the American team. The quintet headed to Trentino, Italy, where they played in exhibition and competitive matches with other top college hockey players.

Arizona State University's hockey program is receiving national attention in part because of its freshman class. Sean Murphy and Alex Temby, both 21 at press time, are the youngest forward and defenseman respectively on the Team USA roster, and they both will be eligible to play in the 2015 World University Games as well.

To learn more about the ASU Hockey Club, one of the university's many sports clubs, visit www.sundevilhockey.com.

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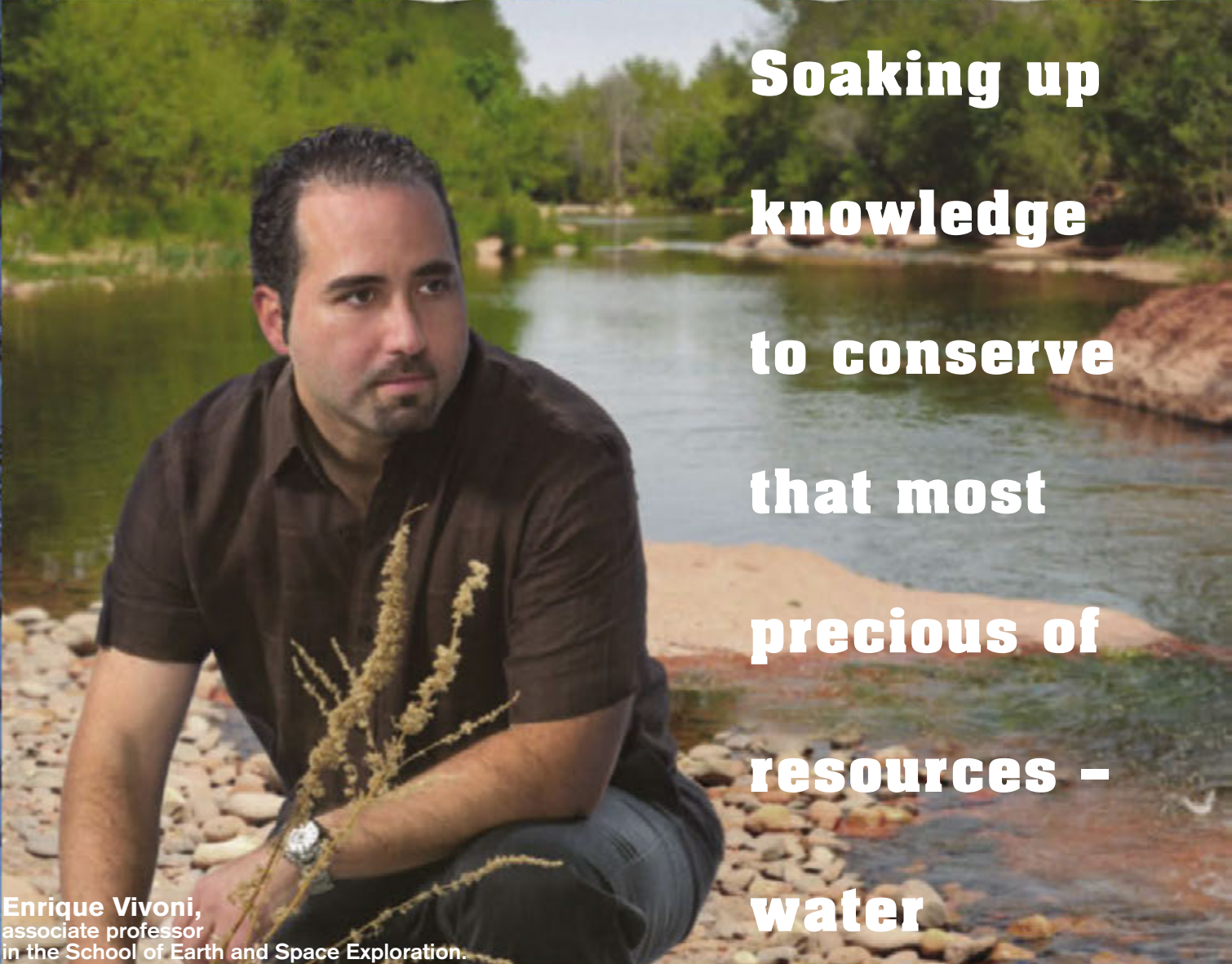
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The Last

**Soaking up
knowledge
to conserve
that most
precious of
resources –
water**



Enrique Vivoni,
associate professor
in the School of Earth and Space Exploration.

**By
Christopher Vaughan**

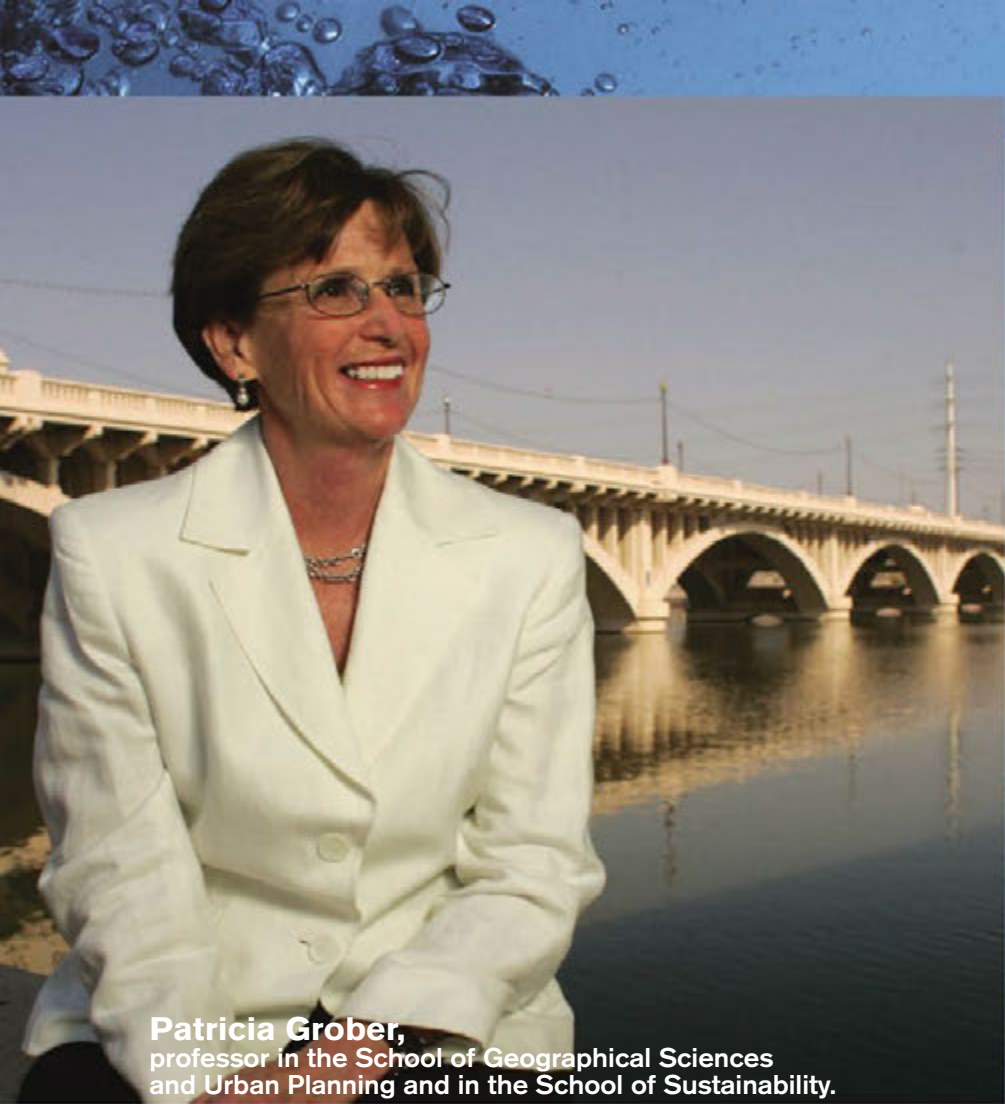
Drop?



John Sabo,
School of Life Sciences associate professor and senior sustainability scientist with the Global Institute of Sustainability.

When ASU professor Enrique Vivoni brings American students across the border to Mexico, it's an eye-opener for them. As part of the US/Mexico Border Water and Environmental Sustainability Training Program, Vivoni works regularly with American and Mexican students on both sides of the border to help them gain a deeper understanding of the water scarcity problems in the Arizona-Sonora desert region. When the students see the many water problems that Phoenix has solved but Mexico is still working on, the common reaction is "I didn't realize we had it so good," Vivoni says.

Over the last century, Arizona has created hydrological solutions that have allowed us to populate the desert and made access to water a "soft" problem that most people don't



Patricia Grober, professor in the School of Geographical Sciences and Urban Planning and in the School of Sustainability.

need to think about, Vivoni says. But that is changing. The needs of agriculture and growing populations will be more than drain existing water sources in the state. Historical weather cycles and a changing climate will likely make water supplies even more uncertain. And as hard as things get in the United States, the challenges that populations around the world face in securing adequate water supplies only will grow more dire. Some say that eventually water will be more expensive than oil.

ASU finds itself in a unique position, blessed with the position and resources to address the huge challenges surrounding water access, not only for local communities, but also for cities around the world. Accessing expertise in hydrology, the life sciences, geography, engineering, design and law, ASU researchers are tackling the multifaceted issues involved in solving the problem of water security.

"ASU is well positioned geographically for dealing with many of these problems, and we are leveraging our place along the United States-Mexico border region to understand water issues through many of our faculty members," Vivoni says.

Making changes in the 'Cadillac Desert'

Professor John Sabo is one of those faculty members studying the problem. As director of research development and senior sustainability scientist at the Global Institute of Sustainability, Sabo knows that communities shouldn't use more than 40 percent of the renewable water supply to ensure sustainability. "In the region [of the Southwestern United States] known as the 'Cadillac Desert' the water use is close to almost 80 percent of the renewable supply," Sabo says. "We are never going to get to 40 percent; we could get to 60 percent, but it would be costly."

Just exactly how costly?

"If you cost it out, it's somewhere between \$4.5 billion and \$8 billion annually over the next 6-14 years across all seven basin states," Sabo says. Included in that calculation is an assumption that cities and farms will each become 20 percent more efficient than they are now. "That is not trivial — it works out to between \$250 and \$875 dollars per year per household," he notes.

One focus of Sabo's research is on what amount of water is needed to sustain the natural environment, which is often the neglected third element of the water discussion.

Sabo and his colleagues use the different isotopic profiles of river and groundwater to trace the source of the water on which plants and animals along the river depend for survival. His work has shown the surprising result that it is groundwater, not the surface water that comes down the river, that is providing most of the water for the flora and fauna that exists at the river's edge.

"It's said that water always flows toward money, and in the struggle for water between cities and agriculture, the environment always loses out," he says.

Since water flows toward money, Sabo argues that the only way to protect the river environment is to create new legal and fiscal structures that can protect water for that environment.

"My recent paper is about financing reform that would protect that environment," he says. He goes on to say that either people will have to rewrite the compact that governs Colorado river water, for instance, or they will have to work within the existing compact to provide the money that buys those water rights and places them in trusts where they are preserved for ecosystems.

"Rewriting compacts is not an option here; trusts are much more tractable," he says.

Decisions, decisions, decision-making

Balancing the needs of agriculture, cities and the environment will come only from making many such difficult decisions, and each decision will have many “downstream” effects on other human activities. Getting decisions makers the best possible information about water use and future scenarios has been a major reason for creating the Decision Center for a Desert City (DCDC) in the Global Institute of Sustainability.

Patricia Gober, the founding director of the center and a professor in the School of Geographical Sciences and Urban Planning and in the School of Sustainability, was one of those who decided to use the Phoenix area as a case study of how to help people make better decisions about water management. The effort draws from a wide variety of disciplines. There are currently more than 20 faculty co-investigators from the social, behavioral and physical sciences in addition to hydrology and climatology.

“We created a computerized water simulation model that looked at supply and demand for Central Arizona, community by community,” Gober says. “We made it interactive through the use of slider bars to change levels of population growth and indoor and outdoor water use.”

They exposed elected officials and water managers to the model in the Decision Theater, an immersive audio/visual environment, and worked through various scenarios with them to understand how officials balance needs and make decisions. “We also study ourselves,” Gober says. “We tried to learn how scientists engage with decision makers and how we can improve that interaction.”

The simulation continues to be refined. “We are on WaterSim 5.0 now — it will never be finished,” she said.

Learning from each other

The reins of DCDC now have been taken up by Associate Professor Dave White, the current co-director of the center and its principal investigator. “ASU is producing science and knowledge that is not only the best available, but also because of the close collaboration with the decision-making community, it has relevance and salience” in the world at large, White says.

Of most concern to him now in Arizona are the combination of the state’s growing population and the natural variability of the weather, including cyclical dry periods that can last 30 years, plus the uncertain



Dave White,
Associate Professor, co-director and principal investigator
of ASU’s Decision Center for a Desert City.

pressures brought on by climate change.

“On top of that, we could have a catastrophic wildfire in the mountains that prevents the accumulation of the snowpack that usually releases water into summer,” said White, who is also a senior sustainability scientist at ASU’s Global Institute of Sustainability. “That scenario is really problematic for me now.”

A key element of the center and its programs is that knowledge flows both ways.

“We learn a lot from the managers of those agencies,” White says. “That knowledge leads to enhanced science on our side.”

Mutual understanding and close cooperation will become vastly more important in the future, White says. Like most researchers working on water projects at ASU, White says he is both pragmatic and realistic about the water challenges we face. Ultimately, the researchers tend to believe that smart research and thoughtful decision-making will head off the worst scenarios and ensure that communities don’t go dry.

“I’m optimistic about our ability to deal with these things,” White says.

Christopher Vaughan is a freelance science writer based in Menlo Park, Calif.

SEEDING SUCCESS

ASU helps
entrepreneurs
secure funding
to boost their
ventures

By Amy Partridge

The mythic image of a lone entrepreneur toiling away at a new business idea in his or her garage, home office or living room is a common one. But the reality is that all new ventures need cold, hard cash to see the light of day.

At ASU, budding entrepreneurs looking for funding are in an enviable position. The university has developed a series of support options for startup ventures—be they faculty researchers with a scientific application that can be commercialized, students promoting their own businesses, or cross-functional teams using entrepreneurship to enact social change—that provide them with the opportunity to compete for the funds they need to further their startups.

Case in point: Pollen-Tech, an ASU startup whose technology allows farmers and growers much greater control over pollination. When the company nabbed a \$10,000 prize from ASU's Edson Student Entrepreneur Initiative in 2012, it was "all the money we had," says COO Adam Brown '11 B.A., '11 B.A., '11 B.S., who founded the company with Trevor Ray '05 B.S., '13 M.B.A., the organization's chief strategist.



GORDON MCCONNELL WITH KVZ OWNERS MATTHEW BOYD AND CYNTHIA VALENZUELA



BRENT SEBOLD

institutions, \$650,000 in startup funding flowed across ASU's four campuses in 2013.

And because of President Crow's emphasis on infusing entrepreneurship into the very fabric of the university, it's not surprising that the various funding opportunities designed to support ASU startup ventures are multidisciplinary and cross-functional in nature.

"President Crow has democratized the teaching of entrepreneurship inside the university, and we are doing that now in the wider funding ecosystem," says Gordon McConnell, assistant vice president of the Entrepreneurship and Innovation Group (EIG) at ASU (formerly known as ASU Venture Catalyst). EIG helps coordinate entrepreneurship across the university and manages ASU's startup incubation and accelerator initiatives.

"We are agnostic when it comes to sector, and we make it easy for anyone from any discipline to activate these resources," adds Brent Sebold, a senior venture manager with EIG.

A short list of recently funded ASU ventures clearly illustrates this point. The 2013-2014 cohort of the Edson Student Entrepreneur Initiative includes, among other ventures, a

"We used the funding to apply for our first provisional patent, to fund our supplies, to conduct our field trial with growers, and later, to do additional patent research," Brown explains.

The value of entrepreneurship

Valuing entrepreneurship is one of ASU President Michael Crow's eight design aspirations, guiding the institution's transformation into a "New American University," and it is clear that the university is putting its money where its mouth is. Through a combination of ASU-secured private donors, endowments, and joint ventures with area government and business

brewery; a designer of kitchen utilities for the disabled; and a mobile app that helps restaurants donate leftover food. And ASU faculty research commercialized through the Arizona Furnace Technology Transfer Accelerator is spawning ventures around such diverse technologies as an improved concrete mixture; ultrasound-based preventative diagnostic tools for cardiovascular disease; and mobile e-learning technologies. ASU also sponsors a \$5,000 arts-related funding challenge through its Pave Program in Arts Entrepreneurship, which is overseen by the Herberger Institute for Design and the Arts.

Hitting the sweet spot with "just enough grease"

Just what are these programs funding? The university's sweet spot, says Sebold, is in very early stage ventures.

"Our focus is seed funding. We know that students and professors are not going to be the experienced, serial entrepreneurs that might fit with a later-stage accelerator," he explains. "What we provide is just enough grease to get these teams' wheels moving."

That "grease" comes from a variety of different sources. For ASU students with the entrepreneurial itch, there is a pipeline of programs that support budding ventures from ideation all the way to execution.

Many students start ventures through Changemaker Central @ASU, a group that seeks to promote an entrepreneurial culture across the university. To support students at the inception of the entrepreneurial process, Changemaker Central runs 10,000 Solutions, an experimental online problem-solving platform that acts as an "ideation hub where students can begin exploring their entrepreneurial ideas for social change," says Michelle Lyons-Mayer, assistant director for Changemaker Central.

In 2012, its first year, 10,000 Solutions awarded a \$10,000 funding prize to SafeSIPP, a social venture that provides clean water in developing communities. The company, founded by 2013 ASU graduates Jared Schoepf, Taylor Barker, Lindsay Fleming, and Jacob Arredondo, has won more than \$50,000 in funding through grants and pitch competitions, and now is working to finalize its product, a three-phase water purification system integrated into a barrel. SafeSIPP was also a finalist in Entrepreneur magazine's 2013 College Entrepreneur of the Year competition.

ASU students also can compete in Changemaker Central's annual Innovation Challenge, which, Lyons-Mayer explains, "enables students to begin the process of refining and cultivating their idea into a sustainable platform for action." International law firm Perkins-Coie sponsored the 2012-2013 \$10,000 grand prize, which was awarded to Late Living, a company founded by alums



Chris Wilson '06 B.S., '06 B.S. and Ammon Curtis '13 M.B.A. that offers an online directory of video tours of senior living facilities.

The ways in which the student teams use the Innovation Challenge funding varies nearly as much as the ventures themselves, Lyons-Mayer notes. "The funds assist the teams in their quest to transform their idea into reality," she says. The 2013 winner BLU Biosensors used its \$6,500 prize to purchase lab equipment and materials to further its mission of testing for pathogens in rural areas; while fellow awardee BetR-block, which manufactures sustainable, recyclable building materials, put its \$3,500 toward independent testing and certification.

The varsity team

The next step in the pipeline for ASU students is the Edson Student Entrepreneurship Initiative, an EIG program that is funded through a \$5.4 million endowment from the Edson family, founders of the Bayliner boating company. Considered the “varsity” of funding challenges at ASU, Edson teams are selected as high-potential startups and participate in a comprehensive accelerator program that includes funding, dedicated workspace, mentorship and training.

More than 350 teams each year vie for the 20 Edson spots, with each team receiving \$10,000 to \$20,000 in funding. Each startup team also gets potential access to additional funding through two new funds in the Edson endowment: a \$60,000 patent/copyright/trademark fund and \$30,000 customer engagement/business development travel fund. Also new this year is the Great Little Companies Network (GLC), a program that awards micro-grants of \$3,000 each, as well as workspace from Changemaker Central and access to Edson mentoring, to the 30 runner-up companies from the Edson competition. GLC is funded by a private donor who gifted \$2 million over five years for the initiative.

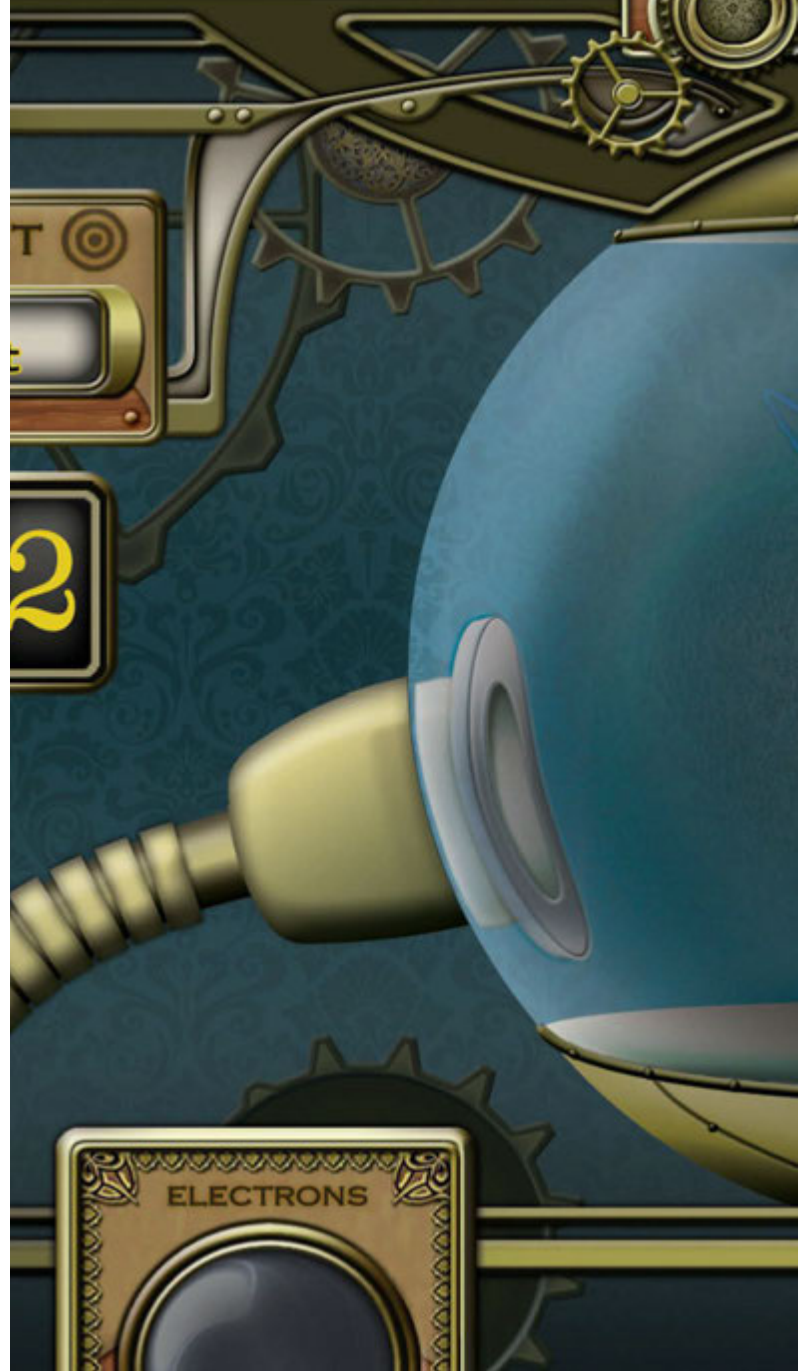
“The addition of GLC allows us to support 48 student startups each year through private funding,” McConnell notes.

Edson funding generally helps with three basic aspects that are crucial to any startup venture, notes Sebold: intellectual property protection (via copyrights, trademarks, patents); a prototype of the company’s product or service; and setting up operations and legal structures.

Pollen-Tech has used its funding for all of those concerns. The company — whose new CEO David Wade ‘13 M.B.A. is also an ASU alum — was awarded \$20,000 as part of the 2013 Edson cohort, which is funding its high-tech pollination lab. Pollen-Tech also received \$15,000 from a private ASU donor, which it has used for customer engagement travel, to file an additional provisional patent, as well as an international PCT patent application.

“Without ASU’s financial support and confidence in us, this company would not be where it is today,” Brown notes.

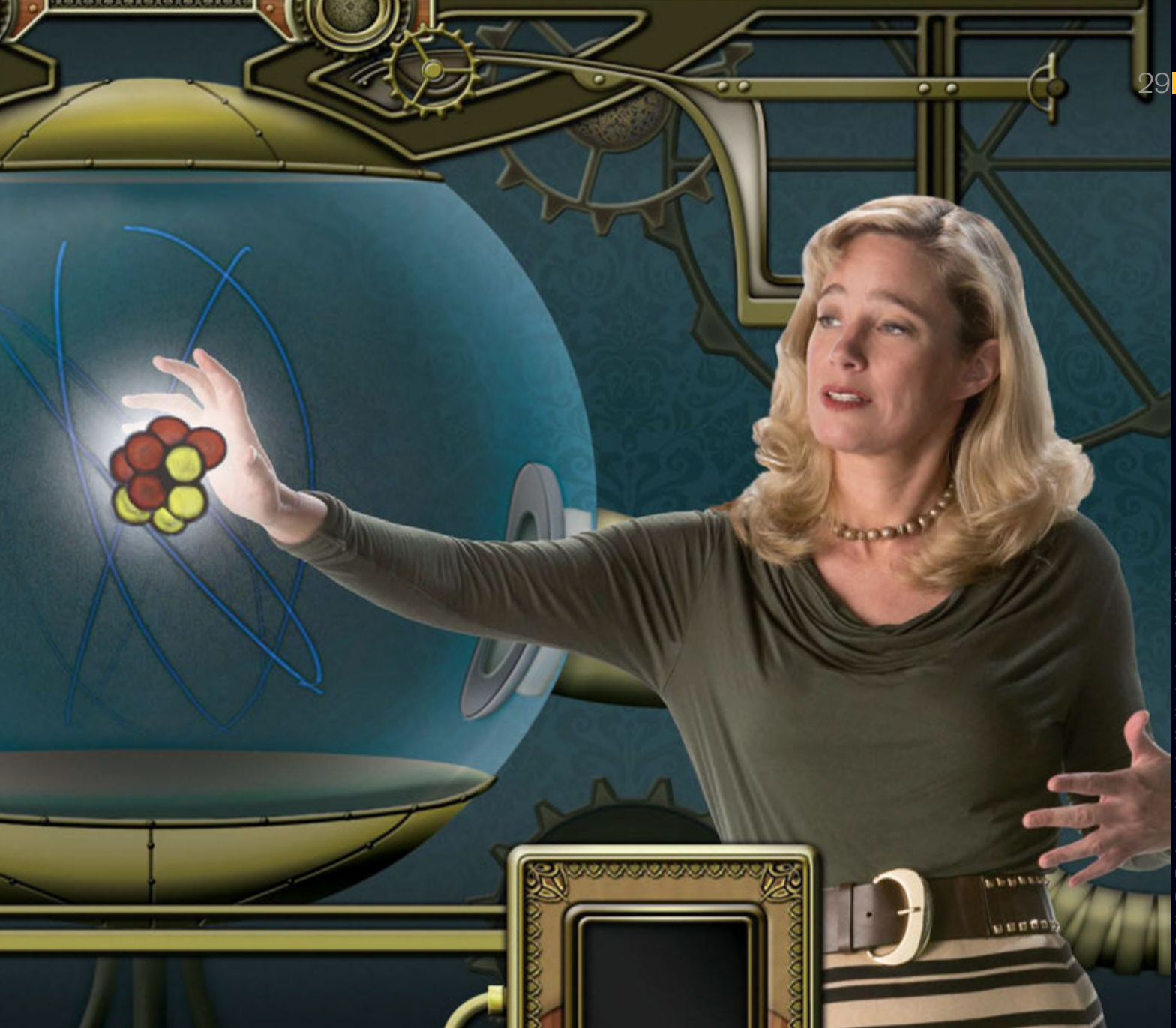
The startup also received \$10,000 in March 2013 when it won the first-ever Arizona Student Startup Demo Day, a competition developed by EIG in collaboration with Northern Arizona University and the University of Arizona. Funds were provided by sponsors, Phoenix firm Hool Law Group and MAC6, a startup incubator in Tempe. The company has used those funds largely for salaries, which is prohibited in all the ASU-funded challenges.



Supporting ASU's in-house entrepreneurs

Students aren't alone in taking advantage of entrepreneurial funding opportunities at ASU. Students, faculty, staff and alumni can partner together on early-stage ventures through initiatives like the ASU Obesity Solutions Funding Challenge. The challenge, which debuted in 2013, brought together transdisciplinary teams to tackle the obesity problem from an entrepreneurial perspective.

The grand prize winner — Learning Sciences Institute Associate Research Professor Mina Johnson-Glenberg and graduate students Hue Henry, Ken



Koontz, and Chris Dean — received \$12,000 to develop an educational game that uses body gestures for learning. Alien Health Game, the first in what Johnson-Glenberg hopes will be a suite of products from her company, Embodied Games for Learning LLC, teaches elementary-school children about nutrition and “gets them up out of their seats while learning,” she explains.

The challenge funding, part of a \$10-million donation to ASU from the Virginia G. Piper Trust, also helped three additional winning teams further their obesity-fighting solutions. For Johnson-Glenberg, the cash helped to flesh out the prototype for Alien Health and prompted her to apply for a \$2 million grant from

the National Institutes of Health (NIH). “The Obesity Solutions Challenge money has been a springboard that will hopefully help me get the NIH grant and be able to commercialize this application,” says Johnson-Glenberg, who calls the atmosphere for would-be entrepreneurs at ASU “far more supportive than at other major universities.”

ASU also brings faculty and staff technologies to the marketplace through Arizona Science and Technology Enterprises (AzTE), the university’s exclusive intellectual property management and technology transfer organization.

“We assist faculty innovators with patent protection;



finding potential partners, investors, and licensing opportunities; and with seed funding to help them further develop their ventures," explains Augustine Cheng, AzTE's CEO and chief legal officer. Through the ASU Catalyst Fund (a partnership between the university and the ASU Research Park), AzTE loans seed money to high-potential ASU ventures; the loans are paid back to the fund through revenue dollars if the technology is successfully commercialized — creating an "evergreen" fund for technology transfer.

Over the last 10 years, AzTE has helped launch 70 spinout companies based on ASU intellectual property. Collectively, start-up companies that have licensed ASU intellectual property (or their sublicensees) have raised close to \$400 million through various funding sources.

In fiscal year 2013, venture funding for companies licensing ASU intellectual property totaled \$68 million. Standouts include \$28 million raised by algae-based company Heliae, a 2008 ASU spinout based in Gilbert that develops nutraceutical and personal care products; and Chandler-based health diagnostics company HealthTell, founded by Stephen Johnston, director of the Center for Innovations in Medicine at the ASU Biodesign Institute, which received \$4 million to help commercialize a new test for lung, breast, prostate, and colorectal cancer.

"These funding success stories are testimony to the fact ASU faculty are producing high-quality research capable of attracting private funding," Cheng notes.

Heating up faculty spinoffs

To help increase the number of ASU technologies that are spun off into commercial ventures, EIG runs the Arizona Furnace Technology Transfer Accelerator. By aggressively marketing non-licensed ASU technologies to the investor and entrepreneurial community, and providing an accelerator experience complete with seed funding, office space, and access to top industry mentors, Furnace seeks to launch 10-15 companies per year.

With \$25,000 each — from Furnace funding sources the Arizona Commerce Authority and BioAccel — these spinoff ventures work to improve their prototypes, put their legal structures in place, and seek sales or additional funding opportunities, notes Sebold, who runs the Furnace program.

"It helps them move the ball as far down the field as they can in a nine-month period," he says.

Furnace helped spur spinoff SiO₂ Nanotech from "an idea we thought had commercial potential to an actual business," says chemical engineering graduate student Clarizza Watson '08 M.B.A., who founded the venture with Professor Emerita Nicole Herbots of the Department of Physics. "Before we got into Furnace, we were bootstrapping with our own money just to get into development," Watson says.

With the \$25,000 from Furnace, Watson and Herbots were able to move into a commercial lab, purchase needed materials, and improve the commercial prototypes for their patent-pending anti-fogging solution.

SiO₂ Nanotech reached its first revenue stream this fall, is working to expand its customer base, and received an additional \$13,000 as part of the current Edson cohort. "As a result of exposure we received through Furnace, we are also in negotiations with two private investors for additional funding," Watson notes.

Failure is part of the game

While the examples of entrepreneurial funding triumphs at ASU are numerous, of course, not every funded venture will go on to achieve long-term commercial success.

"Failure is part of the game in the startup world," says EIG's McConnell, noting that 50 percent of all startups fail in the first year. EIG is working to lower that percentage as much as possible, and cites its failure rate as an excellent 5 to 10 percent.

"But even those that fail have value," McConnell says. "It is a form of experiential learning—when our students and faculty try a startup, whether its successful or not, they learn from the process."

"We know that every student at ASU is not going to start a business or a non-profit," adds Lyons-Mayer. "We want them to leave the university with both the capacity and the commitment to innovative, entrepreneurial problem-solving. And those that participate in our entrepreneurial challenges leave ASU with an enhanced set of those skills."

That, she notes, can be considered money in the bank.

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

Experience



matters

Colleen Keller

University opens doors to serve, learn from older adults

By Tracy Mueller

Approximately 10,000 people turned 65 today. Ten thousand more will celebrate that milestone tomorrow, and 10,000 more every day through 2029. The Pew Research Center predicts that this segment of the U.S. population will grow to 81 million—19 percent of the overall population—by 2050. That’s more than twice what it was in 2005.

The rapidly growing aging population is just one reason why in 2012 Arizona State University joined the Age-Friendly University Initiative, a project originated by Irish Taoiseach (Prime Minister) Enda Kenny and Dublin City University President Brian MacCraith. The initiative – which has also been embraced by the University of Strathclyde, a public research university in Glasgow, Scotland – highlights the role universities can play in responding to the challenges and opportunities associated with an aging population.

Representatives from the three universities met in September to coordinate outreach, education, research and funding efforts that bring the initiative’s 10 guiding principles to life. Future goals include co-hosting an age-friendly summit, collaborative age-focused research, support for older entrepreneurs, mentoring efforts, age-related policy leadership and student and faculty exchange programs between the three universities.

The “age-friendly” designation means ASU is committed to involving older adults in the core activities of the university, including education, research and career development. It also signifies a devotion to serving seniors and enhancing their health and well being. Older adults themselves have many roles to play in this process: from students/learners and scholars to patients, clients and members of a demographic population with distinct gifts, needs and preferences.

Music, magic and aging

An example of an ASU faculty member engaging meaningfully with older adults is Professor Barbara Crowe of ASU’s School of Music within the Herberger Institute for Design and the Arts. On a given day you might find her singing “Oh What a Beautiful Morning” or leading a drum circle with a room full of elderly Alzheimer’s patients.

But this isn't merely feel-good recreation time. It's vital therapy that can enhance and extend the lives of older adults living with dementia.

Crowe is director of ASU's music therapy degree program. Music therapy helps patients have meaningful activity with loved ones, communicate more effectively and may even slow the advancement of Alzheimer's. Practitioners are trained equally as musicians and therapists.

"Music helps organize the brain a little," Crowe says. Music is processed by the brain's right hemisphere, which is also the dominant force behind interpreting emotion. Meanwhile, the left hemisphere handles speech and memory. So while an Alzheimer's patient may struggle with logic and remembering facts, hearing a song or beating a drum can help counteract that.

When Crowe thinks about the healing effects of music, one moment from her career immediately comes to mind.

She was leading a session in a large Alzheimer's unit in a nursing home in upstate New York. The group was singing in a common area when suddenly they heard a woman shrieking and yelling obscenities down the hallway—not uncommon among patients, especially when they're frightened. The patient made her way down the hall to the group, and Crowe's fellow therapist offered her a maraca, but she refused and tried to strike him with it.

Then, a magical thing happened. The group began to sing "You're a Grand Old Flag." The woman immediately stopped screaming, smiled and started singing.

"Her complete personality changed," Crowe says. "The staff was in tears. They said she had never once smiled in her three years at the facility."

While that encounter was particularly dramatic, Crowe says it's not unusual to see a noticeable change in people. In fact, doctors will often schedule appointments with their patients on the heels of a music therapy session to take advantage of the improved brain function and agreeableness.

Crowe and Associate Professor Robin Rio and their students treat patients on campus at ASU's Music Therapy Clinic, as well as other clinics and at senior living facilities. They also work with hospice organizations, using music to trigger memories and reminisce and will even play music as someone is dying.

"It's important to do a life review because it helps you deal with emotions and recognize that your life had meaning," Crowe says, noting that people tend to remember and respond to music they heard in their teens and 20s. It often provides comfort as a person reviews the years between then and now.

"Sometimes it's hard to remember how great life was back in 1952," she said. "Music helps you remember, and it provides comfort and acceptance, much like religion. It helps the person transition in a gentle, loving way."

Supporting our most vulnerable citizens

Older adults need to be the subject of research and outreach because they are our most vulnerable citizens. That is the perspective of Colleen Keller, a Regent's Professor in nursing, a Foundation Professor in women's health and director of the Center for Healthy Outcomes in Aging.

The center is a repository for aging expertise, community and professional education, interdisciplinary research and clinical practice, with a particular focus on serving a diverse population.

Keller is most interested in what's called health promotion — encouraging healthy living habits to keep people from getting sick or needing hospitalization. That means a focus on exercise, stretching, nutrition, education, psychology and access to health care. The center hosts health screenings and special events, including information sessions about the Affordable Care Act, conducted in both English and Spanish.

"It's about engagement, well-being and feeling good," she says. "With aging, certain parts of our body don't work as efficiently, and we want people to be more fit."

Keller says the center also looks at older adult health not just in seniors, but across the lifespan. She says because more households are becoming multi-generational, often with grandparents providing childcare, it's important to pay attention to the entire family.

The Memento Crucial project exemplifies the center's goals. Led by Associate Professor of Nursing Bronwynne Evans and funded by a \$1.8 million grant from the National Institute of Nursing Research, the project studies the burden of caregiving among Mexican Americans. Thirteen percent of Hispanic households currently provide care to an adult age 50 or older, and the Hispanic elderly population is projected to grow faster than any other racial or ethnic group, meaning Hispanic eldercare will become an increasingly important part of American life.

The Memento Crucial project hopes to get a clearer picture of caregiving, identify crisis points and determine what factors delay nursing home admission. The results will help keep older adults — and their caregivers — healthier.

Ensuring cultivated minds flourish

The thesaurus entry for "aging" is not pleasant: crumbling, declining, wearing out. But Richard Knopf has an entirely different vision: abundant.

"Abundant aging" is how Knopf describes the life he imagines for older adults. In his role as director of ASU's Osher Lifelong Learning Institute (OLLI), it's his goal to

fuse older adults with the university's social, intellectual and cultural life.

OLLI offers non-credit short courses and lectures taught by ASU faculty and staff, emeritus professors and other scholars. But these aren't recreational skills classes like photography or basket-weaving. They're academic, substantive classes on topics such as "From Hildegard to Streisand: Perspectives on Women in Music" and "Comets through the Ages: What They Meant to History, What They Mean to Science."

And while Knopf has nothing against basket-weaving, he says classes like what OLLI offers are key to that "abundant aging" vision and stimulating the mind.

"Our classes offer more connectivity and really get people engaged in something maybe they haven't thought about before," he says. "Or they have a lot of experience with the subject and the class offers a deep level of discourse."

It's an approach that is resonating with the community. Paid enrollment and membership both more than tripled from 2012 to 2013. OLLI also expanded its class offerings to seven area locations, which include the Downtown Phoenix campus and two Sun City retirement communities.

That's good news for older adults, says Knopf, who explains that the second-most effective driver of healthy aging behind physical fitness is a sense of community. Without community and engagement, depression easily sets in. But lifelong learning and intellectual problem solving offer a means of staying "fully abundant and alive." Knopf delights in how both OLLI students and teachers come away from a class enriched.

Says Knopf, "We want to witness great minds at work."

Finding home sweet home, online

It's easy enough to find and review a hotel room, house or even a date online, and now Christopher Wilson is adding senior living facilities to the mix. The 2006 business management/supply chain management graduate of ASU's W. P. Carey School of Business won the 2012 Edson Student Entrepreneurship Initiative contest with his startup Late Living, which offers online walk-through video tours of independent and assisted living facilities.

In addition to the free video tours, LateLiving.com offers information about amenities, pricing, room availability, levels of care, therapy programs and more. Registered users can bookmark favorite facilities, make notes and start discussions with other family members who are registered with the site.

LateLiving.com currently only covers facilities in Arizona, but is raising capital to expand across the United States. The startup has momentum on its side, having won ASU's Innovation Challenge, Arizona Demo Day Competition and the ASU Venture Catalyst Rapid



Richard Knopf

Pitch Competition at the Arizona SciTech Festival. The company is also an inaugural entrant in the MAC6 incubator and business accelerator program in Tempe.

"Our research shows that a typical search for senior care used to take three to four weeks, but families that use our website can cut that time down to only three or four hours," Wilson told ASU News in March. "This makes the entire process less stressful and facilitates better decision-making while also allowing people to share their searches with other family members across the country in real time."



Christopher Wilson

Wilson created Late Living after experiencing his own family's search for an assisted living home for his grandmother. He had previously filmed video tours for residential homebuilder Fulton Homes, and realized the technology was a perfect fit for senior living facilities.

As a young person, he sees a lot of potential—and need—for innovation in senior markets.

"[This is] a world that knows little about digital media, and there is a huge gap that needs to be filled in the marketing plans at these locations, unlike other industries that are well on their way."

What retirement?

Not all older adults served by ASU are former students or members of the surrounding community. The university's Emeritus College is an organization for retired faculty who can't quite manage to actually retire.

Its stated goal is to provide the university a continued association with productive scientists, scholars and artists who have retired from their faculty positions but not from their disciplines. The college gives a home and a focus to continued intellectual, creative and social engagement of the retired faculty with the university. Dean Quentin Bogart, who took the helm of the Emeritus College in mid-2013, said many of his cohorts are motivated to continue the service they provided to the institution.

"We believe we need to enrich the university," he asserted.

The more than 400 members retain research projects, present at academic conferences, collaborate with undergraduate student researchers and teach short courses and lectures. The college provides shared office space, modest grants and assistance digitizing manuscripts.

It also gives emeritus faculty an opportunity to explore areas of research or writing that didn't fit with their previous careers. For instance, in vol. 11 of the college's peer-reviewed journal, *Emeritus Voices*, retired zoology professor Winfred Walsh Doane—who has since taken up creative writing under the pen name W. Walsh Doane—shares her memoir of briefly losing her 11-year-old son on a cross-country move. The publication also includes original research, art and poetry.

Doane's contribution highlights the sort of cross-pollination that happens at the Emeritus College, Bogart said. And that's an advantage for both the university and the college's faculty.

"I have become better acquainted with colleagues I would have never otherwise worked with," Bogart said.

The next step

As more baby boomers hit retirement age, organizations like the Emeritus College will become more and more necessary to keep older adults engaged and provide a forum to share their talents with the community. Nora Hannah, '80 M.B.A., spends her days thinking about that need for engagement as CEO of Experience Matters, a company that connects skilled older adults with nonprofits and public sector organizations.

"This generation represents the wealthiest and best-educated demographic cohort the world has ever known," Hannah wrote in an ASU Alumni Association blog post last year. "We are dynamic, energetic, individuals and as we enter the second half of our lives, we are actively seeking opportunities to give back to our communities. It's the connecting of these passionate individuals with social sector organizations which allows us to have an impact on the quality of life in Arizona."

In January 2013, Experience Matters co-hosted a "What's Next?" event with the ASU Alumni Association to help retirees considering "encore" careers doing social good figure out their next moves. More than 200 alumni attended the event, which included a panel moderated by journalism professor Tim McGuire, who is enjoying his own encore career after retiring as a newspaper editor.

Hannah says the most common question she gets about encore careers is how long it takes to match an

organization with a retiree. Everyone is eager, but she advises patience and a focus on the long-term.

“Regardless of whether their work is paid or unpaid, they need to be a great fit for both skills and culture,” she says.

Dianne Aguilar is a Sun Devil alumna who is in the process of successfully creating her “encore.” After graduating from ASU in 1987 with a degree in social work, she parlayed her college work experience as a ticket office manager for SunDevil Athletics into a career in sports management. She was forced to re-examine her vocational priorities after being downsized from her employer and battling breast cancer.

She enrolled in a certificate program in nonprofit management offered by ASU’s Lodestar Center for Philanthropy and Nonprofit Innovation. After earning the certificate, she was introduced by a former classmate to the Experience Matters Encore Fellowship Program, which allows successful, highly skilled, experienced professionals to transition from their midlife careers in the for-profit sector and make a significant impact in nonprofit organizations. Fellows typically earn a stipend and work for 12 months, half time in an embedded role.

Aguilar was assigned to the Mission of Mercy, a nonprofit mobile medical clinic offering free primary health care and prescription medications to the uninsured and working poor. She worked in project development as a community connections coordinator. She said the experience had provided a bridge between her old career and the exciting possibilities of her new one.

“It was refreshing to be able to network with other experienced professionals navigating a career change,” she said, referring to the other Encore Fellows. “In addition the program gave me the opportunity to see first-hand how my business skills directly translate to the nonprofit sector.”

Although the university, by its very nature, is a paean to youth, welcoming teenagers to the rigors of university life and preparing them for a burgeoning adulthood, it can also be a place to retool for life’s second act, or to solve the issues of society’s elders.

At ASU, the goal is to educate across the spectrum of age, and for Sun Devils of all ages to learn from one another.

Tracy Mueller is an Austin, Texas-based freelance writer.



Nora Hannah



Dianne Aguilar

Arts with heart

Social entrepreneurs blend cultural activities with good works

By Oriana Parker



Professor Linda Essig directs the Pave Program in Arts Entrepreneurship in the Herberger Institute for Design and the Arts.

Social entrepreneurship – the creation of business ventures that also serve the social good – has been on the rise in the past few years. Businesses that spring from an artistic or cultural impulse often find their work intersecting with social enterprise endeavors. The structure and purpose of these arts-based ventures are diverse; some are nonprofits, while others are for-profit or are developed in partnership with existing community organizations.

Given the active entrepreneurial ecosystem that exists at Arizona State University, it's not surprising that many of these arts-focused ventures can trace their existence back to classes and programs at ASU. One of the major drivers of this has been the Pave Program in Arts Entrepreneurship, affiliated with the School of Film, Dance and Theatre in ASU's Herberger Institute for Design and the Arts.

Initiated in 2006, Pave provides an Arts Venture Incubator as well as a wide array of arts entrepreneurship classes, public programming, and research for highly motivated students with big ideas. The incubator helps them translate these ideas into reality through activities that include pre-proposal workshops, review and feedback of proposals, financial management workshops, mentorship, and grant administration. Incubator criteria also emphasize such areas as innovative use of existing technologies as well as development of new technology for the creation and delivery of creative work.

According to Professor Linda Essig, director of the Pave Program, the past several years have been hard on the arts, and on arts-based social entrepreneurs, but they also have delivered blessings, as well.

"The stagnant economy of the past few years represents a challenge. However, this negative is balanced by the new opportunities offered by electronic distribution and marketing in the creative industries," she noted.

Here are a few ventures that combine social good and artistic sensibilities with business acumen that have sprung from ASU's collective portfolio.



Jessica Rajko is a co-founder of urbanSTEW, an artist collective initially funded by the Pave Arts Venture Incubator.



Mary Lane Porter is CEO of the nonprofit Dance and Health Together, Inc.

Advancing knowledge with digital art

One intriguing venture that's been formed by two projects initially funded by the Pave Incubator is urbanSTEW (Safe Terrain for Experimental Work), an artist collective based out of Tempe dedicated to inspiring and expanding the relevance of digital arts in the community.

Created by Stjepan ('09 M.F.A., '09 Ph.D.) and Jessica ('09 M.F.A.) Rajko, "urbanSTEW makes digital art, teaches people to make digital art and develops tools to create," according to Jessica. With degrees that combine both engineering and the arts, this entrepreneurial couple are well-equipped to attain their goal.

A recent project has been a collaboration with Sara Vaiana, an assistant professor of physics at ASU. Vaiana's research is focused on a recently discovered class of proteins found in the human body, called Intrinsically Disordered Proteins, which are important because of their role in cell signaling and control. These structures are essential to understanding diseases such as cancer, Alzheimer's and diabetes. To make the scientist's complex research more approachable and meaningful to the general public, the couple has created an interactive, multifaceted steel structure housing digital information for visitors to explore.

Dancing into health and happiness

Dancers and Health Together (DAHT, Inc.) is a self-sustaining nonprofit organization now in its fourth year of operation. A social venture that benefitted from the Pave Arts Venture Incubator, it was created by dance major (and current CEO)

Mary Lane Porter '11 B.F.A. while she was an undergraduate student at ASU.

DAHT offers a variety of programs that leverage the physical strengths, body awareness and confidence developed through dancing to benefit a variety of populations, including at-risk youth in Phoenix-area high schools, children with special needs, dancers in wheelchairs, and lower-income youth wanting to learn about health through dance and nutrition. The venture does not operate its own studio, instead partnering with community organizations and working with dancers on site at schools or other facilities. DAHT also offers workshops for seasoned dancers on how to prolong their careers in a healthful manner.

One of DAHT's success stories is 17-year old Zach Robertin, who was featured in a documentary produced by the nonprofit, "Dance Your Asperger's Off." The 22-minute film relates how Robertin, who was diagnosed with Asperger's Syndrome as a child, has surpassed everyone's expectations by overcoming his obstacles through dance. The film, which was created by Porter with the help of local filmmaker Marcelo Dietrich and cinematographer Jason Smolesky, has helped spread the word about DAHT and how dance can make a difference at a variety of points in peoples' lives.

"Zach and his parents are integral parts of the DAHT team and very enthusiastic supporters," says Porter.

Reaching out to a neglected audience

Essig notes that one way for arts entrepreneurs to combat a sluggish economy is to expand their audience. Phoenix's Rising



Sarah Sullivan, co-founder of Phoenix's Rising Youth Theatre.

Youth Theatre (RYT), which was born from the theater classes of co-founder Sarah Sullivan '10 M.F.A., is a good example of how this strategy can work.

Sullivan said her organization has thrived in part because it focuses on bringing teenagers into the theater who do not typically attend plays or musicals. RYT presents entire seasons of original plays that are created through collaborations between youth, community organizations and theater professionals. Kids are invited to participate in developing the play, as well as to audition to appear in the productions, which frequently cover themes such as bullying and teenage incarceration.

RYT has worked with a variety of community partners since its 2011 inception, including the Arizona Department of Juvenile Corrections and the Phoenix Center for the Arts. Sullivan said that while the Valley of the Sun has responded strongly to RYT's artistic approach, the grounding and advice she received at Arizona State ultimately set the stage for the group's success.

"We never could have founded Rising Youth Theatre without the support we received from ASU," she stressed.

Lost and found art

Shortly after finishing her master's degree at ASU, Ann Morton '08 B.F.A., '12 M.F.A., was inspired to launch Street Gems, an enterprise that partners with homeless participants to make saleable jewelry from discarded plastic. The operation is based at the Lodestar Day Resource Center in downtown Phoenix and the handcrafted jewelry is carried at the ASU Art Museum Store, Shemer Art Center, Scottsdale Museum of Contemporary Art Store, and Chandler's Vision Gallery.

The artist-entrepreneur and her apprentices craft jewelry from plastic bottles and cups, plastic bags, caution tape and other debris from today's throwaway society. The resulting work is aimed at a high-end market, and the homeless artisans are able to earn money from their work, as well as learn or improve new skills.

Morton attributes her success with this socially engaged creative venture to her ASU curriculum, which was a blend of fiber arts instruction and studies in social justice.

"Professors Clare Verstegen (fibers) and Gregory Sales (social practice) were most instrumental in the development of my art practice," she says. "Early on, I also had the gift of studying with Teri Murphy in a justice studies class called Social Protest: Conflict and Change."

Street Gems has attracted considerable media attention since its inception. It was featured by author Michael Tapscott in his recent book "Homeless Hero: Understanding the Soul of Home." He noted that Morton's approach was paralleled by her passion for making her venture succeed.

"Ann's passion for helping the homeless is exceeded only by her ingenuity in finding ways to do so," says Tapscott.

Oriana Parker is a freelance arts writer based in Phoenix.



After obtaining her graduate degree at ASU, Ann Morton launched Street Gems, which partners with homeless participants to produce saleable jewelry.



philanthropy is opening doors

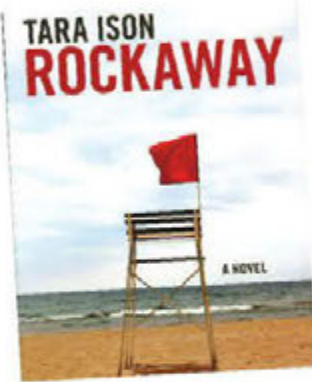
At Arizona State University, philanthropy has helped create the top university in the state, one of the greatest 100 in the world and one of America's most affordable. Philanthropy opens doors, providing scholarships for nearly 40,000 ASU students each year. Your generosity is your commitment to a better tomorrow where solutions to our greatest challenges are discovered. Invest in ASU — you're not only creating your own legacy, you're helping students see that, at ASU, if you can dream it, you can do it.

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Rockaway

By Tara Ison, Soft Skull Press, 2013.

Having reached the upper edge of young adulthood, and an all-time low in her work as an artist, Sarah leaves her aging parents in Southern California for a summer alone at a friend's beach house in Rockaway, New York. In anticipation of a productive summer, she sent ahead fresh white canvases, a vibrant rainbow of the best paints and her anticipation of an art show in the fall. Nagging guilt, obscuring fatigue and stubborn insistence that all she needs is time to paint travel with her across the country. This novel by Tara Ison, assistant professor of fiction in the creative writing program, is the story of Sarah's summer-long search for inspiration and motivation.

Initially, the story of "Rockaway" seems straightforward—a deception augmented by Ison's crystalline prose. Sunlight, white sands and bright blues predominate. Fluid description in elegant detail draws the reader gradually deeper into the story and reveals little by little the multiple layers of Sarah's search and dramatic discovery. Readers will appreciate the rolling prose, immediacy of scenes and characters and multidimensional story telling of this book that deepens in hue as it deepens in meanings.



Love Slave

By Jennifer Spiegel '03 M.F.A, Unbridled Books, 2012.

Sybil Weatherfield, the main character of Jennifer Spiegel's debut novel "Love Slave," is a living dissection of "temporary," an investigation of the failure to commit, the embodiment of rebellion against something vague. She lives in New York City's East Village, not quite Greenwich Village, where she goes to look at the real artists, in an apartment that reminds her of Laverne and Shirley's – sort of. Not really bulimic, she has been known to binge and purge if the situation is right.

When she works as an office temp, she is a voyeur in the world of eight to five. When she looks out her barred apartment window, travels the streets, enters the subway, she is a voyeur in the world of "freaks" (her word). Alone with her thoughts, she writes a sardonic column/ confessional, "Abscess," for an alternative weekly, New York Shock. In the column, she is acerbic, sometimes brutally frank; her fragility is clear; her humanity, search for purpose and meaning shows. Sybil will be memorable, a symbol for a generation or a way of being, perhaps.

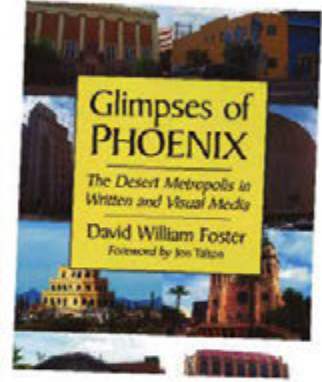


The Big Book of Team Coaching Games

By Mary Scannell '91 B.S., Mike Mulvihill '88 B.S., and Joanne Schlosser '81 B.S., '88 M.B.A.; McGraw-Hill Education, 2013.

This book is aimed at readers who are in a position to strengthen work teams of many sorts, either their own or one that they've been tasked with supporting. It opens with a brief description of what coaching is and how team coaching functions within an organizational environment. A variety of games, involving both physical and verbal activities, follows, with games grouped by in what state of team development they are most useful. Teams that need to break the ice and get to know each other can play "Life Map" or "The Weather Is ..." Groups focusing on how they execute their assigned tasks together can learn from "All For One," "Broken Squares," or "Go."

The instructions for the team coaching games are simple and direct, making it easier for coaches from a wide variety of backgrounds to use them. Also, the inclusion of debriefing questions helps take the exercises from a pleasant diversion into a place where team members can reflect and learn from the games.



Glimpses of Phoenix: The Desert Metropolis in Written and Visual Media

By David William Foster, McFarland, 2013.

As much as people in our contemporary culture like to take "selfie" portraits for consumption in social media, sometimes looking at oneself up close in a mirror (or in a photo taken by a high-definition camera) can be a painful, although revealing, experience. David William Foster, a Regents' Professor of Spanish and Women and Gender Studies at ASU, does much the same thing in this book, which is a survey of narrative works from the last several decades that expose sides of Phoenix that don't make it into Chamber of Commerce brochures: corruption, racism, poverty, etc.

Artworks as diverse as the "Wallace and Ladmo Show," Steve Benson's cartoons for the Arizona Republic, Jon Talton's detective novels, and the plays of Hispanic authors Cherrie Moraga and Guillermo Reyes are examined for their commentary on the Valley of the Sun. The book is a compelling look at how writers, visual artists and performers use a common geographic setting to express their ideas about its essence. The reader may not like all that he or she sees, but his or her perception of the metropolis will be far richer as a result of considering the truth in these narratives.

2010s

Ruth Carter '11 J.D., owner and attorney with Carter Law Firm, PLLC, announced the release of her new book, "Flash Mob Law: The Legal Side of Planning and Participating in Pillow Fights, No Pants Rides, and Other Shenanigans," by ABA Publishing.

2000s

Matthew Gavin Frank '06 M.F.A. announced the release of his linked, research-based poetry collection, "The Morrow Plots," by Black Lawrence Press.

Daniel Pike '05 B.A., announced the release of his book, "The Wolf of Descarta," the first book in his Dream Box trilogy, by Zharmae Publishing Press.

Greg Peterson '04 B.I.S., '06

M.U.E.P., who is known as The Urban Farmer, launched a series of MiniBuks called The Urban Farm's Simple Sustainability Series. The first book of the series, "My Ordinary, Extraordinary Yard," is available as a free download at <http://learn.urbanfarm.org>.

❖ **Jill Schiefelbein '04 B.A.,**

'06 M.A., owner and guru with Impromptu Guru and adjunct professor at ASU, announced the publication of "The Athlete's Media Playbook," which is available through Amazon.com.

Coe Kirby '03 B.S., owner of Miracles of Phoenix Fitness, announced the release of his book, "Working Out the Inner Self for a Fit Outer Self," by CreateSpace.

1990s

John Schufeldt '95 M.B.A., '05 J.D. presented and signed his new book, "Ingredients of Outliers," at Changing Hands Bookstore in Tempe in October.

Kristy Nabhan-Warren '94 M.A. announced the publication of her book, "The Cursillo Movement: Catholics, Protestants, and Fourth-Day Spirituality," by the University of North Carolina Press.

❖ **M.O. Thirunarayanan '90**

Ph.D., associate professor in the Department of Curriculum and Instruction at Florida International University, announced the release of "Streetpreneurs," an overview report of people who sell goods and services on the streets. The work is available on Amazon.com.

1980s

Thomas J. Povhe '88 M.Ed.

announced the release of his work "Information Skills Task Force Bibliography Phase Two," a specialized reference book in the field of education and library science.

Marcie Stern '88 M.H.S.A.,

founder and president of Marcie Stern & Associates, announced the publication of her new book, "So Long Inner Critic, Hello Inner Champion: 25 Tips to Master Your Mindset," that is available through the company's website.

❖ **Will Bashor '85 M.B.A., '97 B.A.**

announced the release by Lyons Press of his new book, "Marie Antoinette's Head: The Royal Hairdresser, the Queen, and the Revolution," on the 220th anniversary of Marie Antoinette's beheading.

❖ **Keith Slotter '83 B.S.**, Who works in the security department with Bridgewater Associates, LP, announced the release of his novel, "Gator Bait," that is a suspense crime thriller of serial murder in South Florida. The book is available from most e-book outlets.

Bill Williams '80 B.S., a journalist and paralegal, announced the release of his first book, "Murder by Guile," a true crime account of an Arizona murder case and its investigation.

1970s

Bill O'Hanlon '75 B.S., '78 M.S.

announced the release of his 37th book, "Becoming a Published Therapist: A Step-By-Step Guide to Writing Your Book," by W.W. Norton. An earlier book, "Do One Thing Different," was featured on "Oprah."

1960s

John Garot '66 M.A.E., who

worked previously in marketing and post-secondary education, announced the release of his book, "Reading Between the Lines: Middle of the Road Reader for Young and Old Alike," that is available from Amazon.com.

Everett Murdock '65 B.S., a

professor at California State University, announced the publication of his fifth novel, "My Vietnam War," that begins when the protagonist is a student at ASU. The work includes important scenes on ASU's Tempe campus.

Stanley Schatt '64 B.A., '67 M.A.

announced the release of his new novel, "Egypt Rising," by Eternal Press. The work is available on Amazon.com.

Bernadine King '60 B.A.E., '68

M.A.E. with contributor **Winifred King '50 B.A.E.** announced the publication of their book, "A Child's Holiday: Poem and Stories," for children ages four to eight. The work is available on Amazon.com.

Faculty and Staff

Valerie (Finn) Bandura, an instructor in the Department of English, announced the release of her poetry collection, "Freak Show," by Black Lawrence Press.

Awards and Recognitions

Michele Poulos '13 M.F.A.,

author of the collection "A Disturbance in Air," was featured in 32 Poems Magazine.

Dexter Booth '12 M.F.A., an

instructor in ASU's Department of English, received the Cave Canem Poetry Prize for his debut collection, "Scratching the Ghost." A poem, "The Body," from this work was showcased in a weekly poetry series for PBS News Hour.

Allison Miller '12 B.A. was

recognized by the World Series of Screenwriting for her work "Nowhere" that was selected for the contest's most coveted prize, the World Series Champion. The award is made to the best project from among all competition categories and all entries in the contest.

Michael Green '03 B.A., '06 M.A.,

'08 M.F.A., senior lecturer in Film and Media Studies and former freelance writer for ASU Magazine, announced the publication of "Walking My Way Out of Divorce" in Salon magazine.

One size fits all

Alumni Association hosts events for broad range of constituents

By Liz Massey



More than 800 ASU supporters gathered at Founders' Day 2014 to honor alumni, faculty and philanthropists who are transforming health care.

When it comes to clothing, “one size fits all” tends to make a person wary – usually it ends up being “one size fits almost no one.” However, when it comes to organizations, the Alumni Association is a perfect fit with Sun Devils from all walks of life. Whether you graduated this year or 50 years ago, no matter your interests or degree program, and regardless of your life path, the association has an event or program that will help you connect (or re-connect) with your alma mater.

Here are highlights of association-sponsored activities from the past few months.

Honoring health leaders, legislative allies focus of early year events

The year 2014 started with two events focused on the university’s relationship with the state Legislature – the annual Legislative Advocacy Breakfast on Jan. 14 and ASU Day at the Capitol on Feb. 11. The breakfast, sponsored by the Sun Devil Advocate Network and held at the downtown Phoenix studios of PBS affiliate KAET/EIGHT, featured a keynote by ASU President Michael M. Crow that highlighted how alumni and supporters of ASU could share information about how the university benefits Arizonans. ASU Day at the Capitol celebrated its 28th anniversary with a display of ASU success stories. More information on these efforts is available at sundeviladvocates.org.

On Feb. 20, the Alumni Association utilized its annual Founders’ Day celebration to honor alumni, faculty and philanthropists involved in health and wellness projects. The event, held at the Biltmore Resort & Spa in Phoenix, attracted more than 800 guests, many of whom left with an increased appreciation for the university’s investment in health-related research and initiatives. A recap of the event, including videos and photos, is online at alumni.asu.edu/events/founders-day.



(left to right) Arizona Sen. John McComish, Rep. Heather Carter and Rep. T.J. Shope visit with Sparky during the 2014 ASU Day at the Capitol event.



ASU alums enjoy a Maroon and Gold Professionals mixer.



Junior Sun Devils enjoyed the holiday theme of Storytime with Sparky.

Boosting careers and uniting young alumni

Career-minded Sun Devils made professional connections at a mixer hosted by the Alumni Association's Maroon & Gold Professionals group on Nov. 20 at Bar Louie in Tempe. They also gathered for networking on Feb. 26 at the Hard Rock Café in downtown Phoenix. The Women in Business networking group held an event for female ASU alums on March 19 at the Salut Kitchen Bar in Tempe.

ASU's youngest alums were active throughout the winter and spring, with game-watching tailgates during football season, and a night out at an Arizona Cardinals game in December.

Additional events

Sun Devil families had two opportunities late in 2013 to share their love for ASU at activities hosted by Sun Devil Generations, the Alumni Association's group for children ages 13 and younger. On Nov. 9, about 60 children and adults participated in Sparky's Sprint, a fun run held on the Tempe campus. Then, on Dec. 7, 110 guests of all ages gathered for Storytime With Sparky, where junior Sun Devils were able to make holiday-themed crafts, enjoy cookies and hot chocolate, hear stories and get their photo taken with Sparky.

Liz Massey is managing editor of ASU Magazine.

Sun Devils,



WE WANT YOU

To join the **ASU Alumni Association!**

Membership in the ASU Association entitles you to a wide variety of benefits including discounts on ASU merchandise at the Sun Devil Campus Stores, special pricing for ASU Alumni Association events, and an extensive chapter network. Whether you want to advance your career, travel the world, or support student scholarships, membership in the ASU Alumni Association makes it all happen! Please select March 2014 as the appeal code. Join today: alumni.asu.edu/join or **1-800-ALUMNUS**

Reports from the Sun Devil Nation



Chicago alumni enjoyed a meet and greet with ASU's men's basketball Head Coach Herb Sendek (center, wearing tie) before a game in December.

Austin

Our chapter is currently preparing for our signature spring event, the Pat's Run shadow run. We'll gather at Lady Bird Lake on April 26 and honor Pat Tillman's legacy with our race.

Other events this season will include a wine tour in early April and our always fun golf tournament in May. Follow us on Facebook or Twitter for all the details! We look forward to seeing you at an event soon!

Chapter contact: Autumn Mesanko, austin.sundevils@gmail.com.

Chicago

Last fall, we had a great season of football watching with our alumni, who joined us throughout the season at the Cubby Bear in Wrigleyville. We joined with other Pac-12 alumni groups for the Pac-12 Happy Hour as well as PAC-The-Stockings in December, where our schools raised money to be donated to the Toys for Tots Foundation.

Our chapter also cheered on the Men's Basketball team as they played DePaul at Allstate Arena. It was great to see so many Sun Devils come out for the game!

We celebrated our second annual corn-hole tournament and ASU-Colorado basketball game watching with the University of Colorado alumni to bring our alumni out of hibernation for the winter.

Currently, we're looking forward to our chapter's ASU Cares event at the Greater Food Depository of Chicago and the Pac-12 Bowling league.

Chapter contact: Steve Mindel, asuchicagoalumni@gmail.com.

College of Nursing & Health Innovation

The College of Nursing & Health Innovation hosted the 6th Annual Dream • Discover • Deliver Awards Nov. 7, where students, faculty, alumni, and community members gathered to celebrate and thank the supporters of the college.

The evening honored three outstanding health leaders whose support has allowed the college to expand its educational programs, support student scholarships and expand research capabilities.

DREAM award – Clay and Stephanie Sherman

The Shermans generously provide scholarships to ASU nursing students,



Austin Sun Devils will gather on April 26 to honor Pat Tillman's legacy with a Pat's Run shadow run.

enabling the students to achieve their dream of earning a nursing degree.

DISCOVER – Gerri Lamb

Gerri Lamb, an associate research professor with the college, has discovered innovative ways to deliver an interprofessional primary care curriculum that will lead to improved health outcomes at lower costs.

DELIVER – Banner Health

Banner Health's support of the college includes, but is not limited to, philanthropic contributions, clinical placements for students and their commitment to increasing the number of nurses who earn bachelor's degrees.

Chapter contact: Eric Spicer, Eric.spicer@asu.edu.



Colorado Ski and Board Day.

Colorado

Our chapter has been busy this spring! We had another great Ski and Board day in January on the slopes of Breckenridge. In February, we traveled to Boulder for men's and women's basketball games and followed the ASU hockey team to Boulder and Ft. Collins for the games against Colorado and Colorado State.

With April quickly approaching, we are finalizing our plans for this year's Pat's Run shadow run and are reaching out to soon-to-be Sun Devils and their families to join us for our Sun Devil Send-Off this summer. We've had such tremendous growth in our chapter that our state's alumni presence now includes an alumni chapter in southern Colorado and an interest group in Fort Collins. As always, you can go to <http://alumni.asu.edu/chapters/Colorado> to see what we have going on.

Chapter contact: Shaun Bainbridge, Bainbridge@asu.edu.

Georgia

Georgia Sun Devils love to eat and drink. That's why we are excited to welcome alumni, friends and family to

two new event series: "Moo"ing Mondays and local brewery tours.

"Moo"ing Mondays are the opportunity for alumni to get together and try the many, different hamburger joints throughout the Atlanta metro area. So far we have stopped by Yeah Burger in Virginia Highlands and tasted farm fresh beef at Farm Burger in Buckhead. Come satisfy your taste buds with us the second "Moo"nday of every month!

However, if you have a beef with beef then join us for a brewery tour. Our first two tours were a huge success as we tasted Monday Night Brewery brews in January and savored the Sweetwater Brewery's hops in February. You can learn more about these events at our Facebook page: <https://www.facebook.com/groups/asugeorgia/>.

Chapter contact: Seth Deitchman, Seth.Deitchman@morgansteyn.com.

Greater New York

New York Sun Devils had a blast last fall as hundreds came out to our game-watching tailgates to cheer our football team on to victory. We also enjoyed our inaugural signature event taking a leisurely boat ride up to Bear Mountain before celebrating Oktoberfest with custom pints and a taco-bar lunch.

This spring we look forward to participating in ASU Cares in March, running an official Pat's Run shadow run on April 26, and enjoying a casual afternoon in Central Park together.

Chapter contact: Josh Cohen, info@NYSundevils.org.

Greater Philadelphia

A record number of Philly Sun Devils got together this fall for ASU football! A great schedule aided by the Pac-12 Network and T-shirt giveaways added to the fun of this exciting season, capped off by our Territorial Cup rivalry game watch with the Philly Wildcats.

We also continued getting together with our fellow Pac-12 alums at the Pac-12 Alumni Brunch Club and at the Second Annual "PAC the Stockings" event to collect toys for local children in need.

We were proud to represent ASU at the Fall National College Fair. One of 459 schools in attendance, we had more than 170 students ask for information about our alma mater. It's amazing to see the Sun Devil network in the Philadelphia area continue to grow!

Our upcoming events include ASU Cares Day in March, and a cocktail reception and private tour of the Philadelphia Magic Garden as well as our Pat's Run shadow ran in April. We are always looking for event suggestions – so drop us an email at the address below or leave a comment at <http://www.facebook.com/PhillySunDevils>.

Chapter contact: Fernando Torres, PhillySunDevils@gmail.com.

Ira A. Fulton Schools of Engineering

Our chapter is looking forward to the annual Networking Mixer coming up in May at the Four Points by Sheraton Tempe Hotel in Tempe. Come join us and welcome our newest alumni family members – the class of 2014! Look for your e-vite soon, or contact our president, Teresa Clement, at the address below.

We also are looking to recruit recent female alums to reach out to prospective engineering students. Look for an invitation in your email inbox soon, or contact Steve Rippon, at Steve.Rippon@asu.edu.

Chapter contact: Teresa Clement, teresa.clement@raytheon.com.

Leadership Scholarship Program

It's been a busy year for our group, as always. This past October, the LSP



Greater New York alumni enjoyed an Oktoberfest event that included a taco-bar lunch.

asu 50 sun devil network

chapter hosted its annual Homecoming Reception at the Fulton Center at ASU's Tempe Campus in honor of the program's 38th year of existence! The program drew more than 40 alumni members, as well as the current students enrolled in the Leadership Scholarship Program. This year, the Neil Giuliano award was presented to Nikki Severson and Marnie Green for their continued service to the program and contributions to the community. Additionally, almost \$13,000 was raised for scholarships to current students in the program!

This spring, keep an eye out for our annual spring training game and the traditional wine tasting event. Keep in touch with us through Facebook or send us an email and let us know how you're doing. Look forward to seeing all of you throughout 2014!

Chapter contact: Nikki Severson, nlseverson@hotmail.com.

Los Angeles

The Sun Devil baseball team heads to UCLA March 28-30 at Jackie Robinson Stadium in Westwood. Our chapter is looking forward to having a big crowd of alumni there! Thanks to all of you who joined us to cheer on the men's and women's basketball teams in Orange County and LA this winter.

In April, don't miss our annual Pat's Run shadow run, during which we host a 4.2-mile run/walk to celebrate the life and legacy of Pat Tillman. More information is available on our chapter website.

If you have an alumni-owned or managed business and would like to help us host a future event (networking, social, cultural), send us a note so we can explore the opportunities. Also, if you're working in media or entertainment in Los Angeles, our specialty group can use your ideas for new events or your help as a volunteer.

For more information on our chapter, visit <http://alumni.asu.edu/chapters/los-angeles> or look for us on Facebook (LA Sun Devils).

Chapter contact: Eddie DeVall, devall@aol.com.

Los Diablos

On Nov. 30, our chapter gathered for the tailgate of the year before the ASU-U of A Territorial Cup football game. The extravaganza took place at the Devils on Mill event at 5th Street and Forest Avenue, next to City Hall. Special radio guests from Latino Vibe 95.1 and Power



San Diego alumni hosted a tailgate before the Dec. 30 Holiday Bowl.

98.3 provided everyone with great music and entertainment, and proceeds from ticket/admission sales benefitted the Los Diablos Scholarship fund. This was a tailgate to remember, and we hope everyone comes back to join us next year!

Chapter contact: Sonia Gomez, smgomez1@icloud.com.

Mary Lou Fulton Teachers College

Our chapter now has an official LinkedIn group for alumni, faculty, staff, students and community stakeholders of the Mary Lou Fulton Teachers College. Request membership in the "ASU Mary Lou Fulton Teachers College" LinkedIn group to gain insight into jobs, professional development opportunities, and other resources in education — including our very own Professional Learning Library.

Speaking of which, the online Professional Learning Library (<http://pll.asu.edu>) is a source for pre-service and in-service K-12 educators and college faculty to connect, collaborate, share and learn. The site provides educators with access to more than 1,200 resources aligned with Arizona's College and Career Ready Standards. Teachers College faculty members continually produce, evaluate and upload lesson plans to the online venue, which translates use-inspired research into direct classroom applications. Please use and share this resource!

Chapter contact: Dawn Kallestad, Dawn.Kallestad@asu.edu.

Nonprofit Professionals

Our group spent the winter and early spring months volunteering at numerous community events, including the 45th Annual Y Race Phoenix, the Girls on the



Nonprofit Professional Club members gathered at a recent Maroon and Gold Professionals mixer.

Run 5k, and the Martin Luther King Jr. Day of Service. Our volunteers had a great time meeting other nonprofit-affiliated alumni, while donating their time to these worthy causes.

In February, the club held another successful networking mixer. These events allow Sun Devils from all areas of the nonprofit sector to come together and build their career networks. We had current professionals who work at small and large community organizations, ASU staff, and retired professionals join us for a night of very interesting conversation and relationship building.

Interested in joining us? Visit our website at alumni.asu.edu/chapters/nonprofit-professionals or our Facebook page at facebook.com/ASUNonprofitAlumni to find out about our upcoming networking and community service events.

Chapter contact: Colleen Dunbar, nonprofit.alumni@gmail.com.

San Diego

Our chapter served as host for the last Sparky's Touchdown Tailgate of the 2013 football season when the Sun Devils came to San Diego to take on Texas Tech in the Holiday Bowl on Dec. 30. More than 1,300 fans of all ages filled the tailgate with plenty of maroon and gold and enjoyed

special appearances by Sparky, the ASU Sun Devil Marching Band and Spirit Line, as well as Sun Devil greats that included Frank Kush, Mike Aguirre, Rudy Burgess, Ron Erhardt, Dan Kush, Steve Matlock, John Vandevier, Senior Associate Athletic Director Don Bocchi and Alumni Association President Christine K. Wilkinson. We also hosted the Sun Devil Sizzlin' Sunday Night at The Local on Dec. 29 and hundreds of ASU alumni, fans and friends turned out for this pep rally. It was a great time and we thank all the fans for helping us cheer on the Sun Devils!

This spring, we held a 'Sunday Funday' brunch for young alumni and some monthly networking events. We're currently organizing our Pat's Run shadow run on April 26.

Chapter contact: Alice Faggi, alicevollmer@gmail.com.



Twin Cities alumni chapter.

Twin Cities

This past February, our chapter gathered together for a wine-tasting event, which featured an expert sommelier, Tyler, to guide us through the great vintages. We enjoyed tasty dishes paired with Spazzo's best wines. All proceeds from will support the Twin Cities Scholarship Fund.

March is ASU Cares Month! Join us for a day of service in our local community. More information will be available at <http://alumni.asu.edu/chapters/twin-cities>.

Mark your calendars for April 26, when we'll host a Pat's Run shadow run in the Twin Cities. your friends, family, and coworkers for an invigorating fun run/walk and a great social time afterward. Let's hope for good weather!

Chapter contact: Kate Lyons, Katelyons80@gmail.com.

Utah

As the magazine goes to press, our chapter is getting ready to host a service project for ASU Cares. We'll be focusing on an outdoor-themed community project



Utah alumni at Nov. 9 tailgate.

in the Salt Lake City area.

We had a great networking event in August – we met at Buffalo Wild Wings in Midvale and many alumni renewed their Sun Devil connection with others from the area.

We also had an exciting tailgate before the ASU-Utah game on Nov. 9. It was great to see so many alums and our dramatic victory over the Utes was amazing!

Chapter contact: Kevin Camp, asuutahalumni@gmail.com.

Veterans

Our chapter welcomed graduating student veterans into the ASU Alumni Association at a reception at Old Main on Dec. 3. We presented them with special red, white, and blue cords, which they were able to wear at Commencement and convocation ceremonies. We'll hold a similar event for veterans graduating in Spring 2014 on April 29 at Old Main.

Visit the Veterans Chapter page at <http://alumni.asu.edu/chapters/veterans> for information about this and other chapter events.

Chapter contact: Steven Balthazor, stevenbalthazor@gmail.com.

W. P. Carey School of Business

The W. P. Carey alumni chapter hosted many fun and meaningful opportunities for involvement over the winter. Business school alumni joined together to pack boxes for those in need at the St. Mary's Food Bank of Phoenix in November. A cooking class provided plenty of fun in January, and a leadership workshop and a "Back to Class" professional development event provided alums with the continuing education needed in order to stay sharp in their respective fields.

Our chapter is looking forward to a spring season full of activities. We'll field a team of alumni from the school for the 10th Annual Pat's Run on April 26 in



Members of the Veterans chapter board of directors.

Tempe, and we'll host our annual new grad mixer in May. For a complete listing of upcoming business alumni events and to register, visit <http://alumni.wpcarey.asu.edu>.

Chapter contact: Theresa DeLaere, wpcareyalumni@asu.edu.



New alums at the fall 2013 international student graduation reception.

International Alumni

In partnership with the International Students and Scholars Center and International Student Engagement, the ASU Alumni Association welcomed a new class of Sun Devils into the alumni community at the Fall 2013 international student graduation reception, held on Dec. 3 in Old Main on the Tempe campus.

ASU continues to be ranked as one of the nation's top choices for international students. With more than 4,500 alumni already living overseas, the Sun Devil nation is quickly expanding across the globe. If you live outside the United States, or know a Sun Devil who does, consider joining the association's International Connections program, which provides the opportunity for ASU graduates living abroad to connect with other ASU alumni living in their respective countries and/or regions.

The Alumni Association currently sponsors International Connection groups in more than 30 countries. For a list of current connection coordinators and the countries they represent, visit: <http://alumni.asu.edu/groups/international>.

Keeping an eye on the ball

Azahara Munoz
Guijarro '09 B.A.

By Brian Hudgins



No matter how many miles Azahara Munoz Guijarro is from Marbella, she has reminders of home with her. For example, she carries a coin from her late grandmother to mark her shots during tournaments.

Munoz Guijarro, a professional golfer on the LPGA tour, has seen her career carry her from the Spanish town of Marbella, to Tempe and ASU, to tree-lined golf courses throughout the world. It's been a challenging trip at times.

"The golf courses I play now are tougher than they used to be (as an amateur)," she said. "The rough is thicker, the greens are firmer and you have to be more precise."

Munoz Guijarro has responded to those challenges by becoming the first Spaniard to win the Louise Suggs Rolex Rookie of the Year Award in 2010. She built on that accomplishment by winning her first LPGA event at the Sybase Match Play Championship in 2012 – a year in which she finished in the top 10 at nine tournaments.

"I had practiced all my life for that," she said of the victory. "That was huge for me. The first win is the hardest to get. That gave me confidence that I could win on the tour."

Missy Farr-Kaye, the associate head coach of the ASU women's golf team, has enjoyed seeing her former student develop professionally over the last few years.

"Azahara was very consistent (skill-wise) from day one," Farr-Kaye said. "Her biggest challenge was managing her emotions. We would tease her and say she had a Spanish temperament. Now, she has such a cool temperament. To see her grow is wonderful."

Her growth occurred on many levels beyond the putting green. She arrived at ASU with a limited grasp of English and left with a 3.98 grade point average and a bachelor's degree in psychology. She won an NCAA individual national championship in 2008 and helped guide the Sun Devils to a team national championship a year later.

Her successes have led to invitations to so many golf events each year that December is her only month where she can take an extended vacation. And when she does, she returns to Marbella to reconnect with her roots.

"In December, I don't work much on golf," she said. "I don't get to go home very often, so I like to see my friends and family."

2010s

Lauren E. McKeon '13 M.B.A., '13 J.D. joined Ballard Spahr law offices in Phoenix as an associate in the business and finance department.

Amelia Valenzuela '13 J.D. and **Edward J. Hermes '07 B.S., '07 B.A., '13 J.D.** joined the Phoenix office of Quarles & Brady LLP as associates. Valenzuela is a member of the Commercial Bankruptcy, Restructuring and Creditors' Rights Practice Group, and Hermes practices with the Commercial Litigation Group.

Kelsey Digman '12 B.S. created a new brand of giardiniera, an Italian condiment that is available at farmer's markets, restaurants and specialty grocery stores in Phoenix, as well as in Illinois, Nevada, California, Wisconsin and Texas.

Rachel Hill '12 B.S., premium seat sales coordinator for Live Nation in Phoenix, coordinated the Oddball Comedy & Curiosity Festival that featured Dave Chappell and Flight of the Conchords.

Brody Stevens '93 B.A. served as host of the second stage at that event.

Ben Hruska '12 Ph.D., formerly with the Block Island Historical Society in Rhode Island, was appointed director of the Sheridan County Historical Society in Sheridan, Wyo.

Anthony M. Gonzales '11 B.S. and **Bob Merriman '02 B.A., '12 M.B.A.** cofounded Force Impact Technologies (FIT) in 2013 to develop and distribute the new FIT Guard, an athletic mouth guard that has embedded force-detection technology. The device effectively assesses whether a player has sustained a head injury in sport-related collisions. It was selected among 50 finalists in the Global Entrepreneurship Week Startup Open competition.

◆ **Jeffrey Kempton '11 M.B.A.**, opened the new Residence Inn by Marriott in downtown Tempe and will serve as its general manager.

Nadia Sablin '11 M.F.A., a Brooklyn-based photographer, won the second annual Firecracker Award for her documentary series titled "Two Sisters" about her aunts, who live according to a vanishing way of life in a Russian village. The award provides money to female photographers working on documentary projects.

Eric M. Boone '10 M.B.A., previously senior project manager at Westinghouse Electric Company, accepted a position as CEO of the Hartford Parking Authority in Hartford, Conn.

Liv Fierro '10 B.I.S., a front desk supervisor at the Four Seasons resort in Scottsdale, was named best hospitality worker in the country following nomination by her co-workers and unsolicited comments from resort guests.



Jeffrey Kempton

◆ **Laura Pich '10 B.I.S.** opened a new juice bar, The WELL, in the Sun Devil Fitness Complex. The juice bar collaborates with several ASU organizations and emphasizes both wellness and sustainability.

Lynn Torrel '10 M.B.A., senior vice president of global supply chain and strategic accounts with Avnet Electronics Marketing, assumed responsibility for Avnet Velocity, which assists technology companies with supply chain management.

2000s

Amanda Arentsen '09 B.A., formerly media relations director with MassMedia Corporate Communications in Henderson, Nev., promoted to account executive. She also serves as chair of the company's community integration committee.

◆ **Kenneth Hicks '09 M.P.A.**, previously executive director of business resources for the Littleton (Colo.) Elementary School District, accepted a position as chief financial officer for the Peoria (Ariz.) Unified School District.

Sarah N. O'Keefe '09 B.S., '12 J.D., previously a law clerk for Judge Patricia K. Norris, joined the Phoenix law firm of Burch & Cracchiolo, P.A. as an associate attorney.

◆ **Stephanie Riel '09 B.A.** accepted a position as senior account executive with Serendipit Consulting, a Phoenix-based marketing and public relations firm.

Nicole Ruiz '09 B.S. was selected for the American women's dodgeball team and will compete internationally with the team.

Catherine Salch '09 M.Ed., formerly instructional coach at Mable Padgett Elementary School, recently accepted a position as assistant principal of Don Mensendick Elementary School in Glendale, Ariz.

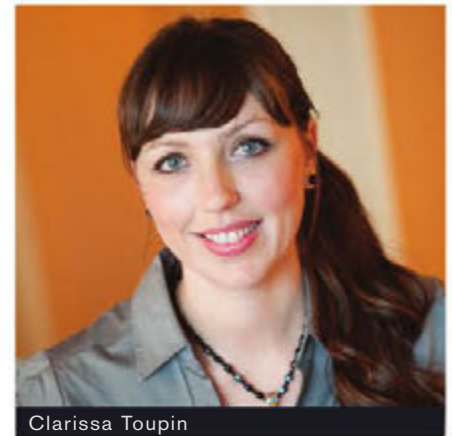
Clarissa Toupin '09 B.A. was awarded a 2013 Knowles Science Teaching Foundation Teaching Fellowship. The selective fellowship supports the recruitment, training and retention of exceptional science, technology, engineering and mathematics teacher candidates across the nation.



Amanda Arentsen

Nicholas Gearing '08 B.A.E., chair of the English Language Arts Department and eighth grade teacher at Hillcrest Middle School in the Deer Valley Unified School District, was selected as a Master Teacher for 2013-14 school year by the National Education Association and BetterLesson.com. He is one of five English Language Arts teachers in the country selected for the program.

Neal Stephenson '08 B.S. was promoted to senior consultant with Shell Downstream Strategy & Consultancy in Houston, Texas.



Clarissa Toupin



Theresa Mease-Londono



Will C. Strong

◆ **Justin M. Clark '07 B.S., '12 J.D.** accepted a position as attorney with The Luther Law Firm in Scottsdale, where he will focus on trademark and copyright law.



Craig Rosenstein



Michael Faith



Jose Carrillo

Theresa Mease-Londono '07 M.Ed., formerly a teacher in the Deer Valley School District, accepted a position as program manager with DrugFreeAZ.org.

Ryan O'Daniel '07 B.A., previously a legislative program analyst for the Arizona Department of Emergency and Military Affairs, joined Brownstein Hyatt Farber Schreck as a policy advisor in its Phoenix office.

Chris Shipley '07 B.S. was appointed chief of staff in the office of Phoenix City Councilman **Sal DiCiccio '81 B.S.**

Jen (Jaeckels) Snyder '07 B.A., '10 M.P.A., formerly an information specialist with Sun Devil Athletics and a communications specialist with ASU's Consortium for Science, Policy and Outcomes, recently accepted the position of digital media specialist with the Town of Queen Creek, Ariz.

Will C. Strong '07 B.S., '07 B.S., previously with Cushman and Wakefield, joined the Arizona office of Cassidy Turley as a vice president in the industrial group.

◆ **Jose M. Delgado '06 B.S., '13 J.D.** accepted a position with Osborn Maledon in Phoenix as an associate focusing on mergers and acquisitions, intellectual property and venture capital.

Craig Rosenstein '06 J.D., an attorney with Rosenstein Law Group, PLLC in Scottsdale, Ariz., was certified by National College for DUI Defense, Inc. as a DUI Defense Specialist.

Janelle Tassart '06 B.S., '09 M.N.P.S., formerly development and communications manager for Gompers Rehabilitation Center, accepted a position as director of community relations with the Greater Phoenix Chamber of Commerce.

Alex Asnovich '05 M.B.A., formerly chief marketing officer for Proximex, accepted a position as vice president of global marketing with Guardly, a mobile safety solutions company.

Jose Carrillo '05 B.A., '13 J.D., formerly an investigator with the U.S. Equal Employment Opportunity Commission and the Arizona Civil Rights Division of the Arizona Attorney General's Office, joined the Phoenix office of Quarles & Brady LLP as an attorney in the labor and employment practice group.

Michael Faith '05 B.S. accepted a partnership with the law firm Faith, Ledyard & Faith, PLC in Avondale, Ariz.

Beth Lewallen '05 B.A., previously legislative liaison for Maricopa County, accepted a position as associate vice president for government affairs with the Arizona Board of Regents.

Nicole E. Negron '05 B.S., previously a managing associate with a family law firm in Mission Valley, joined the San Diego family law division of Boyd Contreras, APC.

Brandyn Prust '05 B.S. is vice president of sales in the New York offices of DS-Concept, a German-based international trade finance firm.

◆ **Brian Scantland '05 M.B.A.**, previously senior director of fresh food transformation at 7-Eleven Inc. in Dallas, accepted a position as vice president of planning and performance improvement with Long John Silver's.

Jay Woller '05 M.Ed., formerly assistant principal in Chaska, Minn., recently accepted a position as principal of La Crescent-Hokah Elementary School in La Crescent, Minn.

Joshua Eichorn '03 B.S., previously with StumbleUpon, accepted a position as chief technology officer with Page.ly, the original managed WordPress hosting service.

◆ **Gabriel Escontrías, Jr. '03 B.A., '06 M.Ed., '12 Ed.D.**, managing director of ASU's Learning Sciences Institute, was selected for a 2013 40 Hispanic Leaders Under 40 Award.

Erica Quintana '03 B.S., Dev Pawar '01 M.S. and **Doug McCord '98 M.Arch.** completed their transition to ownership of Architectural Resource Team (ART) and are now partners and principals of the mid-sized Phoenix firm.

Chandra Reilly '03 B.S., a LEED Accredited Professional, accepted a position as project director for Sundt Construction's Southwest District.

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I share a special connection to ASU. I am an ASU alum who graduated with a business degree in 1962. The education that I received and the friendships that I made at ASU have been valuable throughout my life.

Ten years ago, I cofounded Oceania Cruises, a cruise line that is unique and distinctive with luxurious accommodations, world-class cuisine and exceptional personalized service. As a fellow Sun Devil, I invite you to sail the Greek Isles with us; I know you'll enjoy the experience.

The men and women of Oceania Cruises look forward to welcoming you on board.

Best regards,

Joe Watters
Founding Chairman, Oceania Cruises
ASU Class of '62



Beth Lewallen

Lauren Elliot Stine '03 B.S., '03 B.A., '06 J.D., an attorney in the Phoenix law offices of Quarles & Brady LLP, was elected to partnership by the firm's executive committee.

Jaime R. Vidales '03 B.S. was promoted to director of K-14 in Adolfsen & Peterson's Southwest



Ron Taibl



Dawn Valdivia



Lauren Elliot Stine

region and will manage the firm's efforts in the primary, secondary and two-year post-secondary and technical education construction projects.

Nathan Blair '02 B.A., previously a senior vice president with Arroyo & Co., joined the firm HFF as director in its San Francisco office. He will focus on multi-housing investment sale transactions in Northern California.

Matt Gould '02 D.M.A., a guitarist, and his wife, violinist Beth Schneider Gould, are the members of DUO46, which was the cover story feature in the July 2013 issue of Classical Guitar magazine. The ensemble tours internationally with a repertoire that emphasizes new music, performs on a dozen recordings and appears live. Both members are on the faculty at Cambrian College, Sudbury, Ontario, Canada and the annual soundSCAPE festival in Maccagno, Italy.

Chad S. Purdie '02 B.A. was named partner in the law firm Diaz Reus & Targ LLP, where he is a litigator in the area of international financial, trade and commercial disputes. He is located in the firm's Miami office.

Kamila Altman '01 B.S.P., formerly with Landon Bone Baker Architects in Chicago, accepted a position as architect with GWWO, Inc. in Baltimore.

Ron Taibl '01 M.B.A., executive vice president and board member with Compsys, was appointed to the board of directors for Workforce Brevard, an organization that assists the career search of displaced workers from the retired Space Shuttle Program in Brevard County, Fla.

Cameron Carter '00 B.S., '07 J.D., a real estate and transactional attorney, was appointed partner at Rose Law Group.

1990s

Marcus Conley '99 B.A. was promoted to dean of undergraduate studies at Harrison Middleton University in Tempe, Ariz.

Pamela Judd '99 B.S., '02 J.D., a partner at Roshka DeWulf & Patten in Phoenix, was appointed to the board of directors for Florence Crittenton Services of Arizona.

David Luna '99 M.M.C., director of education television for Mesa Public Schools, was appointed to serve as a Mesa City Council member from District 5 and will replace a former council member who resigned mid-term.

Peter A. Smith '99 M.B.A., previously CEO of Voltaix, joined Polypore International, Inc. as president of energy storage – transportation and industrial.

Jennifer (Jenny) Warren '99 B.A. accepted the position of director of the Honors Institute at Collin College in Plano, Texas. In recognition of her service to the institution, a scholarship has been awarded in her name for the past three years.

Jason T. Ebert '98 M.A. accepted an appointment as the Semler Endowed Chair for Medical Ethics in the College of Osteopathic Medicine at Marian University in Indianapolis. He received a doctorate from Saint Louis University in 2003 and recently completed a research fellowship at the Centre for Ethics, Philosophy, and Public Affairs at the University of St. Andrews in Scotland.

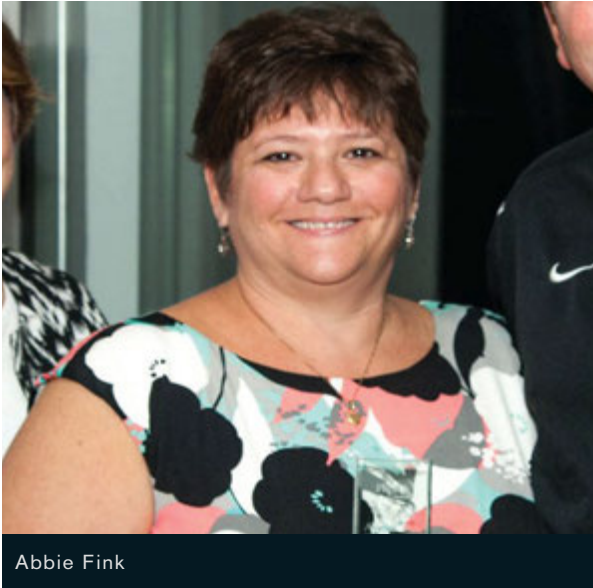
Valerie Owen Gresser '98 B.A.E., a first grade teacher at Pleasant Ridge Elementary School in Knoxville, Tenn., is among the 95 people nationwide selected to serve as master teachers for the National Education Association's Master Teacher Project.

Anita Malik '98 B.S., '98 B.S., previously co-founder and CEO of BrideRush, accepted a position as director of content operations with iAcquire in Phoenix.

Paulina Vazquez Morris '98 M.B.A., '98 M.H.S.A., previously deputy director and general counsel for the Arizona Department of Administration, was elected to the A.T. Still University Board of Trustees.

Lisa Austin '97 B.S., formerly vice president of sales for the Convenience Channel, accepted a position as executive vice president of sales with Oberto Brands in Washington State.

Marilee Eyring '97 B.S.N. joined Sun Life Family Health Center at the organization's Casa Grande (Ariz.) family practice office.



Abbie Fink

Denee Pescarmona '97 M.A., a long-time faculty member at College of the Canyons, accepted a position as dean of instructional support and student success at the institution, which is located in Valencia, Calif.

Dawn Valdivia '97 B.A., '97 B.A., a partner in the Phoenix office of the Quarles & Brady LLP law firm, was selected to join the Make-A-Wish Arizona's board of directors.

Robert Handy '96 M.P.A., previously police chief for San Bernardino, was named chief of police for Huntington Beach, Calif. Handy served with the Phoenix Police Department for 21 years and as an adjunct professor at ASU for 13 years.

◆ **Katie Kouns '96 B.Mus.**, choral director at Horizon High School in Scottsdale, was selected among the semi-finalists for the inaugural Grammy Award for Music Educators. She directs six award-winning choirs, comprising 325 students total, and is known for her talents in music, education and the business aspects of managing nationally and regionally competitive choirs.

Lisa Pino '96 B.S., '99 M.A., '05 J.D., previously deputy assistant secretary of the Office of Civil Rights in the U.S. Department of Agriculture, accepted a position as president and CEO of United Food Bank of Arizona.

Dana Campbell Saylor '96 B.A., CEO at the YWCA Maricopa County, was voted to a three-year term on the Valley Youth Theatre Board of Directors.

Scott Bauguess '95 M.S., '99 M.B.A., '04 Ph.D. was promoted to deputy director of the Securities and Exchange Commission's Division of Economic and Risk Analysis.

Lyn Demaret '95 B.A., formerly vice president of finance, was promoted to president and CEO of River Cities United Way in Lake Havasu City, Ariz.

Shelley Detwiller DiGiacomo '95 B.S., a partner of Detwiller DiGiacomo & Pizaruk, was selected for inclusion in The Best Layers in America 2014 in the area of corporate law.

Dana M. Levy '94 J.D., an attorney with Dickinson Wright/Mariscal Weeks, was elected Fellow of the American Academy of Matrimonial Lawyers in recognition of her knowledge, skill and integrity in the practice of family law.

Barbara Moreno '93 B.S. accepted a position as marketing director of salad, snacking & vegetables with Ready Pac Foods, Inc. in Irwindale, Calif.

Thomas O'Shea '93 M.Ed., previously a teacher of elementary students with autism in Ireland, completed doctoral studies in administration and accepted a position as a special education teacher with the Chandler Unified School District.

Jonathan Pinkus '93 B.S., Arizona Nutritional Supplements' co-founder, senior vice president of business development and board member, was elected to the board of directors for CoBiz Financial banking franchise.

◆ **Erin Weissman '93 B.A.**, previously director of field marketing with Disney, accepted a position as director of promotions and event activation at the National Football League.

Nicole Byun '92 B.S., formerly senior credit administrator, was promoted to executive vice president and chief credit officer at Ohana Pacific Bank in Hawaii.

Brent Michael Davids '92 M.M. announced the presentation of his new concert opera, "Purchase of Manhattan," at the Lenape Center and Society for New Music at Syracuse University. Two additional works composed by him, "Indian Story Time" and "Indian Treaty Time," continue to be popular for level 2-2.5 and 3-3.5 level bands. A newly commissioned flute concerto, "Fluting Around," will premiere in 2014.

William Gleason '92 D.M.A. accepted a position as choir director for the First Presbyterian Church in Sun City, Ariz.

Frank Myers '92 M.B.A., founder of My-Tec Inc. and a 30-year veteran of the electronics industry, recently acquired IMLCORP, a Georgia-based manufacturer of products that serve public safety, emergency and disaster organizations worldwide.

Stephen Ritz '92 M.Ed. teaches at risk students in New York's South Bronx, helping them cultivate urban gardens that have produced and sold more than 25,000 pounds of vegetables. Ritz is a featured teacher in a new book, "American Teacher: Heroes in the Classroom," by Katrina Fried that profiles 50 of the country's best public school teachers.

Gary Schechner '92 B.S., previously head of advertising, marketing and social media for ampm, accepted a position as partner/head of marketing with Publicis Groupe in Los Angeles, Calif.

Natalie Bauer '91 B.S., previously program manager and assistant director of graduate admissions and recruitment in the W. P. Carey School of Business Executive MBA program, accepted a position in client services with Ipro Tech, Inc. in Phoenix.

◆ **Kristine Kassel '91 B.S.**, owner of Benefits by Design insurance brokerage company, was named as one of three recipients of the Tempe Chamber's Business Woman of the Year award.

Michael Alexander '90 M.B.A., previously senior vice president for sales and marketing, was named president and CEO of King & Prince Seafood.

Bruce Behn '90 M.B.A., '94 Ph.D., Deloitte LLP Professor and head of the Department of Accounting and Information Management in the College of Business Administration at the University of Tennessee, received the American Institute of Certified Public Accountants Special Recognition Award and the American Accounting Association Outstanding Service Award in recognition of his work on the Pathways Commission on accounting education.

Kathleen Iudicello '90 B.A., '92 M.A., division chair for arts and composition at Estrella Mountain Community College, accepted an additional, one-year appointment as dean of academic affairs for that institution, which is part of the Maricopa County (Ariz.) Community College District.

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

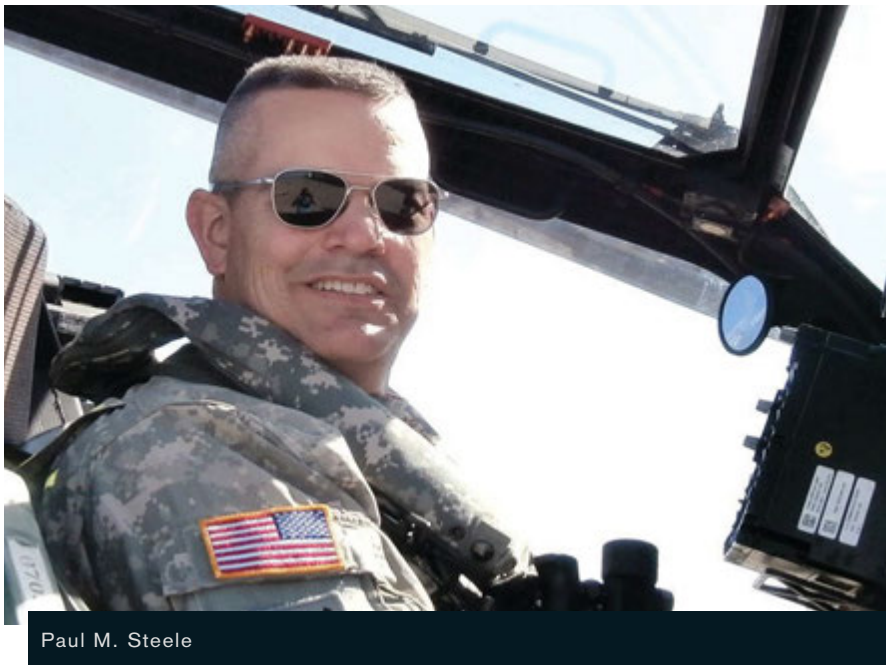


How to submit class notes

Online: alumni.asu.edu/classnotes

Email: alumni@asu.edu

Post Office: ASU Alumni Association,
Attn: Class Notes, P.O. Box 873702,
Tempe, AZ 85287-3702



Paul M. Steele

1980s

Karmela Gaffney '89 B.A., previously managing director of marketing and e-commerce at Best Western, was named vice president of digital commerce for Choice Hotels at the company's global technology hub in Phoenix.

Hisham Mahmoud '89 M.S.E., '91 Ph.D., formerly group president for growth regions at AMEC, accepted an appointment to the newly created role of group president for infrastructure with SNC-Lavalin Inc., an international engineering and construction group.

Leon Silver '89 J.D., a trial lawyer and shareholder with the national Polsinelli law firm, was selected for inclusion in the Southwest Super Lawyers 2013 in the category of business litigation.

Mark Davies '88 M.B.A., formerly executive vice president and president of global business services with Alcoa, was appointed CFO of Vivint.

Tom Duensing '88 B.S., formerly assistant city manager for Maricopa, Ariz., accepted a position as executive director of financial services for the city of Glendale, Ariz.

John Hernandez '88 B.S. assisted the development and passage of California Senate Bill 326 that requires schools to inform parents if registered sex offenders are allowed access to school campuses.

Kathleen H. Mead '88 J.D., formerly a commissioner with the Maricopa County Superior Court, was appointed to a judgeship with that court by Arizona Gov. Jan Brewer.

Javier Morales '87 B.S.W., '91 M.P.A., previously health services coordinator for the Headstart program administered by Chicanos Por La Causa, accepted a position as director of public relations for the city of San Luis, Ariz.

Judith Pepler '87 B.S., formerly chief transformation officer and chief of staff for the Wake County Public School System in Raleigh, N.C., joined Knowledgeworks in Cincinnati as CEO.

♦ **Abbie Fink '86 B.A., '96 M.M.C.**, vice president and general manager with HMA Public Relations, received the Percy Award from the Public Relations Society of America's Phoenix chapter at the organization's 2013 Copper Anvil ceremony. The award recognizes a public relations professional who has demonstrated excellence, actively supported the local chapter and contributed to the Phoenix community.

Kenton Jones '86 J.D., a Yavapai County Superior Court Judge, was appointed by Gov. Jan Brewer to the state Court of Appeals.

♦ **Edwin C. Roessler, Jr. '86 B.S.**, formerly deputy chief of patrol and acting chief, was appointed chief of police for the Fairfax (Va.) County Police Department.

Daniel Draz '85 B.S., principal of Fraud Solutions, was recognized and appointed as a fellow of the Governance & Accountability Institute, Inc.

Karen Miner-Romanoff '85 B.S., formerly program chair of the criminal justice administration program at Franklin University, was named dean of the institution's College of Health & Public Administration.

Tony Sarsam '85 B.S.E., previously president of Nestle Direct Store Delivery Company, accepted a position as CEO of Ready Pac Foods, Inc.

Laurel Arndt '84 B.S., '99 M.E.P., accepted a position as senior environmental planner with Parsons Brinckerhoff, an engineering firm in Tempe.

♦ **Eric Crown '84 B.S.**, co-founder and chairman emeritus of Insight Enterprises, received with Insight Enterprises co-founder and current chairman of the board Timothy Crown, the OneNeck IT Services People's Choice Lifetime Achievement Award during the 2013 Governor's Celebration of Innovation Awards on Nov. 14.

♦ **Randal Kaufman '84 B.S.** has transitioned from working for 25 years in the mortgage industry to selling long term care, health and life insurance for Insphere Insurance Solutions in Scottsdale.

Todd Lawson '84 B.S., formerly CFO for SNTech, Inc., accepted a position as CFO with Echo Automotive, Inc.

Sam Sadri '84 B.S.E., a 26 year veteran of the micro-electronic packaging environment, accepted a position as director of business development with Advanced Packaging Technology of America.

♦ **Paul M. Steele '84 B.S.**, an experimental test pilot with the U.S. Army, was promoted to chief warrant officer 5 and serves with the Aviation Flight Test Directorate at Redstone Arsenal, Ala.

Susan M. Suver '84 B.A. advanced to senior vice president of human resources and administration with United States Steel Corp. in Pittsburgh.

Mike Hook '83 B.S.E. was promoted to the position of Western region engineer with the American Concrete Pipe Association.

Jeffrey A. Meyer '83 B.S., president of Desert Care Landscape Resources in Phoenix, announced that the business was ranked 641st in Inc. Magazine's listing of the 5,000 fastest growing companies in 2013.

Patricia Nolan '83 J.D., a partner at Gammage & Burnham law firm in Phoenix, was named to the 2014 edition of Best Lawyers.

Bridget Simons '83 B.S., formerly director of sales and marketing for a Denver Hampton Inn and Suites, accepted a position as director of sales for the first hotel in a new chain, Woolley's Classic Suites, which will be located near the Denver International Airport.

Susan Swirsley '83 M.B.A. was named vice president, Global Marketing with Terex Aerial Work Platforms, a business segment of Terex Corp. She is based in Seattle.



Kathleen Duffy Ybarra



Lori Walker



Paul Faith

Bart Langemeier '82 B.S., president of Bank of Bridger, N.A., was appointed to the State Banking Board of Montana. He serves, also, on the board for the State Bankers Association Group Benefits Trust.

Keith E. Smith '82 B.S., president, CEO and director of Las Vegas-based Boyd Gaming Corp., was appointed to the board of directors of SkyWest, Inc. and its subsidiaries, SkyWest Airlines, Inc. and ExpressJet Airlines, Inc.

◆ **Kathleen Duffy Ybarra '81 B.A.**, founder of Duffy Group in Phoenix, received the Al O'Connor Lifetime Achievement Award from the Arizona Society of Human Resources Management in recognition of her volunteer leadership, support of human relations initiatives, and significant contributions to the promotion and support of human relations professionals.

Edwin Bull '80 J.D., a senior partner with Burch & Cracchiolo, P.A., was identified by U.S. News Best Lawyers in America as Phoenix Lawyer of the Year 2014 in land use and zoning law.

Mark Weber '80 B.S. was promoted to partner-in-charge in the Phoenix office of Moss Adams LLP, an accounting and business consulting firm.

1970s

Barbara J. Flanigan '79 B.S., previously vice president of carrier practice with Gallagher Bassett Services, accepted a position as CEO of Applied Systems Client Network.

Jeffrey Schleff '79 B.Mus. accepted a position as director of parish music and organist at Immanuel Lutheran Church in Des Plaines, Ill. Previously, he held a similar position at St. Andrew Lutheran

Church in Mundelein, Ill., and served in sequence as principal of two elementary schools in Illinois. He and his wife, Rita, live in Island Lake, Ill.

Lori Walker '79 B.S., formerly senior vice president and CFO of The Valspar Corp., designed and is teaching in Imagine the Possibilities, a program that pairs at risk seventh and eighth grade students in a Minneapolis K-8 school with senior business leader mentors. Ninety-six percent of the school's students are from families living at or below the poverty line and many will become first-generation elementary and secondary school graduates.

Bill Lavidge '78 B.S., '81 M.B.A., CEO of The Lavidge Company, and **Julie Lavidge '80 B.S.** received the 2013 "Powerful Mind Award" from the Banner Alzheimer's Institute and the Banner Alzheimer's Foundation in recognition of their volunteer and philanthropic efforts on behalf of Alzheimer's research and care for patients and families.

George Kohout '77 B.A.E. accepted a position as director of adult basic education /English for Speakers of Other Languages (ESOL) programs at the Springfield (Mass.) Technical Community College. He previously was project administrator with the Massachusetts Department of Higher Education and director of the Picknelly Adult and Family Education Center and System for Adult Basic Education Support for Holyoke Community College.

◆ **Maureen Hackett '76 B.A.E.** was elected chair of the Menninger Foundation Board of Directors. As chair of the Houston-based foundation, she serves also on the governing board where she has been a director and committee chair since 2010. Known for her support of medical and mental wellness initiatives, Hackett received the 2012 Maurice Hirsch Award for Philanthropy from the Houston Chapter of the American Fundraising Professionals.

◆ **Dick Nenaber '76 B.S.** and ◆ **Pam Nenaber '82 M.H.S.A.** recently celebrated the grand opening of their new Chandler restaurant, Nabers, that offers live music and comfort food.

Douglas B. Sydnor '76 B.Arch., previously president and CEO of Douglas Sydnor Architect and Associates in Scottsdale, joined the Phoenix office of Gensler, a design firm, as senior architect

Paul J. Faith '75 B.S., founder and managing partner of Faith, Ledyard & Faith PLC in Avondale, Ariz., was recognized in the 2014 "Best Lawyers in America" for real estate law.

Timothy M. Goldfarb '75 B.S., '78 M.H.S.A., CEO of the University of Florida Shands HealthCare, was elected chair of the board of directors of the Accreditation Council for Graduate Medical Education, the organization responsible for accreditation of post-M.D. medical training programs within the United States.

Carol Nelson Shepherd '75 B.A., an attorney with Feldman Shepherd Wohlgerlerner Tanner Weinstock & Dodig LLP in Philadelphia, was selected for inclusion in The Best Lawyers in America 2014.

◆ **Vincent Sheridan '75 Ph.D.**, principal of Our Lady of Mt. Carmel Catholic School & Preschool in Tempe, Ariz., was awarded the 2013 Guardian of Hope Award for Catholic Educator at the Night of Hope event, which celebrates Catholic schools in the Diocese of Phoenix.

◆ **Joe Preston '74 B.S.**, a member of the Bradshaw Mountain Lions Club, was the subject of a biographical video filmed on ASU's Tempe campus. The video features influential moments in his life and premieres during his induction as president of Lions Clubs International in July 2014.



Carol Nelson Shepherd



Jon Pettibone



Dennis and Sonja Nelson

Deanie Reh '74 B.A., '77 J.D., previously a consultant for Avnet, Inc., accepted a position as assistant attorney general with the Arizona Lottery.

Linda Mazon Gutierrez '73 B.A.E., '73 M.A.E., president and CEO of the Hispanic Women's Corp., was named Outstanding Leader by Cox Communications in their annual recognition during Hispanic Heritage Month of Tucson's Hispanic leaders.

Jon Pettibone '73 B.S., '76 J.D., an attorney with Quarles & Brady LLP, was included in the 2013 edition of the Chambers USA directory of distinguished attorneys and was named to Best

Lawyers 2014 Lawyers of the Year for Phoenix in the practice area of administrative/regulatory law.

Timothy J. Berg '72 B.A., shareholder and chair of the management committee in the Phoenix law offices of Fennemore Craig, was elected to serve a two-year term as secretary of the Uniform Law Commission, an organization comprising more than 350 attorneys, judges, law professors and state officials appointed by every state, the District of Columbia, Puerto Rico and the U.S. Virgin Islands.

Joseph L. Cowan '72 M.S.E., previously president of DataDirect Networks, accepted a position of president and CEO of Epicor Software Corporation.

◆ **Fred deLeeuw '72 B.S.**, previously CFO for AirNet Holdings, Inc., accepted a position as executive vice president and CFO at Southern Air.

James A. Soto '71 B.S., '75 J.D. was appointed by the Arizona Supreme Court to a new three-year term as presiding judge in Santa Cruz County.

◆ **Linda Burnes Bolton '70 B.S.N.**, vice president for nursing, chief nursing officer and director of nursing research at Cedars-Sinai Medical Center, Los Angeles, was selected as president-elect of the 2014 American Organization of Nurse Executives Board of Directors.

1960s

Daryl J. Lassen '68 B.A.E. is the new owner and CEO of Sports Art International, a business dedicated to fine sports art and events.

◆ **Mike McQuaid '68 B.S.**, president of JM Management Co., Inc., and board president of the Human Services Campus in downtown Phoenix, received the inaugural Piper Trust Encore Career Prize. The award, which includes \$50,000, recognizes a leader age 50 or over who is addressing a major social need in Maricopa County.

Dennis Nelson '68 B.A., '73 M.A., '76 Ph.D. and **Sonja Nelson '77 M.A.** delivered supplies to Ngamo Primary School in Zimbabwe while they were on a safari in South Africa. With the school closed for elections, they found the principal at his market, where he modeled his ASU T-shirt.

◆ **Arol I. Buntzman '67 B.S., '71 M.B.A.**, most recently co-founder and co-director of Capacitaciones Para Juicios Orales, Inc., was appointed chairman and CEO of Trinity Holdings, Inc.

◆ **Ed Sandidge '62 B.S.**, owner of Ed Sandidge & Associates, LTD, received the 2013 Humanitarian Award from TMG Entertainment Phoenician Award's True People's Choice Award. The award is made to individuals whose contributions and commitments to public service and to the greater Phoenix community exemplify compassion and humanitarianism.

1950s

Bita Arriola '58 B.A., formerly secretary of the Future Forward Foundation, Inc. (3F) in Florence, Ariz., accepted a position as a full voting member of the organization's board of directors.

Moving quickly

Doug Ingram '85 B.S.

In an industry where it can take up to a decade to get a new product from inception to market, “nimble” is not a word commonly used to describe a health care company.

Yet those companies who can “be light on their feet” are those who will remain relevant for the long haul, says Douglas S. Ingram. He’s the newly named president of Allergan, a global multi-specialty health care company that offers the Botox cosmetic skin treatment and Restasis eye drop brands, among others.

In his new position, Ingram will lead the company’s global commercial operations. Most recently Ingram served as Allergan’s executive vice president and president for Europe, Africa and the Middle East. In this role Ingram gained experience in strategic planning and development, which helped shape his strong views on the ways successful companies continue to succeed.

“In the health care environment today, the ability to remain light on your feet is a competitive advantage,” says Ingram. “I believe it’s less long-term planning with the belief you can see the future, and more of a willingness to take bets, to be fearless about being wrong on some of the bets, and then to adapt and exploit opportunities when they arise.”

Ingram himself has adapted to multiple roles within his 17-year tenure at Allergan. Rising through the ranks, Ingram held leadership roles in human resources, global corporate affairs and regulatory affairs, among others. After earning a law degree at the University of Arizona, he was a commercial litigator in private practice before joining Allergan in 1996 as senior attorney and chief litigation officer.

His broad-ranging ASU degree in psychology prepared him for the critical thinking required in law school.

“There’s no doubt my background in law and my experience dealing with the regulatory environment in the United States and around the world play a significant role in my perspectives on the health care environment today,” says Ingram.

That environment will continue to change rapidly in the United States, Ingram says, and companies that anticipate those changes and adapt quickly will benefit. “Allergan has been very willing to keep itself open to new opportunities,” says Ingram. “Our culture of action will help us continue to remain relevant over the long term.”

By Kim Hill, a freelance writer based in Bloomington, Ill.



sun devil marriages

sun devil



Amanda & Jacob

Amanda L. (Curtis) Becker '11 B.A. and **Jacob J. Becker '11 B.S.E.** were married March 17, 2012, at St. Timothy's Church in Mesa.



Amanda & Paul

◆ **Amanda Franzblau '08 B.S.** and **Paul Hulback '08 B.S.** were married on July 21, 2013, on Skaket Beach in Orleans, Mass. The couple is at home in Charlotte, N.C., where Amanda works in supply chain management and Paul is a senior project engineer.



Melissa & James

Melissa (Thoman) Harger '08 B.I.S. and **James William Harger, III** were married on April 20, 2012, at Trophy Club Country Club in Fort Worth, Texas.



Cassandra & Addam

Kelly Teahan '08 B.S. and **Mark Masten '07 B.S., '09 M.B.A.** were married on Sept. 20, 2013.

Cassandra (Halverson) Wall '07 B.S. and **Addam Wall '07 B.S.** were married on June 6, 2013, in New Orleans.



Matthew & Christine

◆ **Matthew Gervin '01 B.S.** and ◆ **Christine Tang '05 B.S.** were married Nov. 16, 2013, at the Royal Palms Resort and Spa in Phoenix.

sun devil births

sun devil



Jaxson Tillman Alvarado

Jaxson Tillman Alvarado was born to ◆ **Jackie Alvarado '01 B.A.** and ◆ **Jeff Alvarado '03 B.A.** on April 26, 2013, in the greater Phoenix area.

Harrison James Becker was born to **Amanda L. Becker '11 B.A.** and **Jacob J. Becker '11 B.S.E.** on June 10, 2013, in Gilbert, Ariz.



Colton Ramon Canales

Colton Ramon Canales was born to ◆ **Marco Canales '01 B.I.S.** and **Tina Newsom '02 B.A.** on Oct. 1, 2013.

Barron Camp Fields was born to ◆ **Anne Fields '98 B.S.** and **Byron Fields** on July 4, 2013, and joined big sister Madison at home in Austin.



Olivia Marie Harger

Logan David Gore was born to ◆ **Scott Gore '04 B.S.** and ◆ **Erin (Sorensen) Gore '04 B.S.** on Aug. 16, 2013, in Arlington, Va.

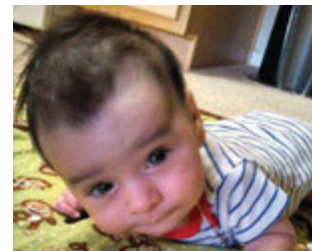
Olivia Marie Harger was born to **Melissa (Thoman) Harger '08 B.I.S.** and **James William Harger III** on Jan. 22, 2013, at Texas Health Resources Alliance in Fort Worth.



Liam James Wesley

Jan Elizabeth Silverman Houser was born to **Hayden Sterrett Houser '95 B.S.** and **Stephanie Silverman Houser '93 B.A.** on Aug. 14, 2013, in Los Angeles.

Liam James Wesley was born to **Heidi Wesley '08 B.S.** and **Kyle Wesley '06 B.S.E., '08 M.S.E.** on March 2, 2013, in Phoenix.



Ethan Abraham Zarate

Ethan Abraham Zarate was born to **Jose Zarate '09 B.A.** and **Kimberly (Jaffe) Zarate '02 B.A.** on April 7, 2013, in Avondale, Ariz.



Sky king

Allan McArtor '71 M.S.E.

The leadership philosophy of Allan McArtor '71 M.S.E. is simple: Provide inspiration. Listen. Show respect. Work hard. And take risks — but don't lose your spirit if things don't go well.

It's a straightforward approach that has taken the 70-year-old through some complicated times—as a fighter pilot in Vietnam; heading up air operations for FedEx; running the Federal Aviation Administration under President Ronald Reagan; and founding Legend Airlines. McArtor also utilizes the clear-headed approach every day as the current Chairman of Airbus Americas, where he oversees the aircraft manufacturer's activities and strategy in the United States, Canada, and Latin America.

"I lead by example and through communication," says the St. Louis area native, who was a member of the Tau Beta Pi engineering honor society while at ASU and received the Alumni Achievement Award from the ASU Alumni Association in 1989. "I get to march in front of a very capable band."

The 'band' at Airbus includes engineers, pilots, mechanics, logistics experts, government affairs officers, and a host of

managers and senior executives. McArtor's top priority is driving collaboration among the executive staff. "One of the things I'm most proud of is instilling a sense of teamwork throughout our organization," he says.

Teamwork has been a theme throughout McArtor's life and career—while playing football and baseball as an U.S. Air Force Academy cadet; during his 200-plus wartime combat missions; as a member of the Air Force's Thunderbirds air demonstration squadron; and throughout his kaleidoscopic aviation career. "I've had the privilege of seeing aviation from almost every lens in the business — operations and manufacturing, cargo and passenger and regulatory," he explains.

McArtor's fascination with rockets as a young boy kick-started his love of all things aviation, but his time in Vietnam is what cemented his ability to excel in challenging situations. "Nobody likes war, but I really loved combat. The ability to exercise your skills in a demanding environment is a thrilling and life-changing experience," he says.

That combat-learned fortitude came into play when McArtor lost his 8-year-old daughter to brain cancer, and when he had to fold Legend Airlines because of costly legal battles. That same resilience is sure to carry the father of three, grandfather of five, and husband of 49 years through whatever demanding environments lie next on his horizon.

By Amy R. Partridge, a freelance writer based in Thornwood, N.Y.

sun devil
snapshot



Gold plated

Presidential exposure rarely hurts a worthy initiative, and in the case of ASU's collegiate license plates, it was definitely helpful. On March 20, 1989, former U.S. President Ronald Reagan (center) was presented with an ASU "Sparky" license plate, as a memento of his visit to the Tempe campus as the keynote speaker for ASU's "Insuring Tomorrow" student leadership conference. In the picture, he is flanked by (left) Neil Giuliano '79 B.A., '83 M.Ed. and (right) John Fees '83 B.S.

Reagan's association with the plate came shortly after the collegiate plate program was launched in the state. Don Dotts '58 B.A., executive director of the ASU Alumni Association from 1967 until 1994, worked with Barry Aarons '71 B.A., president of the Alumni Association board of directors during the 1980s, to encourage Arizona to start a collegiate license plate program that would create scholarship funds for students at ASU, the University of Arizona, and Northern Arizona University.

Today, sales of the Sparky plate benefit the Alumni Association's Medallion Scholarship Program, which provides financial support, mentoring and service opportunities for more than 100 current ASU students. A total of 15,000 ASU license plates are now on vehicles in Arizona, and the Alumni Association is expanding its program to include ASU-themed license plates in other states, including Texas and Maryland.

For more information on the Sparky plate program, visit:

<http://www.sparkyplates.com>.

For more information on the Medallion Scholarship program, visit:

<http://alumni.asu.edu/services/student-scholarships/medallion-scholarship>.

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