

# ASU MAGAZINE

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

## WHAT'S THE BIG IDEA?

Discover which ASU research projects are poised for greatness

Sun Devil student body gets bigger and better

University soaks up the sun

2008-09 arts preview



SEPTEMBER 2008 | VOL. 12 NO. 1





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## HIGHLIGHTS

### **16 What's the Big Idea?**

ASU's research portfolio continues to grow, and the university's research reputation has transformed from newcomer to trailblazer. Read about projects poised to make the leap from unknown to commonplace.

### **28 Strength in Numbers**

Evidence shows that the ASU student body is in fact getting better as it gets bigger, thanks to an array of initiatives and programs aimed at increasing graduation rates, boosting student academic performance, and preparing students for post-collegiate life.

### **40 Gee Whiz**

Click here to learn! James Gee, the Mary Lou Fulton Presidential Professor of Literacy Studies, explains how video games can help kids learn.

## DEPARTMENTS

### **4 University News**

Sustainability institute opens new "green" building; ASU soaks up the sun; Centennial, ASU Regents' Professors announced.

### **12 Sports**

Softball team wins the College World Series; football team's prospects look bright; Sun Devil athletes compete in the Olympics.

### **44 Arts & Culture**

Come see what's happening on stage in 2008-09 with our preview of arts events at ASU.

### **50 Alumni News**

Alumni activities at Homecoming offer something for everyone this year; Alumni Association retools its board of directors, creates ASU Alumni Council.

### **54 Sun Devil Network**

Reports of alumni activities from around the country.

### **58 Class Notes**

Alumni profiles, milestones and updates.

# Homecoming is November 15!



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**Homecoming Parade** – Get a front row seat on University Drive for the parade!

**Football Fun** – Cheer on the Sun Devils as they crush Washington State.

**Football Luncheon** – Have lunch Friday, November 14, with legendary Coach Frank Kush, Ron Pritchard, Danny White and other special guest speakers. Space is limited, please call (480) 965-5207 to reserve your seats now!

**Reunions** – Welcome back classes of 1958, 1968, 1978, 1988 & 1998. Enjoy 2 days of reunion activities November 14 and 15.

For more details on Homecoming, visit  
[asu.edu/alumni/news/homecoming08.html](http://asu.edu/alumni/news/homecoming08.html)



**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY  
[asu.edu/alumni](http://asu.edu/alumni)

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Home green home  
Soaking up the sun  
University news briefs  
The stars come out  
Serving with honor  
A breath of fresh air  
Welcome  
to the alumni family



## Home green home

**Sustainability institute building exemplifies unit's eco-friendly focus**

The new home of the Global Institute of Sustainability is one of the most eco-friendly buildings on ASU's Tempe campus. Equally important, it is also a pleasant environment.

One of the first things visitors notice when they enter the GIOS building is the abundant use of sunlight. Natural light is everywhere, suffusing through skylights, beaming in through exterior windows and spreading into interior windows. Low-wattage lamps, monitored by motion and light sensors, supplement natural light where needed, helping to ensure that as little energy as possible is wasted.

Light reflects off Formica-like countertops made from recycled milk jugs or inlaid with shavings from recycled aluminum cans. It falls on puzzle-pieced carpeting, composed of 40 percent recycled material that can be replaced, square by square, as it wears out.

Offices and conference rooms are appointed with the most eco-friendly furniture available through ASU's supplier. Chairs are modular and are made of 95 percent recyclable materials. Even the nameplate holders that line office hallways are made of reusable steel and recyclable aluminum, and are decorated with sustainability slogans.

Filtered water fountains and water coolers are provided where possible to conserve water and to discourage use of plastic water bottles. Outside, water efficiency also is being supported by the use of native, drought-tolerant plants and an automated watering system.

On the roof sit six wind turbines, each capable of running 24 hours a day and providing up to 1,000 watts of electricity that will flow into an APS grid. They are angled slightly downward to take advantage of updrafts along the face of the building and can turn at speeds of as little as 5 mph. The turbines, which operate most efficiently from 27 mph to 32 mph, are designed to withstand winds in excess of 120 mph.

"One of the primary purposes of the turbines is to educate," says Richard Lemon, project manager in charge of the GIOS building. "They provide an opportunity for us to think beyond traditional energy generation, and to look to alternative and sustainable forms that will steer us away from a petroleum-based economy."



## SOAKING UP THE SUN

ASU solar installation sets tone for nation

ASU is in the midst of a solar energy installation project that will give the institution one of the largest deployments of solar power infrastructure of any U.S. university. The university awarded energy contracts to Honeywell Building Systems, Independent Energy Group and SolEquity to install 2 megawatts of solar electric modules on about 135,000 square feet of building rooftop space and some parking structures on its Tempe campus.

The installation began in August, with completion scheduled for December. The solar panels will meet up to 7 percent of the energy needs for ASU's Tempe campus. The two megawatts of electricity that the equipment is expected to generate will be able to power about 4,600 computers. There is no up-front cost for this installation, which will generate about \$425,000 worth of energy.

The project, when fully operational, will reduce ASU's carbon emissions by 2,825 tons per year as compared to traditional energy generation in the state of Arizona. This carbon reduction is equivalent to removing the annual emissions of 523 automobiles.

A study by ASU faculty and students in 2004 identified at least 330,000 square feet of roof space suitable for solar-based electricity generation on the Tempe campus alone. Because of the unprecedented expansion of new construction during the past few years, the roof space available for solar panels is now significantly larger.

ASU's solar energy plan calls for the eventual installation of modules capable of generating up to 7 megawatts on the Tempe campus, with additional installations on ASU's other campuses over the next several years.

"These large-scale solar installations demonstrate ASU's commitment to achieving carbon neutrality through on-site renewable energy generation coupled with extensive investment in energy efficiency and conservation," says ASU President Michael Crow. "Long-term,

ASU's integrated research programs and business practices seek to transition energy markets away from fossil-based fuels toward advanced technologies that are economically competitive and environmentally benign."

Under the terms of the solar installation agreement, ASU will contract to buy the power generated on its rooftops at a set price for 15 years. The pricing takes advantage of federal and state tax credits, as well as incentive payments provided by Arizona Public Service as authorized by the Arizona Corporation Commission's Renewable Energy Standard Ruling.

The university's latest solar project continues a history of pioneering the use and development of this power source. For the past 15 years, ASU has operated the only accredited photovoltaic testing laboratory in the United States, is now located on the Polytechnic campus.

"Arizona's industry, government, universities and the public are all waking up to the fact that we need to better utilize our abundant solar resources in as many ways as possible," said Jonathan Fink, director of the Global Institute of Sustainability and the university's sustainability officer.

## University News Briefs



### ART PROFESSOR WINS GOVERNOR'S AWARD

Mark Klett, Regents' Professor of Photography in the Herberger College School of Art, has received the 2008 Governor's Arts Award as a living artist who has made a significant contribution

to the arts in Arizona through his photographs of the American West.

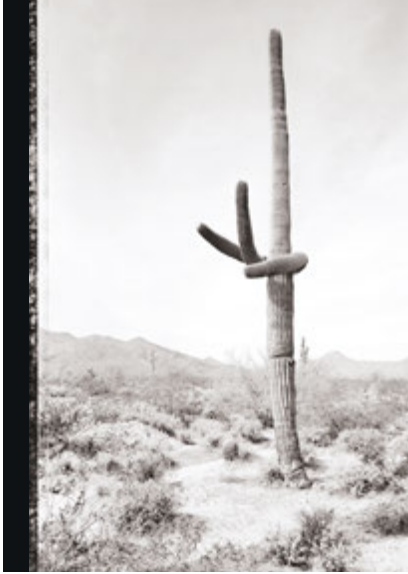
Klett was selected for the award by the Arizona Commission on the Arts and Arizona Citizens for the Arts upon nomination of Marilu Knode, associate director of Future Arts Research.

Klett was among five individuals and arts organizations to receive the prestigious awards.

Klett, who is trained as a geologist, photographs the intersection of culture, landscapes and time. He established his artistic perspective on the American West landscape as the chief photographer for the Rephotographic Survey Project (1977-1979), which re-photographed Western sites first captured by surveyors in the late 1800s. Since then, Klett has written 13 books, including his most recent works, "Saguaros," "After the Ruins," "Yosemite in Time" and "Third Views, Second Sights."

Klett has received fellowships from the Guggenheim Foundation, the

*continued on next page*



National Endowment for the Arts, the Buhl Foundation and the Japan-U.S. Friendship Commission. His work is exhibited, published and collected nationally and internationally.

#### **STUDY LOOKS AT STATE'S "MEGAPOLITAN" FUTURE**

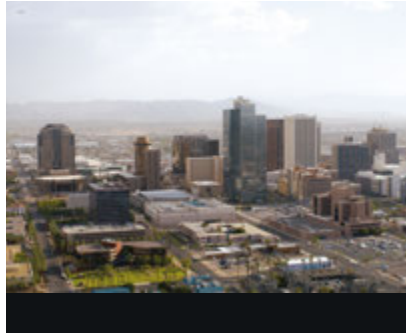
Two out of three Americans are expected to live in just 20 "megapolitan" areas in about 30 years, and one of these megapolitans – the Sun Corridor – is in Arizona.

Arizona already is one of the most urban and fastest-growing states, and much of its projected growth is expected to be in the Sun Corridor, which stretches from Santa Cruz and Cochise counties to the center of Yavapai County.

"Megapolitan: Arizona's Sun Corridor," a report released earlier this year by Morrison Institute for Public Policy at ASU, is the first comprehensive analysis of this new geography. The Morrison Institute's Grady Gammage Jr., Rob Melnick and Nancy Welch wrote the report, along with ASU's John Stuart Hall and Robert E. Lang of Virginia Tech.

People have been predicting for 50 years that Phoenix and Tucson would grow together into one giant desert conglomerate. A diverse pattern of land ownership in central and southern Arizona most likely will prevent that. But what is happening now, according to the report, is that the economies of metropolitan Phoenix and metropolitan Tucson are merging.

How the Sun Corridor will change in the short term depends largely on choices in five "megaton" areas: global connections; governance; the "trillion-



dollar questions" related to residential and commercial development; water; and quality of life.

The report concludes with a critical question: "Do you want to live in the Sun Corridor?"

Adds Gammage: "The future of the Sun Corridor isn't inevitably either rosy or bleak. It is what we make it. What can we do collectively to make the Sun Corridor somewhere we want to stay?"

To download "Megapolitan: Arizona's Sun Corridor," visit the Web site [www.morrisoninstitute.org](http://www.morrisoninstitute.org).

#### **NEW DEGREE PROGRAMS OFFER INSIGHTS ON TECHNOLOGY, SOCIAL JUSTICE**

Continuing to develop programs of study tied to real-world challenges, the university has created a bachelor of science degree program in science, technology and society, and a master's degree program in social justice and human rights.

Students in Arizona interested in studying the role that science and technology have on societies around the world, will be able to apply to study for the bachelor's degree, which will be offered through the School of Applied Arts & Sciences at ASU's Polytechnic campus.

The program's core provides students with a strong understanding of social systems and theory; the history and development of science and technology, with emphasis on societal control of science and technological pursuits; analytical techniques required for a sophisticated study of science and society; and the basics of science and technology studies.

Students who aspire to apply social justice and human rights approaches to such issues as health, education, labor, international development, family welfare, and the environment will gain a strong theoretical background and hands-on management skills through Arizona State University's new master's degree program in social justice and human rights, offered through the New College of Interdisciplinary Arts and Sciences.

The program welcomes its first group of students to West campus in August when the Fall 2008 semester begins. Students may choose one of two specialty tracks: the social justice and human rights research track, which prepares scholars for careers requiring research skills in governmental and non-governmental agencies, as well as doctoral programs in the social sciences and law; or the non-governmental organization management track, which combines coursework in social justice and human rights with practical training in non-profit management.

Details about the bachelor's program are available by visiting <http://www.poly.asu.edu/saas/socialbehavioral/sts/>.





Details about the master's degree programs are available by visiting [http://newcollege.asu.edu/programs/social\\_justice/](http://newcollege.asu.edu/programs/social_justice/).

### **RANKING TOUTS ASU'S IMPACT IN ECOLOGY RESEARCH**

ASU's research and publication efforts have landed the university at the sixth spot in Thomson Scientific's U.S. University's Top 10 for ecology and environmental sciences.

The rankings, developed for 21 subject areas, were derived from an examination of 9,200 publications (from 2001-2005) associated with the Thomson's University Science Indicators database. The top five scores were held by University of California, Santa Barbara; Stanford University; University of Wisconsin, Madison; Harvard University and University of Washington.

"This honor reflects the breadth of ASU in ecology and environmental sciences, spanning microbial to social groups, marine to landscape and urban; and, with recent hires, has become one of the very best in behavioral ecology," said Professor Rob Page, founding

director of the School of Life Sciences.

Page believes it is ASU's signature interdisciplinarity, as well as research excellence in these areas, that led to ASU being ranked.

Since 1966, ASU researchers have published more than 44,644 total publications, including 31,858 articles in peer-reviewed journals, according to the Thomson's "ISI Web of Knowledge" tool. Thomson's database tool is not inclusive of all publications and journals of significance, but it provides an indicator, in these 21 fields, of the impact of an institution's research enterprise.

"This national ranking illustrates the long-standing success and impact of our life sciences research enterprise at ASU and arises directly as a result of attracting outstanding faculty in our ecological, evolutionary, and environmental sciences," said Sid Bacon, dean of natural sciences in the College of Liberal Arts and Sciences.

### **DECISION THEATER TESTS PANDEMIC FLU PLANS**

The world's top medical experts agree that the globe is on the brink of

a next pandemic related to strains of avian flu. The World Health Organization is encouraging all government municipalities to build a plan in response to this threat. ASU answered the call and drafted such a plan in 2006.

Two years later, the committee created what is known to be the only tabletop exercise related to an avian flu pandemic in the nation, says Allan Markus, ASU's director of campus health services and co-chair of the pandemic flu committee. The exercise, which took place April 10 in ASU's Decision Theater, involved the university's pandemic flu planning committee and several senior administrators. Mary Tyszkiewicz, a senior analyst at the Homeland Security Institute, a think tank that supports the U.S. Department of Homeland Security, traveled from Washington, D.C. to observe the event.

"To our knowledge, this is the first time in the nation that any university has used the power of ASU's Decision Theater computer mathematical modeling capabilities to test a pandemic response plan," Markus says.

*continued on next page*

## **THE STARS COME OUT**

Renowned cosmologist, legal pioneer, polytechnic dean headline recent hire list

A theoretical physicist and cosmologist whose research is so broad that it covers science from the beginning to the end of the universe, an administrator and scholar with a vision for the future of legal education and a prominent researcher from Virginia Polytechnic Institute have all joined Arizona State University in recent months in top faculty positions.

Lawrence Krauss, a deeply respected cosmologist whose popular works include the book "The Physics of Star Trek," arrived at ASU in August to assume a leadership role in an emerging research and educational initiative on "origins." Paul Schiff Berman, whose scholarly writing focuses on how globalization affects the intersection of cyberspace law, international law, civil procedure and the cultural analysis of law, has been appointed dean of the Sandra Day O'Connor College of Law at Arizona State University. And Craig Thatcher, a prominent researcher in animal physiology, diet and nutrition, joined ASU as dean of the School of Applied Arts & Sciences at the Polytechnic campus at the end of June.

Krauss comes to ASU after 15 years at Case Western Reserve University in Cleveland, 12 as chair of the physics department. Previously, Krauss was a member of the physics and astronomy departments at Yale University.

Berman assumed his new duties prior to the start of the academic year. He was previously Jesse Root Professor of Law at the University of Connecticut School of Law. He served as a law clerk first to Chief Judge Harry T. Edwards of the U.S. Court of Appeals for the D.C. Circuit and then to Justice Ruth Bader Ginsburg of the United States Supreme Court.

Thatcher chaired the Food Nutrition and Health Advisory Committee in the Institute for Biomedical and Public Health Sciences and was a co-director of the National Science Foundation Macromolecular Interfaces with Life Science, Integrated Graduate Education and Research Traineeship (MILES-IGERT) at the Virginia Polytechnic Institute and State University (Virginia Tech), where he worked for nearly 25 years.

As dean, Thatcher will focus on the development of programs for undergraduate students in the sciences, as well as in the arts and humanities, while managing the school's rapid growth.

While most test exercises involve decision-makers seated around a conference table who are verbally given likely scenarios to discuss, this exercise was highly technical, involving artificial newscasts, electronic maps, charts, graphs and up-to-the-minute data compilation. Often the data was inadequate – but that was part of the design, since decision-makers often have to manage situations with little to no data available at the time.

Nearly 30 ASU personnel participated in one of three groups: executive policy group, emergency operations center and incident command. These same groups would convene during an emergency, and this exercise allowed the groups to practice communications with each other.

For more information on prevention, preparedness and response to pandemic flu, visit the web site [www.asu.edu/emergency](http://www.asu.edu/emergency).

#### UNIVERSITY BOOSTS RECYCLING PROGRAM

Twenty-one trash and recycling compactors will soon grace the Tempe campus, and all university departments will eventually have desk-side access to bins for recyclable materials, according to Dawn Ratcliffe, recycling coordinator for them campus.

The office placed an order in June for the trash and recycling compactors for the Tempe campus, nine of which are solar-powered. Compactors are a key factor in improving the recycling program because they hold significantly more material and require fewer pick-ups, which saves time and money while reducing ASU's carbon footprint.

Plans call for a recycling bin located next to almost every trash can on campus, including desk side bins in all cubicles and offices, by the start of the fall semester. Ratcliffe said the goal was to make the bins recognizable and uniform, as that tended to increase the amount of materials recycled.

Recycling was expected to increase dramatically once the new bins were in place, as most employees would no longer have to take recyclables (plastic, aluminum, paper) outside their immediate office area.

Ratcliffe said her unit would focus heavily on recycling education to increase the amount and types of materials recycled while simultaneously reducing contamination and waste.



Top row: Centennial Professors Guy Cardineau and Kimberly Scott.  
Middle row: Regents' Professors Stuart Lindsay and James Ohlson.  
Bottom row: Regents' Professors Otto Sankey and Elly van Gelderen.

#### SERVING WITH HONOR

Faculty named to Centennial, Regents' professorships

Two of the university's most prestigious faculty awards were announced late in the spring semester, with two professors being awarded the Centennial Professorship Award for 2008-09, and four faculty members being named Regents' Professors.

In recognition of excellent teaching and community service, Associated Students of ASU has given the 2008-2009 Centennial Professorship Award to two respected professors, Guy Cardineau of the School of Life Sciences and Kimberly Scott of the Division of Educational Leadership and Policy Studies.

The two were honored at a reception and dinner April 30. Each received a cash prize of \$5,000, plus a stipend of \$5,000 to be used for the benefit of students and classroom teaching. They will be asked to give a public lecture during the next school year.

Students say Cardineau renders the difficult concepts in microbiology and biotechnology accessible and comprehensible, making sure students understand before moving ahead.

Scott's work focuses on adolescent minority girls, including a project she founded called CompuGirls that brings computer education to minority youths in the Phoenix area.

ASU President Michael Crow and the university's executive vice president and provost, Elizabeth D. Capaldi, announced four new ASU Regents' Professors for 2008 after the selections were ratified April 25 by the Arizona Board of Regents.

This year's honorees are:

- Stuart Lindsay, Edward and Nadine Carson Presidential Chair in Physics, and professor of chemistry, who leads the Center for Single Molecule Biophysics and is an international leader in the area of experimental physics and chemistry;
- James Ohlson, W. P. Carey Chair of Accountancy, who is internationally recognized for his analytical and empirical work on valuation, earnings changes and earnings capitalization;
- Otto Sankey, professor of physics, whose research techniques have been highly influential in theoretical materials physics research around the world;
- Elly van Gelderen, professor of English, a leading scholar in the history of English syntax and internationally recognized as a leader in the branch of theoretical linguistics that seeks to explain language change.

The title "Regents' Professor" is conferred on ASU faculty members who have made pioneering contributions in their areas of expertise, who have achieved a sustained level of distinction, and who enjoy national and international recognition for these accomplishments.



## A BREATH OF FRESH AIR

ASU-led personalized medicine initiative targets lung cancer

A U.S.-based personalized medicine initiative, led by scientists from ASU's Biodesign Institute, the Translational Genomics Research Institute and Seattle's Fred Hutchinson Cancer Research Center, has secured its first major international collaboration with the government of Luxembourg.

The Partnership for Personalized Medicine, formed last fall with funding support from the Virginia G. Piper Charitable Trust and Flinn Foundation, will explore the development of novel diagnostics for lung cancer. Luxembourg is investing \$200 million in the initiative.

The goal of the project is to advance research in personalized medicine by pursuing research projects to develop molecular diagnostics for specific diseases. These research projects center on the selection and validation of biomarkers to more effectively diagnose and manage disease from early detection through therapeutic follow-up.

The Luxembourg project will focus specifically on lung cancer, for which there are no reliable tools for early detection.

"The focus on lung cancer came to the forefront of our efforts because it is currently the leading malignancy," says George Poste, former director of the Biodesign Institute and chief scientist of the new Complex Adaptive Systems Initiative. "To make the greatest impact, it is imperative that we find diagnostic markers that can more accurately predict the success of treatment regimens for improved patient care and outcomes."

Poste notes that lung cancers are notoriously difficult to treat, with most patients failing to respond to their first therapeutic regimen, resulting in highly expensive treatments with an initial success that can be as low as one out of every 10 patients – and, in best-case scenarios, 40 percent.

Biodesign's role will primarily focus on using state-of-the-art instrumentation such as mass spectrometry and bioinformatics approaches to analyze novel proteins expressed in lung cancer. The emphasis on identifying peptides and proteins that could be detectable in the blood stream will allow for earlier detection of the disease.

# Welcome to the family

# ALUMNI

The ASU Alumni Association welcomes the following new life members, who joined between March 23 and June 20, 2008.

Ryan Abbott '01 B.S., '08 M.B.A.  
David Alcantar '92 B.S.  
Michelle Alcantar '90 B.A., '96 M.A.E  
Corinne Allain '08 B.S.  
Christine Armenta '99 B.S.N., '03 B.A., '07 M.S.  
Greg Arnett '08 M.R.E.D.  
Thomas Awai '85 B.S.D., '93 M.E.P.  
Jason Ayala '99 B.S.  
Alfonso Ayala III  
John Back Jr. '73 B.S., '74 M.S.  
Xuesong Bao '97 M.C.S.  
William Barkell '71 B.A.  
Marta Barkell '71 B.S.N.  
Stephen Barnhill '72 B.A.  
William Bass Jr. '08 M.B.A.  
Jeffrey Bassett '08 B.S.  
Marcia Beat '81 B.S.  
Thomas Beat '70 B.S.  
Tanya Begell '08 B.A.E  
Joseph Bennett '08 B.S.E.  
Bryant Berge '02 B.S.  
Taylor Best Jr. '82 B.S.  
Mildred Best '83 B.A.E.  
Daniel Blanco '96 B.A.  
Guy Bork '94 B.S.E., '08 M.B.A.  
Ryan Brandel '08 B.S.  
David Brant '78 B.S.  
Peggy Brant  
Denise Breault '81 B.S.  
Thomas Bromley '08 B.S.  
Ashley Marie Brown '08 B.S.  
Robert Burghart '06 M.B.A.  
Linda Burnes Bolton '70 B.S.N.  
Cordelia Candelaria  
Jenna Carpel '08 B.S.  
Michael Carpenter '77 B.S.  
Antonio Carrillo '04 B.F.A.  
◆ Kathleen Chafey '62 B.S.N.  
Rodney Chambers '73 B.S.  
Joshua Chambers '08 B.I.S.  
Cih-Chang Chen '05 B.S.E.  
James Childers '08 B.S.  
Rachel Chulew '08 B.S.  
Brad Clarke '08 B.S.  
Stephen Compton '08 B.S.  
Tony Coombe '08 B.S.  
Kevin Cosgrove '82 B.S.  
Maureen Cosgrove  
Colby Curtola '08 B.A.  
Kevin Czerwinski '85 B.S.  
Mary Dalton '99 M.B.A. '08 Ph.D.  
Timothy Daugherty '97 B.S.  
Joseph David III '98 B.A.  
Michael Davis '08 B.S.  
Robert Deal '02 B.A., '02 B.S.  
Heather Derks '08 B.S.  
Cathy Dickey '75 B.A.  
Creighton Donovan '86 B.S.  
Nancy Doran  
Justin Dove '08 B.A.  
Daniel Dragonetti '08 B.S.  
Tracy Drost '02 B.A.  
Jessica Dudley '08 B.S.  
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Jennifer Ekstrand '08 B.S.  
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and into the fire



## Home run season

Sun Devils earn first-ever national softball crown

Pitcher Katie Burkhart (above) hurled a four-hitter to help the Sun Devils win the NCAA Women's College World Series title game against Texas A&M (inset).

ASU's Katie Burkhart hurled a four-hitter, and Sun Devils slugger Kaitlin Cochran notched a three-run homer as the softball squad earned its first NCAA Women's College World Series title with an 11-0 romp over Texas A&M in Oklahoma City June 3.

The Sun Devils, who ended the postseason with a perfect 10-0 mark, went 5-0 at this year's series. Burkhart was named "Most Outstanding Player" of the College World Series tournament. The championship title came in ASU's 22nd NCAA Tournament appearance in program history.

The margin ended up matching the second-most lopsided game in WCWS history. Only Arizona's 12-0 defeat of Fresno State in the first round of the 1989 World Series was a bigger blowout.

The victory gives ASU some bragging rights in the Pac-10, which already sports titles from softball powers UCLA and Arizona, as well as one from California.

The Sun Devils had a respectable program for years, but the squad surged forward after Clint Myers took over three years ago and made them perennial World Series participants.

"I'm very, very proud and honored to be these young ladies' coach, and I thanked them after the game," Myers, an ASU alum, said. "They have gone through a lot. They believed, and they worked harder than most. What they were able to do in this playoff system was truly amazing. For the seniors that are leaving, they were the heart and soul, and they will be truly missed."

"Next year, we will have new heart and soul. This is a tradition we were trying to build, and this year's team put it on the map. I am very honored to be the coach of Arizona State."

## TRIAL RUN

ASU athletes and alumni compete for a chance at Olympic glory

Over the summer close to fifty current and former ASU athletes tried out for the chance to compete at the 2008 Olympic games in Beijing.

Several of the swimmers and divers who tried out qualified for their home countries, including recent graduate Joonna Puhakka, a diver from Finland, and junior Mohammed Madwa, a freestyle swimmer from Kuwait who was the first swimmer in his country's history to qualify.

After qualifying, Pohakka, a four-time NCAA champion for the Sun Devils, went to his third Olympic games. "Joonna was one of the best divers we've ever had," said Jennifer Jaeckels, assistant sports information director for ASU Athletics. ASU men's diving coach Mark Bradshaw, who competed in the 1988 Olympics, went with Pohakka as his coach.

Also trying to make a splash at the trials were senior Caitlin Andrew, who competed in the semi-finals of the 50 free and 100 fly, and Nick Brunelli, a recent ASU graduate, who came close to swimming for USA in 2004.

At the track and field trials, junior Joel Phillip qualified to represent his home country of Grenada in the 4X400 meter relay, and junior sprinter Marcus Duncan made it for Trinidad and Tobago.

Among the Sun Devil men (past and present) clamoring to make the American Olympic squad, Trevell Quinley qualified for a spot on the men's long-jumping team. At the trials, Quinley, a former All-American for the Sun Devils, won the men's long jump final round with a leap of 8.36 meters (27 feet, 5.25 inches). Sophomore Ryan Whiting, who competed in the shot put against the top three men in the world, finished sixth



with a toss of 20.36 meters (66 feet, 9.75 inches). Distance runner Kyle Alcorn turned in an 11th place finish of 8:47.30 in the 3,000 meter steeplechase finals.

On the women's side, Jacquelyn Johnson, one of the most accomplished athletes in ASU history, qualified for the women's heptathlon with a second-place finish at the trials. Jessica Pressley and Sarah

Stevens, two top-ranked shot putters, also competed in the trials, finishing 7th and 11th in the final round, respectively.

According to Jaeckels, sending numerous athletes to compete for a spot in the Olympics is a longstanding ASU tradition.

"We have a pretty rich Olympic history," she said.

*By Michael Green*



ASU athletes who competed in the Olympic Trials or the Olympic Games included (clockwise from upper left) Joel Phillip, Kyle Alcorn, Ryan Whiting and Jacquelyn Johnson.

**OUT OF THE CORNER AND INTO THE FIRE**

Cornerback hopes to boost thriving football squad to even higher achievements in 2008

It's important to make a good first impression. Just ask Omar Bolden.

Thrown into the fire as a true freshman, Bolden, a cornerback for the Arizona State University football team, was named a freshman All-America by several publications in 2007, won the Bill Kajikawa Sun Devil Award for most-outstanding freshman and, along with the rest of the defense, was a major reason for the Sun Devils' improvement to a 10-3 record.

Not a bad start.

If you think having to assume such a crucial role in the pass-happy Pac 10 right out of high school made Bolden nervous, you don't know Bolden.

"I loved it – it was cool!" he said. "Some fold under pressure, but real men rise under pressure."

And while Bolden knew the defense needed help – "I knew from watching the games while I was in high school," the Ontario, Calif., native said – he wasn't surprised at the team's turnaround – or his success.

"I was expecting it, but I wasn't expecting it," he said, laughing.

Not many expected the Sun Devils to play as well as they did last season, their first with Dennis Erickson as coach. Erickson's first impression was even more impressive; he won Pac 10 Coach of the Year honors for orchestrating the 10-win season (an award he also won while at Washington State and Oregon State).

Always a powerful offensive team – quarterback Rudy Carpenter is among

the returning starters this season – ASU needed to improve defensively in 2007, and Bolden was part of the solution. Of course, a taste of success makes you want more.

Bolden lists being an All-America among his goals for 2008.

"If (safety) Troy (Nolan) doesn't hog everything, I'd like to lead the Pac 10 in interceptions," Bolden added.

As for team goals, Bolden's are no less lofty. The Orange Bowl hosts this season's Bowl Championship Series title game. Don't think Bolden isn't aware.

"Honestly, I'm trying to eat some oranges in Florida in January," he said.

And it's not just for the sunshine and vitamin C.

*By Bill Goodykoontz*



**MAJORING IN MEANINGFUL CHANGE AT ASU**

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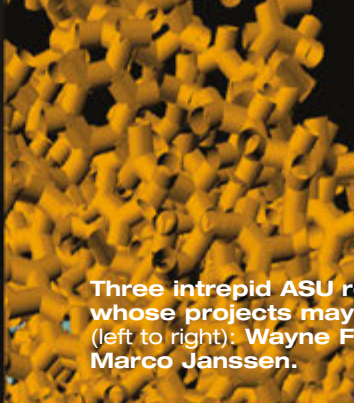


ASU cornerback Omar Bolden

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Three intrepid ASU researchers whose projects may change the world (left to right): Wayne Frasch, NJ Tao, and Marco Janssen.



# What's the



# big idea?

By Jeff Miller



**Roy Curtiss III (left) has taught an old bacterium new tricks; Hao Yan (below) has developed gene probes that could speed up the pace of discovery for many human diseases.**



# Research projects poised to make the leap from unknown to commonplace



If science is “cool” and invention is “hot,” what’s the metaphorical state of the great ideas that make both possible? At ASU, the best term might be “on fire.”

According to R.F. “Rick” Shangraw, vice president for research and economic affairs at ASU, the university’s research expenditures have increased nearly 400 percent since the institution became a Research I university in 1994. Shangraw asserts that this rapid expansion is fueled by a combination of growth in long-standing ASU academic strengths and developments in new areas of interdisciplinary research. Both factors draw top researchers to ASU from other universities and attract increasingly significant support from funding agencies.


“ASU’s research portfolio continues to grow, fueled by world-class faculty committed to use-inspired research and discovery,” Shangraw said. “We’ve seen ASU’s research reputation transform from newcomer to trailblazer.”

**Brent Vernon's research into temperature-sensitive gels may eventually save the lives of thousands of persons who suffer brain or aortic aneurysms each year.**

Another key idea-creating ingredient, one that has bolstered the great minds and sufficient funding that have found their way to the university, is enough lab space in which specialized research can be conducted. More than 1 million square feet of new research space has been opened at ASU in the past five years.

From biodesign to sustainability, ASU researchers are making their mark all over the scientific map. Here are just a handful of the many "great ideas" born at ASU that may soon be making national headlines.





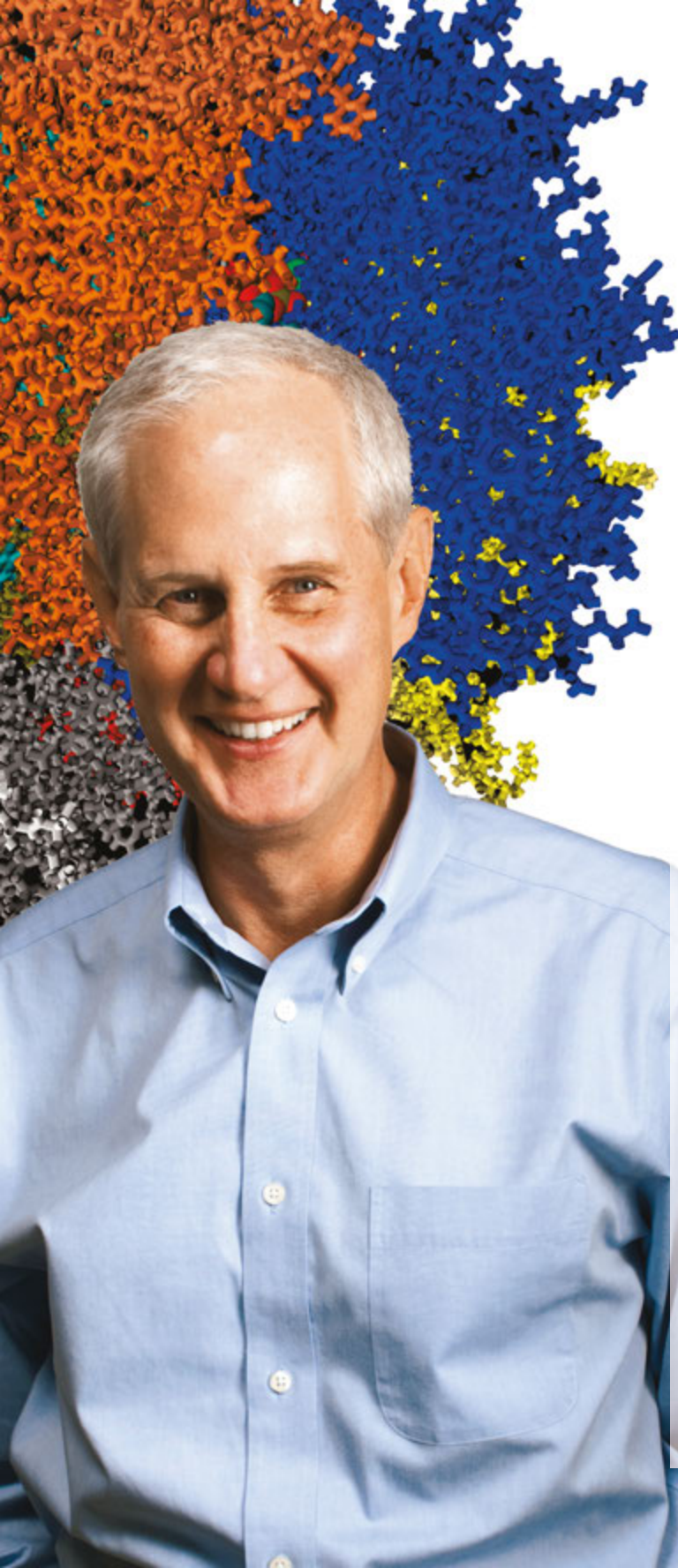
## Tuning fork nanosensors: Tiny vibes with a huge payoff

Imagine handheld devices that could analyze your breath for telltale signs of different diseases, instantly identify pollutants in drinking water, or monitor your exposure to volatile organic compounds. Such are the possibilities being developed in the lab of noted ASU electrical engineer **NJ Tao**, who is a professor in the Ira A. Fulton School of Engineering.

Together with his colleague, Assistant Research Professor Erica Forzani, and others in chemistry, computer science and communications engineering, Tao has fashioned tiny tuning forks out of quartz and turned them into sensors capable of detecting individual molecules in everything from disease agents to environmental contaminants, much the same way as antibodies recognize and track down specific invaders in the body.

The ability of these tuning forks to produce varying, mechanically measurable vibrations while binding to different molecules in test samples is at the heart of Tao's detection system. In essence, Tao explains, tuning fork technology transforms chemical signals into electrical ones, creating data readouts that can be instantly analyzed over wireless computer networks. Better yet, he adds, since the microfabricated tuning fork sensors are smaller than a penny, he can envision the development of a tuning array sensitive enough to detect many different molecules simultaneously.

"We wanted to create something simple, cheap and powerful," says Tao. A prototype is currently in production.



## Nature's smallest motor drives the search for DNA

The fusion of computers and chemistry can generate buzz. But for **Wayne Frasch**, a molecular motor called the F1-ATPase (adenosine triphosphatase) is the ultimate powerhouse. The F1-ATPase is common to all life on earth where it converts food (or light during photosynthesis) into biologically usable energy. This protein complex behaves like a 3-cylinder rotary motor that can use ATP as fuel to drive the rotation of a nanoscale drive shaft. Frasch, a professor in the ASU Center for Bioenergy and Photosynthesis, has devised new ways to view how single molecules of the motor rotate by microscopy in order to understand how this motor works.

He has also used the motor to build nanodevices that can rapidly detect single molecules of any particular DNA sequence. The DNA sequences can be targeted to rapidly identify infectious agents like staph (*Staphylococcus aureus*) and distinguish it from its close cousin, MRSA, that is resistant to antibiotics.

"Staph and MRSA infections are a major problem in hospitals due to the technical complexity and time required for detection commonly used in hospitals today," said Frasch. "Our device simplifies the detection to the observation of a flashing spot of light for each molecule of the DNA sequence detected."

How does it work? A DNA strand will always bind with its complement, so short DNA sequences are provided for each test that are modified to allow assembly of the DNA with the motor on one end and with a novel optical probe on the other. When the target DNA is present, these components self-assemble into nanodevices. When fuel is added to set the motors running, the optical probes of the nanodevices spin, which causes them to flash red and green to indicate target. These tests can be completed in about 25 minutes without significant technical expertise. The nanodevices can also be used to detect protein targets, such as those associated with prostate cancer.

"The trick was to literally see the light," said Frasch. "We had to simultaneously develop the technology for the optical probe, the self-assembly of the nanodevice, and build a microscope that could detect the rotation. There were no blueprints available for any of this. It was all unexplored territory."

Frasch has recently started a company, Attometrics Inc., to commercialize this new technology.

"We should have a working prototype of a commercial instrument within a year that may be small enough to be portable," Frasch predicts. "Portability will be very useful for point-of-care diagnoses."



## Sustainable Games: Keeping the conversation (and the planet) going

Finding patterns in collective human behavior was once the realm of psychologists, economists and political scientists. It has now become the passion of **Marco Janssen**, too. Janssen, associate director of the Center for the Study of Institutional Diversity, has developed a computer game that tests how the relationship between behavior and limited resources might apply to sustainability policies for such shared ecologies as forests, fisheries and irrigation networks.

A typical game encourages players to acquire as many abstract tokens as possible. The tokens are a regenerating resource, Janssen explains, but if the players are too greedy, they will overtax the system to the point of collapse. "People did not behave in a selfless manner," says Janssen, who has detected the same playing styles in different groups around the world. What changed the equation in each case, though, was communication among the players. "Once this started, the players improve their performance and develop rules to sustain the resource."

Surprisingly, adds Janssen, it was not what they said as much as the communication itself that seemed to make the difference. Decoding that hidden language and tagging it to sustainability policies that are tailored to different cultures are the next big hurdles. In the meantime, Janssen believes, the games are teaching students how to make self-interest more self-less.

## Rays of light provide filling for solar "sandwiches"

Improved solar cells are a critical first step in the quest for cheap, renewable energy. Thanks to a joint effort from a team led by **John Kouvetakis**, chemistry professor, and Jose Menedez, a professor of physics, taking that first step has now put ASU on a fast track to becoming one of the nation's solar energy powerhouses.

It's long been known that the most efficient solar cell is a triple-junction variety with a base structure containing the semiconductor germanium. The aim of the Kouvetakis/Menedez team was to create a hybrid solar cell that fused high efficiency with low cost and greater flexibility. To do so required that they eliminate the costly germanium substrate, substituting silicon technology and a silicon platform at critical junctions – a step made possible by novel manufacturing techniques developed at ASU.

The result: prototype solar cell materials that are not only cheaper to produce, but lighter in weight, more





scalable to large arrays and, thanks to new alloys that mix tin with silicon and germanium, highly efficient, too.

The team also set out to brighten the prospects for expensive light emitting diodes (LEDs), often used to illuminate electronic devices and outdoor settings. But again it took breakthrough technology developed at ASU to allow silicon – which is otherwise structurally and chemically incompatible with the materials used in LEDs – to bond successfully in a kind of light-emitting sandwich. This fusion simplifies production and reduces heat loss, opening the door to much larger and, not unexpectedly, more efficient and cheaper LED devices.

### Sticking together: developing a life-saving goo

Even those who've never taken a chemistry course recognize that gels are stranded somewhere between liquid and solid. Think styling gels and soft contact lenses to form an immediate mental picture of this goo-like state. Imagine, then, trying to control and target a gelling process inside the human body.

That daunting prospect did not deter **Brent Vernon**, a bioengineering professor at the Ira A. Fulton School of Engineering. A decade ago, Vernon was experimenting with materials to patch inter-vertebral disks. Today he and his team, patents in hand, are just several years away from testing their temperature-sensitive gel in humans with bulging blood vessels called aneurysms.

The gel will arrive not a moment too soon. Ruptured brain aneurysms kill approximately 27,000 people annually, and ruptured abdominal aortic aneurysms are the 13th leading cause of death in America.

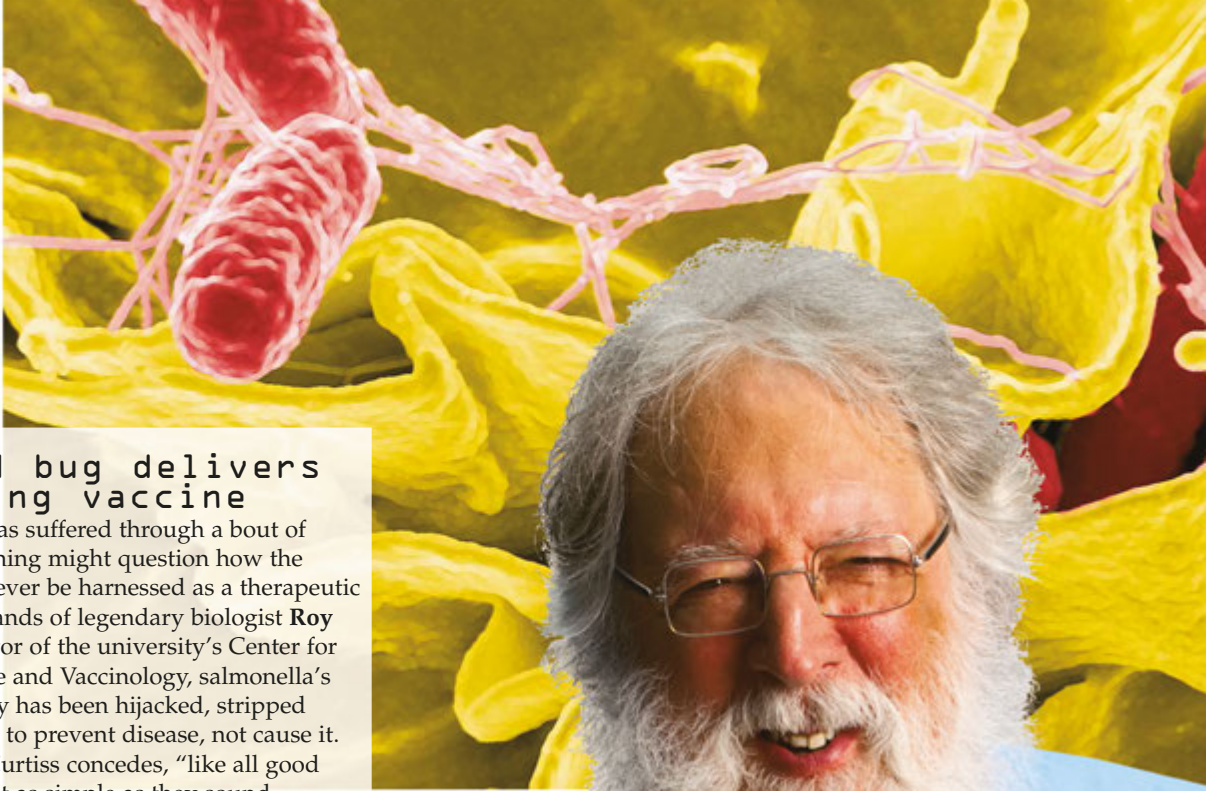
"We tried a lot of formulations before finding the right one about five years ago," says Vernon. Still, there were many other technical hurdles to overcome. The gel needed to be liquid enough to course through a catheter without clotting under pressure. Yet once it reached the aneurysm, it needed to solidify quickly.

"It's like trying to time the separation between oil and vinegar dressing once they've been mixed," Vernon explains.

Surgeons, he learned, need 20 to 30 minutes.

In pre-clinical animal trials, Vernon's reverse emulsion gels have hit the sweet spot consistently.

Vernon hopes to create a company to develop the gels commercially in the near future.



## Hijacked bug delivers lifesaving vaccine


Anyone who has suffered through a bout of salmonella poisoning might question how the bacterium could ever be harnessed as a therapeutic tool. But in the hands of legendary biologist **Roy Curtiss III**, director of the university's Center for Infectious Disease and Vaccinology, salmonella's genetic machinery has been hijacked, stripped down and rebuilt to prevent disease, not cause it.

"Of course," Curtiss concedes, "like all good ideas, they are not as simple as they sound. I've spent the last 25 years perfecting the systems."

Curtiss first had to identify what part of salmonella's genome controlled its system for invading the body's mucous membranes, particularly the lining of the intestine. Next, he needed to find the right strain of salmonella to modify. "We had to prove that we could make salmonella safe," Curtiss explains.

He ultimately settled on a *salmonella typhi* strain – the kind that causes typhoid fever – that was isolated from an infected human in Russia in 1918. It proved the perfect choice. Combining salmonella's delivery system with harmless genetic components of the bacterium *Streptococcus pneumoniae*, which is responsible for bacterial pneumonia and a host of other infections, creates an ideal vaccine candidate, Curtiss believes. And with approval from the FDA expected this summer, he hopes to begin a comparative clinical trial to test this version against two others created in his lab.

"Streptococcal pneumonia kills millions of children in the developing world each year," says Curtiss. "Our goal is to develop a vaccine that is inexpensive and safe for newborns, as well as the malnourished and immune-compromised."



## DNA origami shapes genetic discoveries

If paper can be folded into shapes, then why not strands of DNA? Better yet, why not use the folding technique to create special gene probes that take advantage of DNA's self-assembling process?

Simple questions, perhaps, but only when asked by an interdisciplinary research team led by **Hao Yan**, a professor of chemistry and biochemistry and a member of the university's Biodesign Institute.

Indeed, Yan's new approach to answering these questions has turned conventional methods for examining and detecting genes – which rely on DNA microchip arrays to find mutations in thousands of gene samples – on their head. "Synthesizing molecular probes on solid surfaces is relatively slow," says Yan. "Our system [that allows nano-sized DNA to assemble into structures in just a few microliters of solution] is faster and easy to manipulate and provides a different angle on how to construct a microarray." To demonstrate just how fast and how different, ponder this statistic: one hundred trillion nano-sized probe tiles were simultaneously fabricated in just one step.

The probe tiles consist of a single-stranded segment of DNA, optimized to fold into a predetermined pattern, thanks to the selective way in which DNA bases pair up with each other. Controlling the design of the tile-producing segments and their dangling probes, which bind only with a complementary target strand, allows for unprecedented accuracy. Why is this important? "We are aiming for single cell analysis," says Yan. "Detecting gene expression from a single cell is a grand challenge in biology because it would provide a true picture of what is happening inside a cell."

Yan has now filed a patent for this gene chip technology, which could speed up the pace of discovery for many human diseases.

*Jeff Miller is a freelance science writer based in San Francisco.*

# Taking it to the streets

## AzTE finds commercial outlets for "disruptive" research advances

Numbers don't personally matter so much to Augustine Cheng, ASU's new managing director and chief legal officer of Arizona Technology Enterprises, also known as AzTE. But results in the long term do.

"The well-established research universities are a few hundred years ahead of us in terms of a head start, so we need to be focused and innovative," said Cheng, the former head of the patenting and licensing legal team at Columbia University.

AzTE, charged with protecting and commercializing technology developed at ASU, as well as nurturing outside investment and industry collaborations, can point to any number of success stories in such traditionally strong research areas as engineering, semiconductors, and computer science.

Rick Shangraw, vice president for research and economic affairs at ASU, said that the organization plays a significant role in making sure ASU-generated research directly benefits the community in concrete, tangible ways.

"ASU researchers are committed to scientific discoveries benefiting the university and society as a whole. AzTE fosters a dynamic relationship between our scientists and industry to effectively transform technology into marketable products and services," Shangraw said.

AzTE was created in 2003 by the ASU Foundation; the organization is a limited liability company and a wholly-owned subsidiary of the foundation. AzTE's team, comprised of experienced professionals with extensive industry and university experience in intellectual property management and commercialization, is responsible for working with university researchers to evaluate new technologies, assist in marketing the products, and help the inventors develop industry relationships.

The passage of the statewide Research Infrastructure Bill in 2003 and the construction of the first Biodesign Institute building in 2004 changed Arizona's



Augustine Cheng, managing director and chief legal officer, Arizona Science and Technology Enterprises LLC (AzTE).

technology-transfer landscape completely in just a few years, says Cheng. And that has kept AzTE very busy.

"President Crow has said he doesn't just want incremental research advances, he wants disruptive ones, the kind that have a huge impact on society. That's daring and I think the energy you see all over the university reflects that," Cheng said.

High-risk, no-guarantee science raises the stakes, of course. And from sustainability research and biofuels to DNA sequencing technology, synthetic antibodies, and cancer vaccines, Cheng believes that potential industry partners and investors such as venture capital firms are starting to notice the big bets. Success will breed success over time and, he predicts, produce a halo effect on student and faculty recruitment as well.

For now, though, Cheng says, "I'm happy that we have a high level of participation from our faculty in terms of invention disclosures, which often are just ideas but start the technology transfer process."

But as Cheng and his AzTE colleagues understand well, ideas expressed can become products born. "I came to ASU because I believe it is on the rise," says Cheng. "I have not been disappointed."

By Jeff Miller

# ***STRENGTH IN NUMBERS***

***ASU leverages its  
resources to grow  
a bigger and better  
student body***

***By Michael Green***









# STRENGTH IN NUMBERS

One doesn't normally associate the phrase "the best and the brightest" with "the most and the biggest," at least not in education, where the phrase usually refers to the most elite student-scholars. ASU, however, is on a mission to challenge the conventional thinking in higher education. President Michael Crow's New American University paradigm mandates goals that call for the provision of the widest possible access to a college education, reaching out to as many students as possible, while at the same time committing to excellence for every student and raising the overall academic quality of the institution. Some outside the university think that these goals are irreconcilable — that a student body as large and rapidly growing as ASU's is sure to reflect sinking levels of academic quality.

"The biggest challenge that we face is not with the students that we are recruiting, but with the conventional wisdom with which we've all been indoctrinated, the idea that quality and access are on opposite ends of a continuum," said Jim Rund, vice president of University Student Initiatives.

And contrary to this outdated perception, the evidence shows that the ASU student body is in fact getting better as it gets bigger.

That it's getting bigger is undeniable. The fall 2007 freshman class was the largest in ASU history, with 9,274 entering students. Numbers show increased access as well, with a university outreach to historically disenfranchised demographic groups being paired with massively increased need-based gift aid in general.

The result has been a major increase in enrollment of first-time freshmen from Arizona families with incomes below \$25,000 and a more than doubled rate of minority undergraduate enrollment over the last ten years or so. Along with this impressive growth, the quality of the freshman class continues to rank among the nation's best, in terms of GPA, test scores, and high school rank, and more and more of Arizona's best high school students are choosing ASU.

How is ASU getting better as it grows? The answer is through an array of initiatives and programs being implemented by the Office of the Provost, University Student Initiatives, the Barrett Honors College, other academic schools and

**"THE BIGGEST CHALLENGE WE FACE IS NOT WITH THE STUDENTS, BUT WITH THE CONVENTIONAL WISDOM WITH WHICH WE'VE ALL BEEN INDOCTRINATED."**



Jim Rund, vice president, University Student Initiatives

colleges, and the Alumni Association, among other university organizations, that are committed to reaching every student, not just those with the highest grade point averages. These collective efforts are increasing graduation rates, helping students perform well as university scholars, and preparing them for post-collegiate life. They are also designed to help students have a meaningful collegiate experience beyond their academic work.

### **University Student Initiatives**

Chief among the university departments charged with driving the twin goals of access and excellence is University Student Initiatives, which, in the words of Rund, exists “to advance the mission of the institution to be a university of the highest quality that is also accessible. That’s our fundamental focus: on both recruitment and enrollment of students as well as our support of them upon matriculation and through graduation.”

One USI program that promotes access is ASU Advantage, which pays core costs of education for the most needy Arizona students and works to ensure that no capable student is prevented from enrolling in the university as a result of cost.

Rund is quick to note that while many ASU Advantage students need a program such as this to be able to attend college, there is no truth to the notion that students receiving need-based aid are poorer performers academically.

“Each year one-third of these students who qualify for the Sun Devil Promise program based on their fiscal circumstance are (in the top 15 percent) of their high school graduating class ... They just happen to come from families that

never had the opportunity to pursue higher education, or had the capacity to support their children’s education,” he said.

ASU also offers a great deal of merit aid and USI sponsors merit programs as well. Collegiate Scholars is a program in which local high school students take courses from ASU professors while still in high school. To participate, students must be seniors who meet university enrollment requirements, and who are interested in an ASU course connected to a major or career.

The program allows students to become more familiar with college life and the requirements of successful scholarship, so that they have a better opportunity to succeed.

Despite such efforts, Rund acknowledges that ASU’s rapid growth also impacts the academic achievement of individual students once they arrive at the university.

“While every student experiences an adjustment to college regardless of who they are, one of our biggest challenges with respect to student success is that ... our institutional capacity ensures that the appropriate academic infrastructure of support is available to every student,” he says.

To meet this challenge, USI offers a number of programs, including Residential Colleges, the First Year Residential Experience (FYRE), and the Learning Support Services.

The Residential College allows students studying similar material to live in close proximity in the same residence hall and to take advantage of tutoring, developmental workshops, academic advising and co-curricular programs, among other benefits.

FYRE allows those students in their first year of university life who are not living in a Residential College to have a comprehensive experience that

combines community activities with enhanced academic support. FYRE programs help students living off campus develop new study behaviors, learn to navigate the university environment, have access to faculty members and academic resources, demonstrate respect for and awareness of diversity, and learn to manage personal wellness.

Learning Support Services provides an array of support services that promote students’ academic success such as tutoring, peer-assisted learning and academic skills workshops.

Rund and the staff of the Office of the Provost are in the midst of re-conceptualizing student success programs for each ASU campus, and Rund stressed how successful the programs have been and continue to be.

“I think we are a remarkably efficient university meeting the challenges of growth,” Rund said. “Providing access to high quality education is not as difficult as people think. It’s really more a matter of determination and commitment.”

### **The Office of the Provost**

The Office of the Provost is charged with not only attracting and retaining the very best students, but also with providing wide access to education and insuring student success. The office is led by Elizabeth “Betty” Capaldi, the executive vice president and provost of the university, and it ensures that all programs and activities of the faculty, staff and students are aligned with the mission and identity of the university.

“The university is now totally focused on having each student succeed,” Capaldi explained. She noted that ASU had implemented a new electronic advising system,



***"THE  
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Elizabeth "Betty" Capaldi, the executive vice president and provost of the university

E\*Advisor, that helps students find a major that fits their individual interests and expertise. The system allows the university to advise each student on exactly which courses they must take each semester and guarantees them a seat in those classes.

Capaldi said her office had also helped the university increase its focus on excellent teaching and insure that each student gets to know faculty and benefit directly from all they know. Other programs run by the provost's office are dedicated to insuring students get engaged and connected in the academic and cultural life of the University, so

they identify with the excellence that is associated with being a Sun Devil.

Once students are in the university system, keeping them there is a priority. Delia Saenz, vice provost for undergraduate education, said many first-generation students lack familiarity with the university system, and have few role models to give them an idea of what it's like to be in college.

"They come with different experiences than many of the National Scholars or the Flinn scholars," said Saenz. "So they have different needs in terms of orienting them to the university environment.

We do everything within our power to provide that."

This includes overseeing the University Academic Success program, which runs Student Success Centers at each of the campuses; providing tutoring services; offering specialized courses tailored around particular academic needs, such as critical reading; providing a program called Supplemental Instruction, which helps students get the most out of large lecture classes with the help of experienced undergraduates in a smaller environment. The provost's office is mindful of cultural differences as well, and offers

# **RETENTION IS BIGGER THAN JUST KEEPING STUDENTS IN SCHOOL – IT INVOLVES DOING EVERYTHING POSSIBLE TO HELP THEM DO AS WELL AS THEY CAN AND GRADUATE.**

Delia Saenz, vice provost for undergraduate education



programs to help students feel comfortable whatever their backgrounds.

According to Saenz, retention is bigger than just keeping students in school – it involves doing everything possible to help them do as well as they can and graduate.

“The last thing we want to do is bring students here who are feeling overwhelmed or under-prepared and then follow the sink-or-swim philosophy,” she says. “Our philosophy is that every student has the capacity to succeed and if we give them all the right tools, then that will happen.”

## **Barrett, the Honors College**

While a primary mission of Barrett, the Honors College at ASU is reaching out to the best and the brightest, the college also pursues the integration of access and excellence that is the mission of the larger university.

In terms of excellence, the honors college is well documented as being virtually without equal in the nation. As a result of energetic recruiting and a commitment to offering scholarships, half or more of the Barrett students are National Merit, National Hispanic or National Achievement Scholars. In fact, Barrett tops Princeton, Stanford and Yale in the number of National Merit scholars recruited to the university.

“We’re very proud of the fact that 80 percent of the national scholars who visit come here in the fall, which is amazing. It means even though they have all been accepted to private colleges, they come to ASU and Barrett,” says Mark Jacobs, dean of the honors college.

Barrett also has one of the only designated honors campuses in the



Mark Jacobs, dean, Barrett, the Honors College at ASU

country (located within the Tempe campus) and the largest assembly of honors college faculty and staff. In recognition of all this, Reader's Digest named Barrett the best honors college in the country in 2005.

Since then, it's only gotten better. The college has improved the quality of its advising and increased the amount of students it graduates with honors to a staggering 70 percent; the national average is around 20 percent. The average high school GPA and SAT scores of Barrett students have also increased over the last five years. Offerings for students in the college have expanded exponentially, with the number of honors courses

available jumping from 30 courses per semester five years ago to 150 courses per semester today.

Perhaps most exciting, Barrett will open a beautiful new living community on the Tempe campus in fall 2009 that will accommodate 1,700 honor students. Jacobs feel that once the new facilities are ready, the already high number of recruits that choose Barrett should increase. "Once the new facility is complete, (it will be) easily the luxury equivalent of any Ivy," he says.

But while excellence is a top priority, Jacobs stresses Barrett's commitment to access as well, and helping to raise the overall quality

of education throughout ASU. He is adamant in not wanting the Barrett students "walled off" from the rest of the university.

"We spend a lot of time thinking about how to mix in everybody," he says. "Barrett students are ASU students first and then Barrett students."

**BARRETT HAS ONE OF THE ONLY DESIGNATED HONORS CAMPUSES IN THE COUNTRY, LOCATED WITHIN THE TEMPE CAMPUS, AND THE LARGEST ASSEMBLY OF HONORS COLLEGE FACULTY AND STAFF.**

To this end, Barrett presents public events such as the Rhodes and Centennial lecture series, trains non-honors faculty in bringing honors-caliber teaching methods to their classrooms, and houses the Office of National Scholarship Advisement, which is used by the entire university.

Barrett has also worked hard in improving minority enrollment. The college now enrolls about the same percentage of minority students as ASU as a whole – about 32 percent students of color, up from around 18 percent five years ago. Ultimately, says Jacobs, "Barrett should act as a center for the whole of ASU for good ideas in education that lead to better classroom practice overall."



Jenny Holsman, executive director/  
operations, ASU Alumni Association

## **SENIOR YEAR EXPERIENCE WILL MAKE THE UNIVERSITY A SMALLER PLACE FOR SENIORS AND KEEP THEM CONNECTED TO A BETTER SUPPORT SYSTEM.**

### **Senior Year Experience**

Traditionally associated with creating a support system for university graduates, the ASU Alumni Association is rolling out its first year of the Senior Year Experience, a program designed to support current students while they negotiate the challenges associated with finishing college and transitioning into successful post-graduate lives.

The Senior Year Experience, which launched in August, developed as the result of a recognized need for the Alumni Association to engage current

ASU students and contribute to the twin goals of providing access and achieving excellence.

Jenny Holsman, executive director of operations at the Alumni Association, currently directs the Senior Year Experience. The goal of the program is for students to see the Alumni Association as providing support during the senior year to enable them to graduate successfully.

"We want students who participate in the Senior Year Experience to

become graduates of this institution, to be fully functioning leaders while they are here, but also to become active, participatory community members as soon as they finish school. We wanted them to feel that they are a part of the alumni who are already out in the world before they even graduate," she said.

Throughout the course of the year, seniors will receive regular bulletins packed with career-building tips, networking opportunities, professional development programs, information about financial planning and invitations to job-recruiting events.

The program will also provide advanced study tips and opportunities meant to encourage community engagement, such as volunteering on projects with other seniors, socializing and mentoring undergraduates. In the fall, seniors will be welcomed with a special open house at Old Main on the Tempe campus. In the spring, the Alumni Association will organize a graduation trip to Europe and present Senior Send-off celebrations at each campus.

According to Holsman, Senior Year Experience will make the university a smaller place for seniors and keep them connected to a better support system.

"This program is another way to allow a large population of students additional support so that they feel a stake in the university," says Holsman. "(It helps instill in them) a desire to change the world, and gives them an opportunity to build a support network so that they can accomplish everything they want to professionally and personally upon graduation."

*Michael Green is a Tempe-based freelance writer and a lecturer for the Film and Media Studies program of the College of Liberal Arts and Sciences.*

# KEEPING THE PIPELINE FULL

## Alumni Association programs and chapters strengthen the next ASU generation

Improving the shape of ASU's student body is much like

improving the physical body of a real, live ASU student: activities to strengthen it must be ongoing to maintain or improve current positive qualities and to prevent problems from developing.

In much the same way, the Alumni Association has developed three programs that support the academic fitness of current and future Sun Devils, and lay the groundwork for participants to become engaged alumni once they graduate.

Here's a thumbnail sketch of all three:

**Medallion Scholarships.** The Medallion Scholarship is the ASU Alumni Association's signature scholarship initiative and provides four-year, renewable scholarships of \$2,750 a year to students selected for the program. Reconstituted in 2006, the Medallion Scholarship program was born out of the Alumni Association's previous Medallion of Merit Scholarship, which traced its beginnings to the 1960s.

Students are required to participate in a mentorship program, contribute volunteer hours to the Alumni Association, maintain a satisfactory grade point average and remain in good standing as an undergraduate.

Eligibility for the program is limited to recipients of ASU's University Scholarship program, which is awarded to Arizona high school students based on academic performance.

**Los Diablos.** Los Diablos, established in 1984, is the official Latino alumni chapter of the ASU Alumni Association, and its membership is open to all ASU graduates.

In the chapter's 24-year history, the group has provided nearly 2,000 merit-based scholarships, totaling more than \$2.8 million, to Arizona residents. Each year, the chapter chooses 30 promising students to receive the single-year scholarships; students may reapply annually to receive the scholarships again.

Chapter members support their scholars through an annual golf tournament, a football tailgate fundraiser, a fall kick off-reception for scholars and their families, and honors their work at an end-of-the-year Horquilla Ceremony. Each scholarship recipient is matched with a board member, who meets with the student throughout the academic year to provide support and guidance.

**Sun Devil Generations.** Sun Devil Generations is a new program for Alumni Association members and their families, aimed at introducing children from infancy through 8th grade to the excitement and meaning of being an ASU Sun Devil through participation in ASU traditions and becoming familiar with the ASU experience.

Events during the program's inaugural year included a carnival launch party, group outings to athletic events, a "Storytime with



Sparky" holiday event and an Arts and Crafts Day. A section of the Alumni Association Web site has been designated "members only" for Generations kids; members can access craft projects, online game links and ASU information designed with their interests in mind.

Any Alumni Association member may enroll a child in the program. Children enrolled in the program receive a special membership certificate, an ASU birthday card and access to exclusive Generations programs and its Web section. A portion of the enrollment fee will help build a legacy scholarship for future generations of students.

### For more information

**Medallion Scholarship:**  
<http://www.asu.edu/alumni/programs/medallion.shtml>

**Los Diablos e-mail:** losdiablos-alumni@yahoo.com

**Sun Devil Generations:**  
<http://www.asu.edu/alumni/programs/sdgenerations/index.shtml>





## **TALENT SCOUTS ADMISSIONS AMBASSADORS PROGRAM USES ASU GRADS AS RECRUITERS**

**THE PROGRAM IS  
STRUCTURED TO  
PROVIDE A  
CONTINUUM OF  
ACTIVITIES THAT  
ALUMNI VOLUNTEERS  
CAN ENGAGE  
IN—EVERYTHING  
FROM SIMPLY  
REFERRING A  
PROSPECTIVE  
STUDENT TO  
STAFFING COLLEGE  
RECRUITING EVENTS  
OR HOSTING “GET  
TO KNOW ASU” TYPE  
EVENTS IN THEIR  
HOMETOWN.**

Almost every ASU grad has encountered a high school student who would make a perfect Sun Devil at one time or another—the teen might be thinking about majoring in a degree program in which ASU leads the country, their attitude towards their education might mesh perfectly with President Michael Crow’s “New American University” design imperatives, or they may just really, really like warm weather. This summer, the ASU Alumni Association is partnering with University Student Initiatives to roll out a new recruiting program, ASU Admissions Ambassadors, that harnesses alumni passion for ASU and helps prospective students put an individual face on one of the country’s largest universities.

According to Jenny Holsman, executive director of operations for the Alumni Association, the program was created to reengage alums with the university, as well as to utilize the geographic dispersion of graduates to provide more effective outreach to potential ASU students.

“There are so many student populations out there, including high-ability students and those from diverse backgrounds, that it’s a challenge for ASU to get the word out about what it is doing to every student who might be

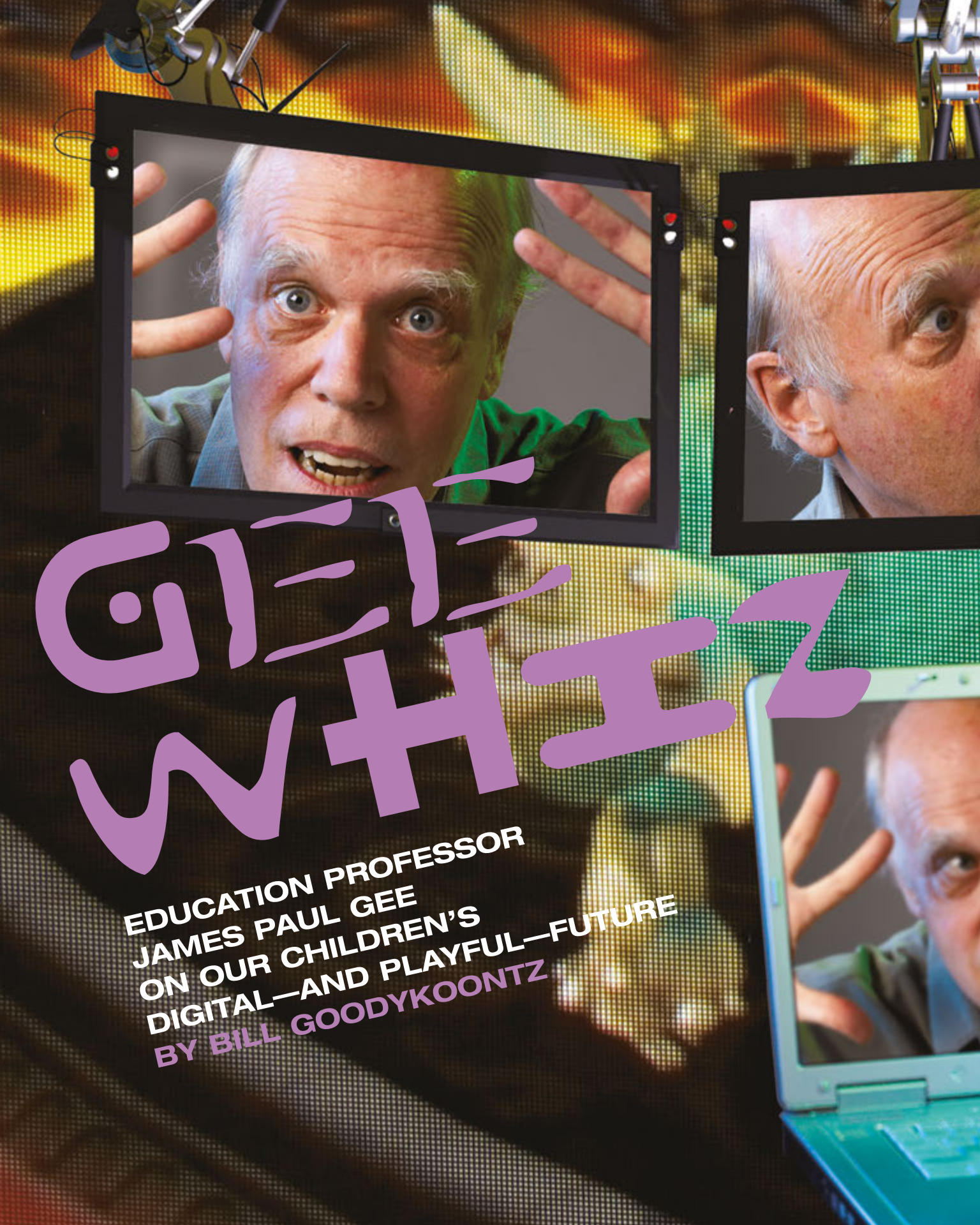
a great fit with the New American University,” Holsman said.

The program is structured to provide a continuum of activities that alumni volunteers can engage in—everything from simply referring a prospective student online (who can then be contacted by USI staff) to staffing college recruiting events in underserved regions of the country or hosting “get to know ASU” type events in their hometown.

Linda Glover, associate vice president for enrollment management at USI, said the program would be invaluable to recruiting efforts, but also provided meaningful opportunities for alumni volunteers, as well.

“This program gives alums a chance to tell their Sun Devil story to prospective students, and give back to ASU right where they are,” she said.

Potential “recruiters” can visit the program’s section on the Alumni Association Web site (<http://www.asu.edu/alumni/programs/ambassadors/index.shtml>) and sign up to volunteer or refer a potential student. Volunteers will receive comprehensive training and support, and the program is expected to develop in response to volunteer input and expertise.



# WHY?

EDUCATION PROFESSOR  
JAMES PAUL GEE  
ON OUR CHILDREN'S  
DIGITAL—AND PLAYFUL—FUTURE  
BY BILL GOODYKOONTZ



It's enough to make you wish you were a kid again: using video games as learning tools?

Absolutely, argues James Gee, the Mary Lou Fulton Presidential Professor of Literacy Studies in ASU's Mary Lou Fulton College of Education. His book, "What Video Games Have to Teach Us About Learning and Literacy," has been described as "transformative." He answered questions recently about how video games help kids learn, what the future holds and the educational value of games such as "Grand Theft Auto" (really).

**Question:** *How did you come up with the idea that video games can help kids learn?*

**Answer:** We came up with the idea by watching kids play. We're not arguing that all kids playing all video games are learning. We're arguing that kids can learn from video games if they're playing them in a certain way.

One thing we've known about media for a long time – this is true of television and this is true of video games – is that they are very good for learning when people are interacting with the kid over it, getting them to think about it and talk about it and relate it to other things. They're not good if the kid is just being babysat (with it) ...

The thing about video games that makes them good for learning is many of them are just problem-solving spaces. Kids have to solve problems while they do it. They often do it socially with other kids and therefore they have to talk about it. They really get into a game ... they'll start reading Web sites about it. They may even write their own Web site about it. They'll learn a lot more about the technology.

The two best learning tools are to produce something yourself and not just take it as-is, and also to teach other people. And in these digital media, kids have ample opportunity to produce and to teach other people when they become experts.

**Q:** *How do you convince skeptical parents and teachers?*

**A:** There are parents who are completely opposed to the stuff and keep their kids away from all video games. On the other hand, your children are going to grow up in an almost entirely digital world, in which real comfort with digital tools and the technologies behind them and with the technical knowledge that goes with them, (is) going to be absolutely essential for success in the world.



So for me, keeping your kids away from video games and other digital technology – video games for a child are just a whole palette of digital media – is like somebody at the dawn of printing keeping books away from their kids.

But we ought to have (some of) those fears. Video games are not a safe technology, but neither are books. No technology that is powerful can be completely safe. It couldn't have powerful really good results if it couldn't potentially have bad results.

**Q:** *Critics tend to think you're all or nothing, that you want to dispense with traditional learning.*

**A:** It's sad. People claim that I'm against traditional literacy when the book is a lot about how much real literacy is involved in this. You know, there's more reading and writing going on today than ever. The amount of fan fiction written on the Internet by kids, and the fact sheets and strategy guides, (that's) a tremendous amount of writing. These technologies by no means remove traditional literacy. What they do, though, is they change its ecology. There's a much greater demand now

to be able to write technical, expository prose and not just stories. Traditional literacy is blossoming. People say kids don't read anymore, and what they usually mean is they don't sit quietly in their bedroom reading a novel cover to cover. But in fact, (with) these Internet technologies, they're reading and writing all the time.

**Q: What games are good for learning?**

**A:** "Civilization," of course, has been one of the classics. The Sims (series of games are) the best-selling games in history. It has no violence in it. "Age of Mythology" is a great game. Kids as young as seven play it. For younger kids, the Pokemon games, "Yu-Gi-Oh," and "Harvest Moon" (are all popular).

"Animal Crossing" was a game that was wildly popular with little kids, and their parents kept stealing it because the parents loved it. Sony PlayStation 2 alone had 6,000 games on it. The media only knows about "Grand Theft Auto."

**Q: Are there any hard and fast rules for parents or teachers to determine whether a particular game is educationally appropriate for a particular age group?**

**A:** There are no hard and fast rules, because kids differ and develop at different rates, as well. However, the ratings on games are a good guide and there are many sites on the internet that rate games and discuss what is in them. A site like [www.commensensemedia.org](http://www.commensensemedia.org) offers lots of information about what games are appropriate for what ages and interests.

**Q: How can educators integrate video games into a particular curriculum, for learning concepts in geography or math?**

**A:** My book "What Video Games Have to Teach Us About Learning and Literacy" (2004, second edition 2007) argued that first and foremost

we should bring the good learning principles found in good games into school curricula, with or without games themselves. That said, the so-called "serious games" industry is beginning to blossom and produce games for science, math, civics, and other subject areas.

For example, we are making a game here at ASU, with partners at Georgetown University and in Madison, Wisconsin, called "Our Courts," that is meant to teach civics and get kids civically engaged. This project is being done with—and inspired by—former Supreme Court Justice Sandra Day O'Connor. Another example is the game DimensionM™, which teaches algebra ([www.dimensionm.com](http://www.dimensionm.com)).

**Q: Do you play video games?**

**A:** All the time. Among the reasons I got into this, I'm a literacy person and I started to play these games because my 6-year-old was getting into it. (He's now 12, and a much better gamer than I am.) I decided to play an adult game and I've loved it ever since. And I realized that if I didn't write about them, I wasn't going to have a career anymore. The fact is, far from doing damage to my career, it helped my career. If you can relate what your passion is to what you want to do for work, you've got a win-win situation.

**Q: What games do you like?**

**A:** I like almost all of them. I'm a big fan of first-person shooters. Some of the classic games are among my favorites, like "Half-Life," "Deus Ex," "Rise of Nations." On the other hand I've enjoyed a lot of games on the Wii. I play most things. I'm eclectic.

**Q: What do children learn from playing first-person shooter games? Doesn't that reinforce the use of violence to solve problems?**

**A:** Children should not be playing first-person shooter games. People old enough to play them learn a

good deal about strategy, problem solving, and planning and revising plans. Most modern first and third-person shooters—like "Half-Life 2" or the new "Metal Gear Solid 4: Guns of the Patriots"—put a great deal of emphasis on solving problems, not just shooting things.

**Q: Any way I can use your research to justify buying "Grand Theft Auto"?**

**A:** "Grand Theft Auto" for an adult is a very big learning curve. It's got a lot of problems to solve. It's also very open-ended, so you have to make real decisions about how you play it. So, for example, there is a group at MIT right now discussing the moral foundations of "Grand Theft Auto," what its morality is, what it means that you can play it in different ways and make different decisions.



**Q: What's next?**

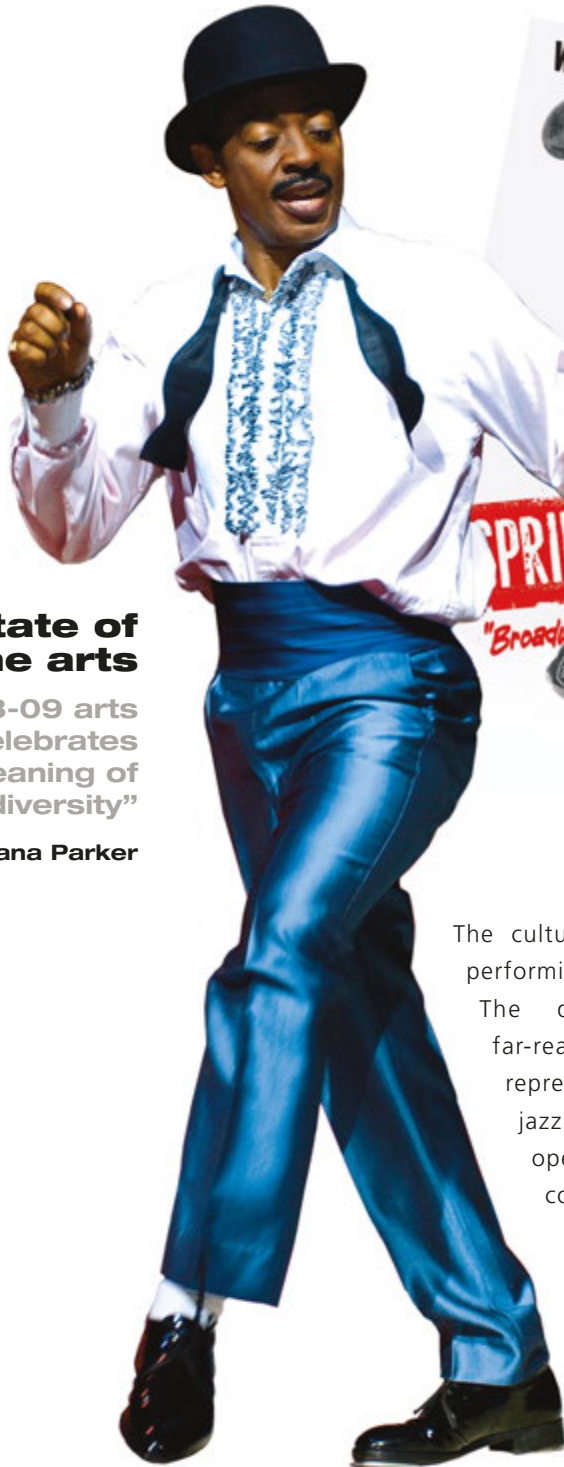
**A:** For video games, I don't think anybody knows. I think that's true of the whole digital media. Most people who have made predictions have been wrong. It's been pretty unpredictable what people will do with the stuff. I don't think any of this will happen as we predict it.

*Bill Goodykoontz is a Chandler-based freelance writer.*

## State of the arts

ASU's 2008-09 arts  
calendar celebrates  
true meaning of  
"cultural diversity"

By Oriana Parker



The cultural diversity of this year's ASU performing arts calendar is quite literal. The diversity of the events is far-reaching; for instance, the music represented on the calendar includes jazz and big band concerts, as well as opera performances, classical guitar concerts, and organ recitals.

Diversity is also reflected in the venues where these events take place, which range from the grandeur of a theatre designed by Frank Lloyd Wright to the intimacy of a cozy adobe complex in the heart of Scottsdale. Some sources of inspiration are found in the ethnically varied peoples of the United States, while other cultural influences represented on the calendar emanate from distant points of the globe.

All in all, it's a season designed to challenge the intellect and reward the senses, in more ways than one.

## ASU Gammage

### VISIT "THE BIG APPLE" WITHOUT LEAVING TEMPE

Thanks to the Broadway Across America—Arizona series and the Beyond series at ASU Gammage, Tempe audiences can experience the excitement of New York's diverse cultural bounty without boarding a plane. The stellar Broadway season presents such sparkling musicals as "Happy Days," as well as riveting plays such as "Frost/Nixon," which has electrified audiences and thrilled critics. Perennial favorites, including Disney's "The Lion King," will also grace the ASU Gammage stage.

Recognized as one of today's most significant choreographers, Susan Marshall brings her New York City-based dance company to Tempe this fall, as part of the Beyond series. Another Beyond guest will be SITI Company, which will present the culminating performance of their three-year ASU residency, a greatly anticipated event from the New York ensemble theater company famed for its cross-cultural presentations.

### 2008-2009 HIGHLIGHTS

#### M&I BANK BROADWAY ACROSS AMERICA—ARIZONA

##### "THE RAT PACK - LIVE AT THE SANDS" OCT. 14-19, 2008

Following an unprecedented four years on London's West End, this production recreates a legendary evening with Frank Sinatra, Sammy Davis, Jr., and Dean Martin.

##### "SPRING AWAKENING" DEC. 9-14, 2008

The biggest Tony Award® Winner in years, this musical's groundbreaking fusion of morality, sexuality and rock & roll has awakened Broadway like no other production this year.

##### "FROST/NIXON," STARRING STACEY KEACH MARCH 31-APRIL 5, 2009

This fast-paced Tony Award® nominated play shows the determination, conviction and cunning of a U.S. President and an intrepid interviewer as they square off in a monumental television interview.

##### "STOMP," MAY 5-9, 2009

Come see what all the noise is about! This provocative percussion ensemble uses unconventional instruments to create an explosive, sophisticated performance that has become an international sensation!

#### ASU GAMMAGE BEYOND

##### SUSAN MARSHALL DANCE COMPANY PRESENTS

##### "CLOUDLESS" OCT. 11, 2008

Celebrating the 20th anniversary of the modern dance company, this program features a series of 18 dances set to music from a wide range of genres, each exploring the human predicament.

##### SITI COMPANY PRESENTS "UNDER CONSTRUCTION" APRIL 18, 2009

A testament to a nation forever unfinished, this ensemble-based company examines the last 50 years of American life through the lens of Norman Rockwell's paintings.

*All events are staged at ASU Gammage, located at Mill Avenue & Apache Blvd., Tempe.*

*For more information and/or tickets, call the ASU Gammage box office at (480) 965-3434. Visit [asugammage.com](http://asugammage.com) for complete event listings.*

(Opposite) David Hayes dances as Sammy Davis Jr. in "The Rat Pack." (Right) Actors show their acrobatic skills in "Stomp."



Photo: Lois Greenfield

# Herberger College of the Arts

## CREATING A GLOBAL CULTURAL MOSAIC

Diverse cultural influences are woven together with the talents of students, faculty and guest artists of the arts college to create performances that will thrill audiences long after the curtain has descended.

The infectious rhythms of America's jazz giants will excite listeners, as will the soaring melodies of Italian opera. A new

play exploring human smuggling will intrigue viewers along with the legendary characters inhabiting a Tennessee Williams classic.

Guitar and organ musicians celebrate music from around the world while future dance world stars combine classic and contemporary trends in unique ways.

## 2008-2009 HIGHLIGHTS

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### DANCE

#### THE DANCE ANNUAL, MAY 1-3, 2009 / GALVIN PLAYHOUSE

A stunning climax to a year of intense exploration, innovation and creativity, this event includes performances, media-based work, and exhibitions.

### GUITAR

#### EDUARDO FERNANDEZ, NOV. 19, 2008/KATZIN CONCERT HALL

New York Times critic Donal Henahan has said of Fernandez, "Rarely has this reviewer heard a more impressive debut recital on any instrument."

### JAZZ

#### BENNY AND BASIE, APRIL 23, 2009 / KATZIN CONCERT HALL

The stage at this event will ignite with the music of Benny Goodman, the "King of Swing," and William "Count" Basie.

### LYRIC OPERA THEATRE

#### PUCCINI DOUBLE BILL: "SUOR ANGELICA" & "GIANNI SCHICCHI," FEBRUARY 27-MARCH 1, 2009 / EVELYN SMITH MUSIC THEATRE

A tragic tale of a young girl sent to a convent ("Suor Angelica") is followed by a comic scenario ("Gianni Schicchi"), where a greedy family gets what they deserve.

### MAINSTAGE THEATRE

#### "ANON(YMOUS)" BY NAOMI IIZUKA, NOV. 21-23 & DEC. 4-7, 2008 / GALVIN PLAYHOUSE

Loosely based on "The Odyssey," the play focuses on the poetic journey of a young boy, separated from his family and country by war.

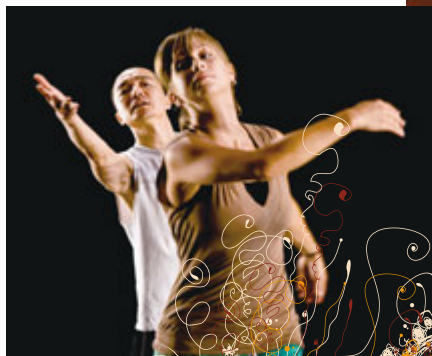
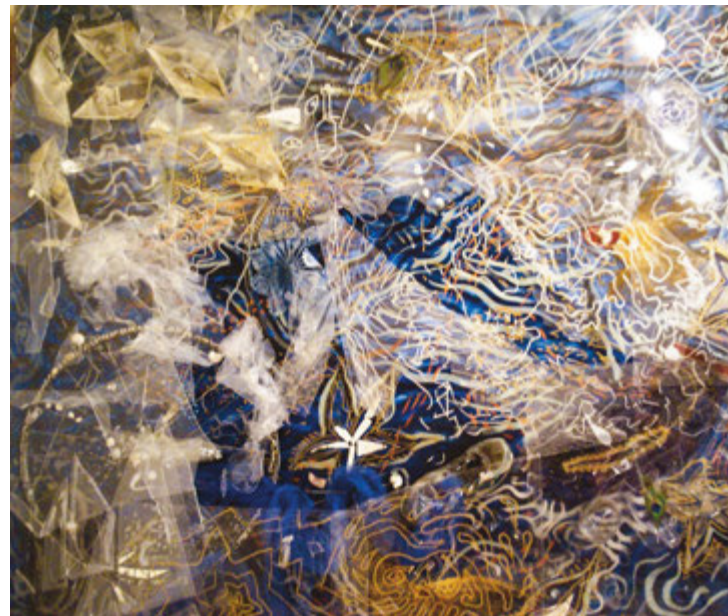
### ORGAN

#### ORGAN MUSIC IN THE HOLY LAND, MARCH 22, 2009 / ORGAN HALL

Organist Elizabeth Roloff of Jerusalem's Church of the Redeemer provides an intriguing perspective on the instrument's role in modern Israel.

For more information and/or tickets, call (480) 965-6447. Visit <http://herbergercollege.asu.edu/calendar> for complete listings.

(Clockwise from top) Artist Leandro Soto's work will grace ASU's West campus this fall; Herberger College of the Arts will feature several exciting MainStage, jazz and dance performances.





## Kerr Cultural Center

### AN INTIMATE SHOWCASE FOR LOCAL AND NATIONAL TALENT

Attracting audiences from around the Valley, this charming adobe theater, located off Scottsdale Road, is an integral part of the ASU cultural complex. Presenting talent of national stature, such as Edward Herrmann in the upcoming "Beloved Brahms," the center also provides local actors, playwrights, musicians, and singers with a "place in the (Valley of the) sun."

Kerr also diversifies its offerings by presenting always-popular community programming that reaches out to diverse

audiences; free programs such as Coffee At Kerr and the Tuesday Morning Music concerts are perennial favorites with both schools and retirement communities. Thanks to "The Final Word," an unconventional lecture series featuring student-nominated ASU professors, audience members can experience enlightening, entertaining and often mind-blowing verbal fireworks.

### 2008-2009 HIGHLIGHTS

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#### **"BELOVED BRAHMS" STARRING EDWARD HERRMANN AS EDUARD HANSLIK, JAN. 3, 2009**

An ardent friend of the composer, critic Eduard Hanslik explores the battle between admirers of Brahms and Wagner during the late 1800's.

#### **"THE DIVAS": JAZZ IN CONCERT, FEB. 4-5, 2009**

Four concerts in one, this event features the diverse styles of favorite Valley vocalists Margo Reed, Nancy Gee, Sherry Robertson and Delphine Cortez.

#### **"COOL LIKE THAT," MARCH 12-14, 2009**

Presented by BlackPoet Ventures, this "poeticduction" showcases the life and music of Miles Davis through spoken word, live music, movement and visual art.

*All events are staged at the Kerr Cultural Center, 6110 N. Scottsdale Road. For more information and/or tickets, call the box office at (480) 596-2660. Visit [www.asukerr.com](http://www.asukerr.com) for complete listings.*

## West Campus

### INSPIRATION SPRINGS FROM NATIVE CULTURES CLOSE TO HOME

Arizona is home to more than a dozen Native American tribes, while also sharing a border with Mexico, a gateway to Central and South America. Many events presented by the Interdisciplinary Arts & Performance department, a unit of the New College of Interdisciplinary Arts and Sciences at ASU's West campus, explore the influence of these cultures.

Created by Cuban artist-in-residence Leandro Soto, a multi-disciplinary program paying homage

to Hispanic poets kicks off the season. Another highlight is an exhibition of works created by Irish printmakers inspired by accompanying historic photographs of Native Americans. A long-term relationship with the Heard Museum is the driving force behind the American Indian Student Art Show; showcasing many different mediums, this event might very well introduce the next Fritz Scholder or Charles Loloma!

### 2008-2009 HIGHLIGHTS

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#### **"POESIA=IMAGEN CELEBRATING HISPANIC HERITAGE MONTH," THROUGH SEPT. 25, 2008**

A interdisciplinary exhibition celebrating poets of the Hispanic tradition.

#### **"RESPONSE," SEPT. 30-OCT. 17, 2008**

Artworks by 20 Irish printmakers inspired by the Schwemberger photographs of American Indian peoples and their land dating back to 1902.

#### **AMERICAN INDIAN STUDENT ART SHOW, NOV. 11-26, 2008**

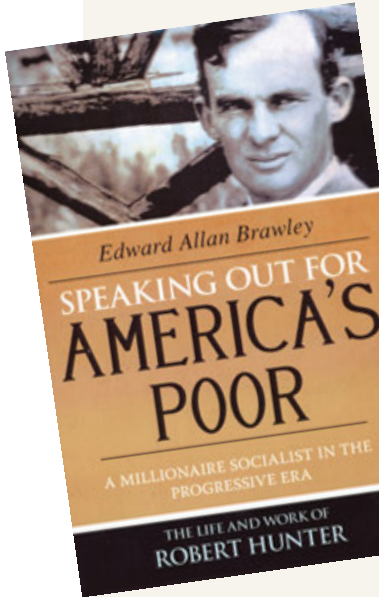
Presented in collaboration with the Heard Museum, this exhibit features photographs, digital media prints, drawings and video works.

*All events are staged at ASU's West campus, 4701 W. Thunderbird Road, Phoenix. For more information, call (602) 543-ARTS (2787). Visit [http://newcollege.asu.edu/depts\\_schools/iap/events.shtml](http://newcollege.asu.edu/depts_schools/iap/events.shtml) for complete listings.*



## SHELF IMPROVEMENT

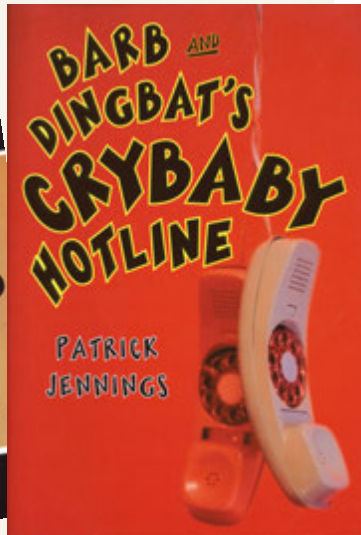
BOOKS AND MEDIA PRODUCED BY  
ALUMNI, STAFF AND FACULTY



**Speaking out for  
America's poor:  
A millionaire  
socialist in the  
Progressive Era**

*By Edward Allan Brawley*

Robert Hunter isn't a household name in the 21st Century, but he and wife Caroline Phelps Stokes Hunter were leaders in social reform crusades such as the settlement house movement of the late 19th and early 20th centuries. Brawley, professor emeritus of social welfare and former vice provost for academic affairs at ASU's West campus, has written a fascinating biography of Hunter, and crafted an excellent social and intellectual history of the era, as well.



**Barb and  
Dingbat's  
Crybaby Hotline**

*By Patrick Jennings '85  
B.F.A., Holiday House*

Hold the phone! Jeff's a typical junior high boy, circling "yes" on notes passed to him by girls who want to know if he'll go out with them. But he can't quite figure out Barb, who calls him to announce that her friend Viv wants to break up with him. They keep talking and the more they talk, the more they irritate each other. Set in 1975 and told entirely through phone conversations, this novel is a refreshing trip back to the days when teleconferences didn't involve memos!

## COLLECTIONS



Pony Tail Palm

### ASU ARBORETUM

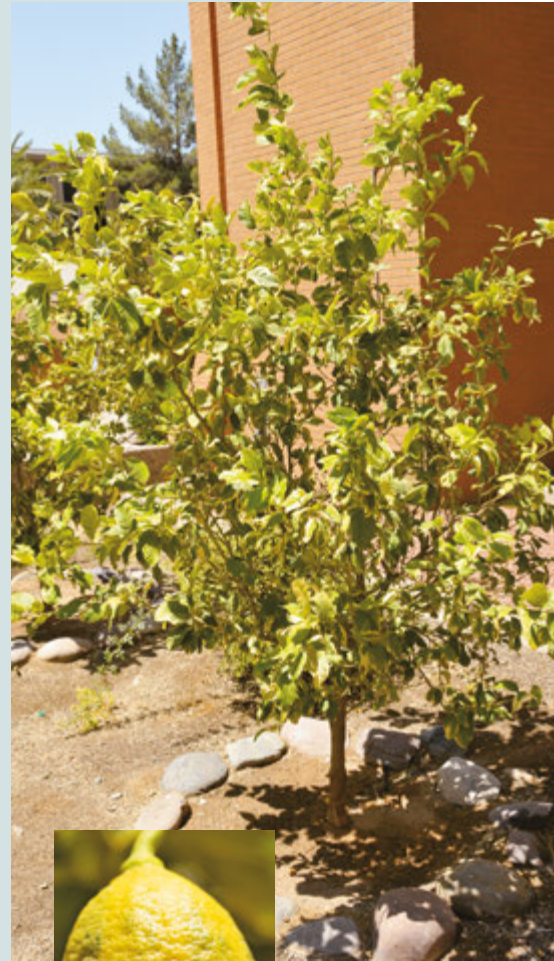
Arizona's largest public arboretum, ASU's Tempe campus arboretum includes collections of palms and palm-like plants, deciduous trees, fruit-bearing trees, evergreen trees, cacti, succulents, and more. To learn more about ASU's arboretum, visit <http://www.asu.edu/museums/ec/arboretum.htm>



Boojum Tree



Floss Silk tree



Verigated Pink Eureka  
Lemon Tree



Chinese Lantern Tree

## Forever (maroon and) gold

Homecoming  
activities will honor  
name-change class,  
offer enjoyment for all

By Bill Goodykoontz



Homecoming is always a time for celebrating, getting together with old friends, looking back on your college days, seeing what's changed since you graduated.

But for Mary Mitchell and her classmates, this year's homecoming, set for Nov. 15, will be particularly special. That's because she is a member of the class of 1958. Sure, it's their 50th anniversary, always an occasion worthy of note.

But this year, which is also the 50th anniversary of Arizona State University achieving university status, the milestone means something more. Mitchell's class was the last to graduate from Arizona State Teachers College. And if you think they're not proud of that, you're wrong.

"We got a notice that we could send our diplomas back, which said 'Arizona State Teachers College,' and they would replace them with 'Arizona State University,'" Mitchell said. "I did not. A number of people did not.

"We were the last class (of the teacher's college)," she said. "When talking to my friends, we said, 'Wow, look how it's changed. And we started that change.'"

The anniversary of the name change, and accompanying change in status, is the focus of this year's Homecoming, though of course other classes will be recognized, as well.

The football game against Washington State will of course be central to Homecoming; a resurgent Sun Devils' football program makes it all the more exciting.

The game will be preceded by a lively parade and the Homecoming Block Party, which features food, fun and festivities, as well as dozens of displays from



The 50th anniversary of ASU's name-change campaign will be the focus of this year's Homecoming. Below and left: the classes of 1958 and 1959 celebrate ASU's birth in style.



University Archives Photographs, ASU Libraries



academic schools and colleges and other university entities.

The Alumni Association will have four tents as part of the Block Party. There will be a tent for class reunions, one for families (sponsored by Sun Devil Generations, it will include activities for kids), one highlighting association programs, chapters and clubs, and one dedicated to the anniversary of the name change.

There's something for everyone in the tents, but if the folks on hand in the anniversary tent are anything like Mitchell, that's the place to be.

The anniversary tent will have members of the class on hand to talk about the effort – and it was an effort – to pass the ballot initiative that mandated the change in name and status, as well as the mood of the campus while the campaign was underway.

"It was very exciting," Mitchell said of the atmosphere on campus. "The juices

are flowing so much more in college students than they are in someone 72 years old. But at the time it was terribly exciting. We thought we'd accomplished the world. We thought we'd accomplished everything. It was wonderful. It's hard for me to think back on my physical feeling at the time, the butterflies in the stomach, waiting for it to come through. We were the ones who overcame."

Among the stories you're likely to hear in the 50th anniversary tent are ones about students marching on the capital, demanding the name change.

But really, no matter who the opponent at Homecoming is, can there be any talk

of the name-change anniversary without mentioning the role of the University of Arizona? The ASU-U of A rivalry has always extended beyond the playing

field, all the way to the Legislature, where back in the day the name-change proposition was not a popular idea in the minds of some influential Wildcat lawmakers.

The 50th anniversary class tent at Homecoming will doubtlessly be another place to connect with Sun Devils of all ages and savor "home-team" pride, no matter who the university is matched up against.

"(Becoming a university) was the same as beating (the U of A) in a football game – only, of course, this is more lasting," Mitchell said.

**NEW SCHOOL RULES**

*Alumni Association transitions to new board-council structure*

Even the soundest and most elegant of structures can use an occasional renovation, and the “house” that is the governing board of directors for the ASU Alumni Association is no exception.

Beginning July 1, the association retooled its board structure and added the national ASU Alumni Council, a new group designed to act in a consultative capacity and expand the Alumni Association’s ability to meet the needs of Sun Devil graduates and advocate effectively for the university and its alumni.

Both groups will be led by Christine Wilkinson, the alumni association’s president, and the following officers:

*Chair: Dr. Maria Hesse ’77 B.S., ’84 M.B.A.*

*Chair-Elect: Bill Kavan ’92 B.A.  
Treasurer: Gilbert Jimenez ’67 B.S.  
Past Chair: Mike Pressendo ’90 B.S.*

In 2008-09, the following persons will be members of the ASU Alumni Association’s board of directors:

- Barbara Clark ’84 M.Ed.
- Andy Hanshaw ’87 B.S.
- Chris Spinella ’83 B.S.
- Joseph Koehler ’87 B.S., ’90 J.D.
- Martin Quintana ’87 B.S., ’04 M.B.A.
- George Diaz ’96 B.A., ’99 M.P.A.
- Mark Duplissis ’92 B.A., ’97 M.Ed., ’06 Ed.D.
- Kathy Paul ’72 B.S.
- Tara McCullom Plese ’78 B.A., ’84 M.P.A.

During the same term, the following persons will comprise

- the inaugural ASU Alumni Council:
- Charlie Broucek ’93 B.S.
  - Matt Gervin ’01 B.S.
  - Anne Sawkiw ’99 B.A.
  - Joseph Udall ’92 J.D.
  - Margot Richardson ’93 B.S., ’99 M.M.C.
  - Eddie DeVall ’93 B.S.
  - Jonell Lucca ’95 B.A.
  - Vada O’Hara  
Manager ’83 B.S.
  - Christine Kyselka  
’87 B.S., ’92 M.P.A.
  - Dave Benner ’02 B.S.
  - Jeff Olen ’96 B.S.
  - Phillip Moore ’66 B.S., ’67 M.S.E.

Additional council members will be selected in the near future and added on an ongoing basis.



Chair Maria Hesse



**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY  
asu.edu/alumni

**Calling Sun Devils from the Classes of 1958, 1968, 1978, 1988 and 1998**

**Be our special guests at Homecoming this November 15!**

Ring in the anniversary of your graduation with a red carpet walk down Memory Lane at ASU during Homecoming. Each year, the ASU Alumni Association welcomes all alumni back to campus for Homecoming to enjoy a spectacular Block Party and Parade before the football game. But the reunion classes are additionally honored with special campus tours, an athletic luncheon and evening social hours. If you graduated in 1958, 1968, 1978, 1988 or 1998, be sure to pick up on this golden opportunity to reconnect with ASU and former classmates this November 14-15, 2008!

**Homecoming Reunion 2008**

**Friday, November 14:** Campus tours, athletic luncheon, evening social hours

**Saturday, November 15:** Homecoming Block Party, grand parade and football game

For more details about Homecoming reunions and to register, please go to [asu.edu/alumni/news/homecoming08.html](http://asu.edu/alumni/news/homecoming08.html)

ASU ALUMNI ASSOCIATION  
BOARD OF DIRECTORS 2007–2008

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Tara McCollum Plese '78, '84 M.P.A.

Martin Quintana '87, '04 M.B.A.

Christopher Spinella '83

ASU ALUMNI COUNCIL MEMBERS

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Phillip Moore '66, '67 M.S.E.

Vada O'Hara Manager '83

Jeffrey Olen '96

Margot E. Richardson '93, '99 M.M.C.

Anne Sawkiw '99

Joseph Udall '92 J.D.



## President's Letter

Another school year has already started, and ASU is welcoming what could easily be our largest incoming freshman class ever, surpassing fall 2007's enrollment record of 9,274 students. As our feature story this issue about strengthening the student body documents, the university has deployed a host of programs to help students succeed and achieve, while at the same time providing access to as many college-ready students as possible. We are

committed as an institution to upholding excellence while expanding access, and the article shows how it is being done.

Students arriving at ASU clearly benefit from the groundbreaking research that our professors and researchers are doing, both in terms of being able to learn from such innovative, forward-thinking scholars and by being in an academic environment that supports interdisciplinary, use-inspired exploration and thinking. Our feature on several exciting research breakthroughs emerging from the university details a few of the many fields in which ASU is becoming known as a thought leader.

At the Alumni Association, we are also breaking new ground, following new paths designed to help us fulfill our mission to preserve university traditions, enhance the alumni experience and advance the university.

We have launched the Senior Year Experience, a new program for graduating seniors designed to enrich their final year as an undergraduate. In July, we transitioned the structure of our Board of Directors to create a more streamlined, agile, and governance-oriented unit. We have also created the ASU Alumni Council, an advisory group intended to extend our capacity to meet the needs of ASU graduates and to advocate effectively for the interests of the university's alumni.

Finally, I'd like to encourage readers to mark their calendars for the many exciting performing arts events sponsored by ASU during the 2008-09 school year (detailed in our arts preview article), as well as for the week-long Homecoming celebration leading up to our football game against Washington State University on Nov. 15. This year's Homecoming week activities will mark the finale for ASU's celebration of its 50th anniversary as a university, so don't miss it!

A handwritten signature in black ink that reads "Christine K. Wilkinson".

Christine K. Wilkinson, '66, '76 Ph. D.

President, ASU Alumni Association

Senior Vice President and Secretary of the University



Members of the College of Liberal Arts & Sciences alumni chapter relax after volunteering at the Mile 1 aid station for Pat's Run in April.

## Reports from around the Sun Devil nation

### CHICAGO

Chicagoland Sun Devils, come on out this fall and help root on our beloved alma mater each week at our football game watching parties. If you want to get in on the football action in a more physical way, join our chapter's flag football team in Lincoln Park. We're also planning a fall social soon, so go to [www.asuchicago.org](http://www.asuchicago.org) for details on these and other upcoming events.

Chapter contact: Christina Ballester at [asuchicago@gmail.com](mailto:asuchicago@gmail.com) or (847) 404-4180.

### COLLEGE OF LIBERAL ARTS & SCIENCES

Our chapter co-hosted a seminar in February with the Graduate College, guiding potential graduate students the application process.

In March, students from Thomas J. Pappas School joined us for a men's basketball game. Thanks to the generous support from the ASU Alumni Association, Halo Club, Sun Devil Club, and Crocs, these future alums experienced an afternoon filled with Sun Devil spirit they will remember for years to come.

In April, our chapter hosted the Mile 1 Water Station at Pat's Run. Fellow alums, friends, family and students from Mountain View High School's

International Club showed up to serve water to thousands of runners.

In May, we partnered with the college to host an alumni networking event at the Karsten Golf Course's clubhouse.

We'd love to hear your program and event ideas. Send them to [clasalumninichapter@gmail.com](mailto:clasalumninichapter@gmail.com)

Chapter contact: Joseph Behrens at [clasalumninichapter@gmail.com](mailto:clasalumninichapter@gmail.com) or (480) 965-3391.

### COLLEGE OF NURSING & HEALTHCARE INNOVATION

Our college's year-long celebration of its 50th anniversary was capped off with a gala event on April 25 at the Arizona Biltmore Resort & Spa. Attendees enjoyed a trip down memory lane courtesy ample historical information presented about the college. Our alumni chapter sponsored three nursing students (who are also Medallion Scholars) to attend the festivities.

During the 2008-2009 academic year, the chapter plans to sponsor an Innovation Lecture Series. The series will feature a national speaker and a new award program and scholarship for our alumni will also be unveiled. Our traditional fundraiser, a silent auction, will be held in conjunction with Homecoming week on Nov. 13.

Chapter contact: Carol Rogers at [Carol.rogers@asu.edu](mailto:Carol.rogers@asu.edu) or (602) 677-0711.



Current students and nursing alumni attended the 50th anniversary gala for the College of Nursing & Healthcare Innovation.

### COLORADO

This fall, all football game watching party events will be held at the Sports Column in downtown Denver. Dues-paying Alumni Association members will receive discounts at these events, so come on down and cheer the Sun Devils to victory.

Alumni Association members can also pick up a free chapter T-shirt to show their ASU pride! Non-members may purchase the shirt, and all proceeds directly benefit our chapter. Donations towards our scholarship fund are also accepted!



Chapter contact: Dave Kem at [CamboDave@asualumni.org](mailto:CamboDave@asualumni.org) or (303) 332-7226.

### GREEK ALUMNI

We are planning a game watching party on October 4 for the ASU-Cal game. Please contact us to get on our e-news list; we have a lot of events planned for the year and don't want you to miss any of them!

The Greek Alumni Club is looking for volunteers to help elevate our club to chapter status within the ASU Alumni Association. If you are interested, please contact Erin Sorensen, club president.

Chapter contact: Erin Sorensen at [asuaagac@gmail.com](mailto:asuaagac@gmail.com).



(Top) Colorado alums enjoyed a skiing day among friends this winter. (Bottom) Herberger College of the Arts recently began offering a calendar with inspirational alumni stories and photos.

### HERBERGER COLLEGE OF THE ARTS

Our chapter is pleased to introduce its inaugural alumni calendar. This spectacular calendar (which covers September 2008 – December 2009) is filled with inspirational stories and news about Herberger alumni from around the country.

The calendars sell for just \$10, including shipping and handling. Support the chapter's scholarship programs while getting acquainted with peers. Order yours today!

Chapter contact: Deanna Stulgaitis at [herbergeralumni@asu.edu](mailto:herbergeralumni@asu.edu) or (480) 965-8985.

### IRA A. FULTON SCHOOL OF ENGINEERING

Our chapter's president, Cassius McChesney, has worked arduously this year to organize an active board of engaged engineering alumni. We have had several family-centered events for current alumni this spring, such as the Engineering Day at the Science Center as part of National eWeek and Family Day at the Zoo. Refocusing our efforts at our spring planning meeting, we identified our primary goal: interacting with current students to form a strong tradition of alumni support.

If we follow the current trajectory, the 2008-2009 academic year promises to be an exciting one indeed. Our board leaders have identified new event opportunities, including home game football tailgates, an away-game reception at the ASU-Cal game on Oct. 4, student/alumni barbeques,



Alumni of the Leadership Scholarship Program network and celebrate current LSP student successes.

a lecture series, and even a wine tasting!

Chapter contact: Cassius McChesney at [cassius.mcchesney@aps.com](mailto:cassius.mcchesney@aps.com) or (602) 689-8664.

### LOS ANGELES

Thanks to everyone who joined us in our new "Explore LA with ASU" programs around the city this summer. We've visited the Los Angeles County Museum of Art, a wine bar in Culver City, Dodgers Stadium to watch the

Dodgers play the Diamondbacks and started checking out some of the delicious restaurants Los Angeles has to offer. And no summer would be complete without us welcoming our newest freshman and family members at the Sun Devil Send Offs in Manhattan Beach, Arcadia and Westlake Village.

This fall, we'll again host multiple football game watching parties, will continue our "Explore LA with ASU" programs and continue volunteering with Reading to Kids. Hopefully you've already bought your tickets to the best party in town – Sparky's Touchdown Tailgate before the ASU-USC game at the Coliseum on Oct. 11. We look forward to a big representation of the Sun Devil Nation at the Coliseum wearing gold!

Chapter contact: Eddie DeVall at [devall@aol.com](mailto:devall@aol.com) or (323) 653-4578.

### LOS DIABLOS

Our chapter held an exciting fall fundraiser on Sept. 14 at the Hard Rock Café! Those who attended not only showed commitment to our chapter's scholars but also enjoyed fantastic networking and great food and drinks.

We invite you to the annual Los Diablos Tailgater on Nov. 15 when we will partner with ASU to cheer on the Sun Devils in true maroon and gold style! Those of you that have attended are well aware of the great food, music and atmosphere that should not be missed!

Chapter contact: George Diaz, at [gdiazj@asualumni.org](mailto:gdiazj@asualumni.org) or (602) 571-4184.

### LEADERSHIP SCHOLARSHIP PROGRAM

After an award-winning 2007-2008 for the LSP Alumni Chapter, we look forward to even more fun events and great memories during this school year. Contact Eddie Lopez to learn how you can get involved with the chapter,

support the current LSP students and reconnect with old friends.

Be sure to mark your calendars for our annual Homecoming reception, slated for 7 p.m., Thursday, Nov. 13 at Tempe Mission Palms.



Members of the Native American alumni chapter show their Sun Devil pride.

Chapter contact: Eddie Lopez at [asulopez@gmail.com](mailto:asulopez@gmail.com) or (480) 202-6286.

**NATIVE AMERICAN**

The 14th Annual Josiah N. Moore Memorial Scholarship Benefit Dinner will be held at 6 p.m., Oct. 18, at Tempe Mission Palms. The theme for this year’s dinner is “Connecting with the Vision of Josiah.”

Our benefit dinner is one of the most anticipated events of the year. The event traditionally includes prominent keynote speakers, presentation of a number of awards recognizing outstanding students and alumni, and exciting entertainment. Most importantly, the event delivers financial opportunity to Native American students at ASU by building the chapter endowment fund.

Tickets for this year’s event are \$55 per person for ASU Alumni Association members and \$65 per person for non-members. Please RSVP online <http://www.asu.edu/alumni/rsvp> no later than Oct. 15.

Chapter contact: Mary Hubbell-Ansera at [mha@asu.edu](mailto:mha@asu.edu) or (480) 965-6060.

**SCHOOL OF CRIMINOLOGY & CRIMINAL JUSTICE**

Our chapter continues to give the alumni of our school the best networking opportunities possible while supporting their post-academic outlook. The chapter is exploring partnering with other colleges and alumni chapters within the

university to provide speakers and resources enabling several topics of mutual interest.

We wish to congratulate chapter board secretary Martin Quezada for his graduation from the Sandra Day O’Connor College of Law at ASU and for his receiving the distinguished Pastor award.

We welcome our board for this year: President David Choate; President Elect and Communications Officer Carla R. Baker; Secretary Martin Quezada; and Treasurer Aaron Victor.

Chapter contact: David Choate at [David.Choate@asu.edu](mailto:David.Choate@asu.edu) or (602) 543-6656.

**SCHOOL OF GLOBAL MANAGEMENT & LEADERSHIP**

Our chapter held its signature event on April 3, with leadership presentations from two top business executives – Barry

particularly the children. More than 150 people attended, including a number of current students from our school.

Graham was presented with the SGML Distinguished Alumnus Award at the event. Several soon-to-be SGML alumni were given chapter T-shirts during the reception that followed.

Chapter contact: Roger Nelson or Kathy Anders, at [RNelson@wemar.org](mailto:RNelson@wemar.org) or [Kathy.anders@asu.edu](mailto:Kathy.anders@asu.edu).

**WESTERN PENNSYLVANIA/ NORTHERN APPALACHIA**

Our Sun Devil Alumni Connection group has become an active, involved organization. We average a program approximately every five weeks! We represent alumni from the Pittsburgh, central Pennsylvania, Eastern Ohio, and northern West Virginia areas.

Our programs this fall are similar the



Business executive Barry Smith (second from left) chats with alumni and students from the School of Global Management and Leadership.

M. Smith, chairman of Keystone National Group and SGML alumnus Robert Graham, president and CEO of RG Capital Group.

Each man spoke about the importance of corporate social responsibility and shared their stories of working together in Haiti, where they developed a program to advance health care and living conditions of the Haitian people,



ones we offered in to 2007 and offer opportunities to build new friendships and experience ASU camaraderie. For the rest of 2008, we’re planning a Sept. 26 ASU at the Pittsburgh Symphony night; game watching parties on Sept. 20 and Dec. 6; and traveling to Tempe for the Homecoming parade and game Nov. 15.

Chapter contact: Charles Tichy at [charles.tichy@sru.edu](mailto:charles.tichy@sru.edu) or (412) 487-2870.




**ASU BOOKSTORES**

# THE ASU BOOKSTORE SUPPORTS ASU

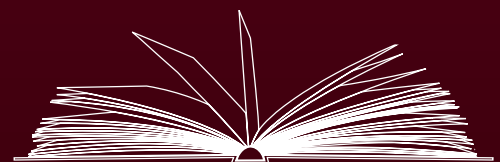
-  All profits go directly back to the University
-  Physical location on all 4 of the ASU campuses



-  Partner with athletics to be the official store of the athletic department



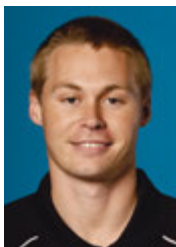
-  10% discount to all paid Alumni Association members



**ASU BOOKSTORES**

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His Job is Working Out  
Sun Devil Births  
Sun Devil Marriages,  
Unions & Anniversaries  
ASU leader remembered  
In memoriam  
Cowboy lawmaker loved ASU



## His Job is Working Out

Keith D'Amelio  
'01 B.S.



Keith D'Amelio says his job with the National Basketball Association is working out so well, he'd like to get other ASU students involved.

As the assistant athletic trainer/strength and conditioning coach for the Toronto Raptors, an NBA team known for physical play, Keith, 29, designs personalized workout programs to keep each squad member in shape. And that can be a challenge, considering how the Raptors hustled and banged their way into the playoffs in 2008 for the second straight year.

"My job, first and foremost, is to keep players from getting injured," he says, keeping an eye on several Raptors hefting weights at a recent training session. When a hard foul sends someone to the injury list, he says, "we'll get together and formulate a rehab program to rebuild strength."

Keith says he would like to do something to thank ASU and professors like Brent Alvar who helped prepare him for his career. His goal is to create an internship for ASU exercise majors with the Raptors.

"As a project in Dr. Alvar's exercise science class, I sent internship applications to the Phoenix Suns and the Boston Celtics." The Celtics, who play near Keith's hometown of Andover, Massachusetts, hired him. "That really started me going, and I'd love to set up a program that could help others," he said.

After interning with the Celtics, Keith interned with the Suns, then became strength and conditioning coach for the Asheville Altitude, a team in the NBA Development League. In 2004, he joined the Raptors.

Though his college buddies say they are awed by what he does, Keith asserts, "My job is just like any other job – except on game nights, when over 18,000 people pay to see the people I work with," he says with a smile.

During the off-season, Keith maintains contact with most Raptors. He is also a consultant for several area high school sports teams, and his company, Strength to the Future, offers personal training and Internet-based coaching to individuals and student athletes.

*By Benjamin Gleisser, a Toronto-based freelance writer.*

## 2000s

**Joseph S. Clancy '07 B.S.** recently earned professional recognition as a Certified Mutual Fund Counselor. He is the operations manager and portfolio administrator for Perspective Financial Services, LLC, a Phoenix firm providing broad-based financial planning and investment management services.

**Scott MacIntyre '05 B.M.** was selected to perform with his siblings Todd and Katelyn in at a concert featuring the winners of the VSA Arts International Young Soloists Award at the Kennedy Center in late May.

**Danielle Salovich '05 B.S.** was awarded the 2008 Jeanne Spurlock minority medal student clinical fellowship, a 12-week experience that exposes minority medical students to child and adolescent psychiatry work and provides them with mentoring in the field.

**Johnathon Jensen '04 B.S.** is employed as a special agent with the U.S. Department of State and graduated with a master's degree in Criminology and Criminal Justice from the University of Maryland, College Park, in May 2008.

**Carolynn Johnson '04 B.S.** has been promoted to the Clark County (Nev.) Parks-Recreation Department's recreation program supervisor for the city of Laughlin.

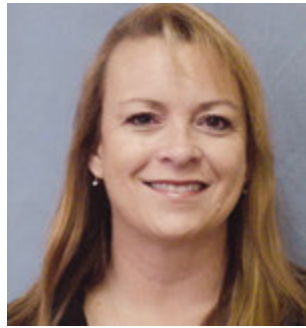
**Rachel Bess '01 B.F.A.** had an exhibition of her paintings over the summer at the Visual Arts Gallery on the Signal Peak campus of Central Arizona College. In 2007, she was selected for the final solo show at Philadelphia's Trinity Gallery.

**Krista M. Shepherd '00 M.A.** has been promoted to the position of vice president at the Phoenix offices of Gould Evans, an architectural and design firm.

## 1990s

**Jason T. Eberl '98 M.A.** received his Ph.D. from St. Louis University in 2003 and is currently associate professor of philosophy at Indiana University's Purdue University campus in Indianapolis. He is the author of the books "Thomist Principles and Bioethics," "Star Wars and Philosophy," "Star Trek and Philosophy," and "Battlestar Galactica and Philosophy."

**Dwight Vick '97 Ph.D.** has recently been promoted to the position of the graduate director of Political Science and Criminal Justice programs at West Texas A&M University. He is also the managing editor of the student-based journal "PB&J: Politics, Bureaucracy and Justice."



Cindy Zak



Kenneth G. Ruffennache



Martha Ostrom



J. Denny Shupe

**John D. Dimmel '96 M.A.** has been promoted by the architectural firm Gould Evans to the position of vice president.

**Tanya G. Loftis '96 B.A.E.** was recently promoted to the position of assistant principal at Apache Junction (Ariz.) High School.

**Karla Gower '95 M.M.C.** was named director of the Plank Center for Leadership in Public Relations, which is headquartered at the University of Alabama.

◆ **Brett J. Anderson '94 B.S.** is the owner of Gennaro's, a pizzeria in Chandler.

**Joseph Parker '94 B.S., '00 J.D.** has joined the Fennemore Craig law office in Phoenix as a director in the business and finance practice group.

◆ **Dan Wheeler '93 B.S.** is the co-founder of Diversified Human Resources, one of the nation's leading professional employer organizations and largest such organization in Arizona.

**Kristi Erdal '92 M.A., '95 Ph.D.** was awarded a Fulbright Fellowship to the University of Bergen, Norway, to conduct research on the conceptualization of depression among Norway's majority and minority populations.

◆ **Greg M. Garcia '92 B.A., '97 M.B.A., '97 J.D.** was named to the Phoenix Business Journal's "Forty Under 40" list, which showcases young, energetic and inspiring business and community leaders in the Valley of the Sun.

◆ **J. David Dotts '92 B.A.** received an "Award for Excellence" from the Tempe Union High School governing board for his work teaching at Marcos de Niza High School, which is also David's alma mater.

**Dave Palais '91 Ph.D.** was quoted in an article in Business Week related to his work exploring sources of spring water for Nestle.

**Lt. Col. Laurence Gesell '90 Ph.D.** was inducted recently to the Arizona Aviation Hall of Fame in a ceremony at the Spirit of Freedom Hangar at the Pima Air & Space Museum in Tucson.

## 1980s

**Cindy Zak '89 B.S.** has been named the new director of operations for the Boys & Girls Clubs of the East Valley.

**Kenneth G. Ruffennache '89 B.S.E.** has joined Gannett Fleming, an international planning, design and construction management firm based in Phoenix.

◆ **Martha Ostrom '88 B.S., '94 M.S.** has been named president and CEO of HomeBase Youth Services, a non-profit agency that assists homeless youth.

**Frank Kardasz '88 M.P.A.** was recently awarded the Spirit of Service Leadership Award from the National Center for Missing and Exploited Children for his work as task force commander for the Arizona Internet crimes against children task force.

**Michael B. Tully '87 B.S., '91 M.B.A.** was appointed president of AAA of Arizona in March by the organization's board of directors.

**Scott F. Anderson '86 B.A.** was recently part of a crew that set a world record for their craft's speed over a commercial air route. Scott's crew flew a Class C-1 craft 939.67 kilometers per hour (583.88 miles per hour) from New York to Moscow.

**Craig A. Orraj '85 B.S.** was nominated to serve on the American Bar Association's Board of Governors during the organization's mid-year meeting in Los Angeles.

◆ **Mitchell L. Wein '84 B.S.** was appointed vice president for business affairs and treasurer at Lafayette College.

**Randy D. Bailey '84 B.S.** has been appointed chief marketing officer of Bailey, Blum CPAs, PLLC, a firm that specializes in providing financial consulting services to small businesses in the Southwest.

**J. Denny Shupe '83 M.B.A.** has been appointed to the Board of Trustees for the USS New Jersey, one of the most notable warships in the U.S. Navy's history.



Robin Trick (right)

## 1970s

**Robin Trick '78 B.F.A.**, co-owner of the Tempe restaurant House of Tricks, saw her establishment named the 2008 MADEE Award winner for "sustaining excellence" and lauded for exemplifying downtown Tempe's longstanding "edgy, iconic, and urban" image.

**Christine M. Johnson '77 B.S.** was chosen as the Los Angeles Urban Youth Golf Program's "Outstanding Golf Instructor of the Year" for 2007.

**Doris Marshall '76 B.S., '80 M.S.W.** received ASU's A. Wade Smith Community Award for Advancement of Race Relations for her work as deputy director for the Phoenix Human Services Department.

**Dean P. Brennan '76 M.P.A.** was inducted into the membership of the American Institute of Certified Planners on April 27.

**Michael Tansy '76 B.A., '79 M.C., '96 Ph.D.** is currently the vice-president/secretary of the



Tanya Gorman Keith (center)

American Board of School Psychology and was recently elected president of the American Academy of School Psychology.

**Tanya Gorman Keith '75 B.S.** is currently the vice president of academic and student affairs at Dine College in Tsale, Ariz.

◆ **Timothy D. Overton '74 B.S., '77 M.S.** was the president of the FBI National Academy Associates in 2007. He retired as deputy chief of the Maricopa County Sheriff's Office after 30 years of service.

◆ **Bernard H. Lane '73 Ed. S.** was honored as a part of the Cambridge Who's Who registry of executives and professionals.

◆ **Barbara McConnell Barrett '72 B.S., '75 M.P.A., '78 J.D., '00 Hon. Doc.** was recently sworn in as the United States ambassador to the Republic of Finland. Her swearing-in ceremony was presided over by retired U.S. Supreme Court Justice Sandra Day O'Connor.



Barbara McConnell Barrett

**Gale (Hastings) Pope '72 B.A.** has retired after more than 25 years as a senior technical writer, for companies including General Electric, Lockheed, Honeywell, ITT, Boeing, Motorola, and General Dynamics.

**Lt. Gen. John F. Goodman '71 B.S.** is currently serving as the commanding general of U.S. Marine Corps forces in the Pacific. He is headquartered at Camp H. M. Smith, Hawaii.

## 1940s

**Paul Ollerton '49 B.A.E.** was recently elected vice president of the Arizona Farm Bureau/Arizona Cotton Growers Association.

## 1920s

**Lois Gurley Rundell '29 2 Yr.** is currently living in central Texas, and turns 100 years old on September 12, 2008.

## SUN DEVIL BIRTHS

Leon Charles Jacob was born to ◆ **Richard Jacob '97 B.S.** and ◆ **Connie Jacob '97 B.A.E.** on October 14, 2007, joining brothers Calvin, Felix, and Quincy.

Alicia Guadalupe Barajas was born to ◆ **Gustavo Barajas '97 M.B.A.** and Maria Castro on May 13, 2007, in Chandler.

Andrew Dhondrup was born to **Robert Dhondrup '90 B.S.** and Bolor Dhondrup on October 22, 2007 in Harbor City, Calif. Andrew's big sister Anna is excited to have a little brother now.

Jonathan David Bettini was born to **David Bettini '90 B.S.** and Cindy Bettini on February 12, 2008. He joins big sister Natalie.



Adam Benjamin Blum

Adam Benjamin Blum was born to ◆ **Henry Blum '94 B.S.** and Susan Blum on July 2, 2007 in Atlanta, Ga. Adam joins older brother Jonah.



Kellen Brewer Keighron

Kellen Brewer Keighron was born to ◆ **Tamara (Brewer) Keighron '98 B.S.** and ◆ **Timothy Keighron '98 B.S.E.** on April 15, 2008 in Detroit, Michigan.

## ASU leader remembered for dedication

### Brent Brown '68 M.A. 1941-2008

Brent Brown '68 M.A. was an ASU administrator who will long be remembered for his dedication to students, the university and public service. Brown passed away May 24, 2008.

Brown obtained his master's degree in political science at Arizona State University, then returned in 1972 as an assistant professor in political science. He was instrumental in the formation of the School of Public Affairs in the College of Public Programs.

"Brent Brown will always be remembered as one of the founders of what eventually became the School of Public Affairs. He was tireless in his efforts to enhance the education of public servants. As a faculty member in the School of Public Affairs, he influenced the careers of countless students, many of whom became leaders in national, state and local governments as well as non-profits," says N. Joseph Cayer, the Frank and June Sackton Professor of Public Administration in the School of Public Affairs.

Brown served in many capacities throughout the university including vice

president of institutional advancement, assistant vice president of community relations and director of community relations. His most recent position was with Gov. Janet Napolitano as rural affairs policy advisor.

Brown also foresaw what the university would become in future years, advocating for additional campuses in downtown Phoenix, on the west side and the far east Valley.

"He had really tremendous insight into what this university could be," said Larry Mankin, a friend and ASU colleague who knew Brown for close to 40 years.

Former ASU president Lattie Coor remembers Brown as an invaluable member of his leadership team.

"I had been away from Arizona for over three decades when I assumed the presidency of ASU. There was a lot about the state and the university I needed to learn. Brent was my guide, patiently accompanying me to meet legislators and other elected officials and briefing me for days on end about the background of the many issues before the University.



Brent Brown pictured with his wife, Marilyn

For every personal introduction and every issue, he had a story, and it was those stories I remember most," Coor says.

Brown was also instrumental in forming a retirees association at ASU with Bob Ellis, former KAET/Channel 8 manager.

"He asked me to put together a plan for an association," Ellis says. "It's still going strong. He supported it all the way."

Brown is also credited with playing a major role in bringing the Arizona Cardinals to Phoenix from St. Louis.

Brown is survived by his wife, Marilyn, six children and 11 grandchildren.

## SUN DEVIL MARRIAGES, UNIONS & ANNIVERSARIES



Thomas Cook and Candice (Gomes) Cook



Nicole Almond Tucker and Christopher Lee Tucker

◆ **Danica (Levy) Solesbee '02 B.I.S.** and Randy Solesbee were married October 6, 2007, on the golf course at McCormick Ranch Golf Club in Scottsdale. They currently reside in Phoenix.

◆ **Sherry Nelson '98 B.S.W.** and Thomas Sabey were married November 17, 2007, in Phoenix's Papago Park.

◆ **Carlos M. Vizcarra '01 B.A.** and Hana (Veselka) Vizcarra were married October 6, 2007, in Houston. They currently reside in Washington, D.C., where they are both currently studying law at Georgetown University

◆ **Thomas Cook '99 B.S.** and **Candice (Gomes) Cook '99 B.A.** were married on September 15, 2007 under the trees in

Duxbury, Mass. They currently reside in Somerville, Mass.

◆ **Julie O'Neal '00 B.I.S.** and Brian Medendorp were married November 3, 2007, in Sun Lakes, Ariz. They currently reside in Nashville, Tenn. ◆ **The Rev. James O'Neal, '71 B.S.**, the bride's father, co-officiated the ceremony.

**Carrie Houghton '04 B.A.** and **Matthew Law '03 B.S.** were married on April 26, 2008 at the All Saints Catholic Newman Center in Tempe.

◆ **Nicole Almond Tucker '04 B.A.** and Christopher Lee Tucker celebrated their 1st anniversary on July 7, 2008.

**2000s**

**James P. Erickson '07 B.S.**  
May 23, 2008  
**Justin A. Merklng '04 B.S.**  
May 30, 2008  
**Justin L. Bluth '02 M.B.A.**  
May 2, 2008  
**Melinda (Conrad) Patricki '01 B.S.**  
May 2, 2008

**1990s**

**Gwen Gartner '99 B.S.**  
May 13, 2008  
**Janice K. Kruczek '96 B.S.**  
January 27, 2008  
**Dale A. Redmond '95 B.S.**  
January 18, 2008  
**Brian V. Hittlet '93 B.S.**  
December 17, 2007  
**Mavis J. Morris '92 B.A.E.**  
June 11, 2008  
**Larry R. Cannell '91 M.A.E.**  
May 16, 2008

**1980s**

**Bertram A. Thomas '86 B.S.**  
December 25, 2007  
**Patricia M. Skowronek '86 B.F.A.**  
February 14, 2008  
**Joy (Wagner) Logan '84 B.A., '86 B.A.**  
May 11, 2008  
**Joanne (Dierks) Southerland '84 B.S.**  
June 9, 2008  
**Daniel J. Stenson '83 B.S.**  
June 2, 2008  
**Laurie (Scott) Statham '83 B.F.A.**  
April 18, 2008  
**Dawn (Cleland) Owens '81 B.S., '93 M.P.A.**  
May 9, 2008

**1970s**

**Susan (Kielgass) Andresen '79 B.A.E.**  
May 6, 2008  
**Jack Manning '79 B.S.**  
May 17, 2008  
**Marjorie (Van Horn) Tornabene '79 B.A.**  
May 9, 2008  
**Callistus W. Milan '78 M.A.E.**  
May 2, 2008  
**James "Jim" McArdle '78 B.S.**  
May 2, 2008  
**Kathleen (Denney) Griffith '78 B.A.E.**  
April 28, 2008  
**Rolland R. Jones '77 M.A.**  
May 30, 2008  
**Stephen R. McArthur '76 B.S.**  
May 3, 2008  
**Elizabeth Stinson '74 B.A.E.**  
May 25, 2008  
**Nancy A. Heckel '73 B.A.E.**  
May 8, 2008

**Duane P. Holloran '72 Ph.D.**  
May 3, 2008  
**Ruth R. Houghton '72 M.S.W.**  
May 8, 2008  
**Jessie M. Tanner '71 B.S.**  
June 2, 2008  
**Cliffodee (McCracken) Stearman '71 B.S.N.**  
April 26, 2008  
**Earl Page '71 M.A.E.**  
May 23, 2008  
**Alexander Jackson '71 M.S.E.**  
May 1, 2008  
**Olga "Sandy" McGregor '71 B.A.E.**  
April 27, 2008  
**Kenneth Ewen '70 M.S.E.**  
April 26, 2008  
**Hugh R. Malone '70 M.S.E.**  
May 8, 2008  
**Marilyn (Haggett) Glenny '70 B.A.E., '77 M.A.E.**  
April 7, 2008

**1960s**

**Georgialene (Hearn) Jones '69 B.A., '72 M.A.**  
April 29, 2008  
**Kenneth E. McCollum '69 B.A.E.**  
May 29, 2008  
**Richard M. Johnson '69 B.S., '70 M.B.A.**  
May 2, 2008  
**Wanda (Howe) Burgess '69 M.S.W.**  
March 1, 2008  
**Pricilla (Childress) Preshaw '69 B.A.**  
August 10, 2006  
**David L. Bolles '68 B.A., '69 M.A.**  
May 26, 2008  
**Dixiana (Gross) Quick '68 B.A.E.**  
May 15, 2008  
**David H. Ard Jr. '68 M.A.E.**  
October 9, 2006  
**Loring K. Latimer '69 B.S.E.**  
April 19, 2008  
**John J. Sederstrom '68 B.S.**  
May 21, 2008  
**Thomas P. Papandrew '68 B.A.**  
May 16, 2008  
**Brent W. Brown '68 B.A.**  
May 24, 2008  
**Lois (Anderson) Shores '67 M.A.E.**  
February 13, 2008  
**George J. Schilling '67 M.A.E.**  
May 4, 2008  
**Leona (Nesbit) Putnam '67 M.A.**  
May 15, 2008  
**Beatrice Shelley '66 M.A.E.**  
December 13, 2007  
**Shirley (Thorpe) Lowe '66 M.A.E.**  
May 10, 2008  
**Loren A. Stoddard '65 M.S.E.**  
May 10, 2008  
**Charles V. Earl '65 B.A.E., '72 M.A.E.**  
May 28, 2008  
**Dale Perez '65 M.S.**  
May 1, 2008  
**Richard E. Halnan III '63 M.A.E.**  
June 3, 2008

**S. Keith Adams '62 M.S.E., '66 Ph.D.**  
June 5, 2008  
**Patricia J. Dotson '61 B.A.E., '65 M.A.E.**  
May 26, 2008  
**Warren McArthur Jr. '61 B.S.E.**  
April 29, 2008  
**Kathryn (Kofoed) Vornsand '60 B.A.**  
June 8, 2008  
**Harriett J. Fouty '60 M.A.E.**  
June 1, 2008  
**Franklin "Jake" Flake '60 B.S.**  
June 8, 2008  
**Loretta (Riggs) Crosby '60 B.S., '66 M.S.**  
May 22, 2008

**1950s**

**Max J. Macek '56 B.S.**  
May 9, 2008  
**Thelma (Beaver) Krevitsky '55 B.A.E.**  
May 19, 2008  
**Betty A. Pustarfi '55 B.A.**  
May 6, 2008  
**Margaret R. Lisman '55 B.A.E.**  
May 19, 2008  
**Woodine R. Lamb '55 B.A.E.**  
May 16, 2008  
**James P. Taylor '54 B.A.E.**  
May 25, 2008  
**Frank Banicevich '53 B.S.**  
May 21, 2008  
**Jack Slavin '53 B.A.E.**  
June 2, 2008  
**Billy F. Lines '53 B.S.E.**  
April 28, 2008  
**Rosalyn (Bennett) Lyon '53 B.A.E.**  
April 23, 2008  
**Ford Ferguson '52 B.S.**  
May 12, 2008  
**Orlando Merrill '51 B.A.E.**  
May 23, 2008  
**Richard Bivin '50 B.A.E.**  
February 19, 2008

**1940s**

**James "Monty" Montgomery '49 B.A.E., '53 M.A.E.**  
April 16, 2008  
**Ethel (Cypert) Gerlock '42 B.A.E.**  
April 24, 2008  
**Fay J. Smith '42 B.A.E.**  
April 10, 2008

**1930s**

**Paulo B. Manulat '38 B.A.E.**  
March 31, 2008  
**George Marich '38 B.A.E.**  
May 14, 2008



# Beijing . London . Paris . New York . Hawaii . Cabo San Lucas

## SkyMed GLOBAL Brings ASU Alumni Worldwide *Peace of Mind* Travel

What is SkyMed and who might need this service?

SkyMed International, established in 1989 with corporate offices located in Scottsdale, Arizona is the premier emergency medical air evacuation service in North America.

Now SkyMed has gone global extending its impeccable service world wide.

Anyone who travels globally for business or pleasure, or owns a vacation property, time-share or an RV would benefit from having a SkyMed Global membership.

SkyMed Global service begins for any traveler or their family when they are more than 100 miles from home. Have you ever witnessed or heard of a traveler who needed a helicopter or medically equipped air ambulance?

It is a traumatic experience especially in a foreign country with potential language barriers, inadequate medical care and no support at hand. Who do you call?

Marilyn Hoenes was faced with a life threatening medical situation in Cancun, Mexico. The Hoeneses were SkyMed members and were flown home to Kalamazoo, Michigan. After recovery Mrs. Hoenes said, *"If it weren't for SkyMed I would not be here today."*

SkyMed members can now travel anywhere in the world with the peace of mind of knowing should they suffer a critical illness or injury SkyMed will evacuate them to a hospital that can treat their circumstance and then repatriate them home.

The cost of medical air flights can range from as little as \$15,000 to upwards of \$100,000 or more. SkyMed Global will pay up to a quarter of a million dollars for such a flight if it is medically necessary. Even more important without SkyMed, air ambulance providers require payment up front. Can anyone put their family at this financial risk?

SkyMed Global services go beyond the repatriation factor. Stranded vehicles are returned. In the unforeseen likelihood of a death while traveling SkyMed will return mortal remains. If a hospitalization is an extended stay SkyMed will transport a family member to the stricken patient's bedside. Return of dependent children and pets. And there are even more services.

SkyMed Global includes Identity Theft Resolution Services. I.D. theft is one of America's major consumer concerns and has been for several years.

A special family rate of \$199 per year for the ASUAA is in effect through December 31, 2008 plus a one time application fee of \$60. The normal rate is \$360 per year.



### An important message for Arizona State University Alumni From Will Klein, President of SkyMed International

It gives me great pleasure to introduce SkyMed Global's 24-SEVEN-365 Worldwide emergency air evacuation and repatriation membership with I.D. theft resolution services.

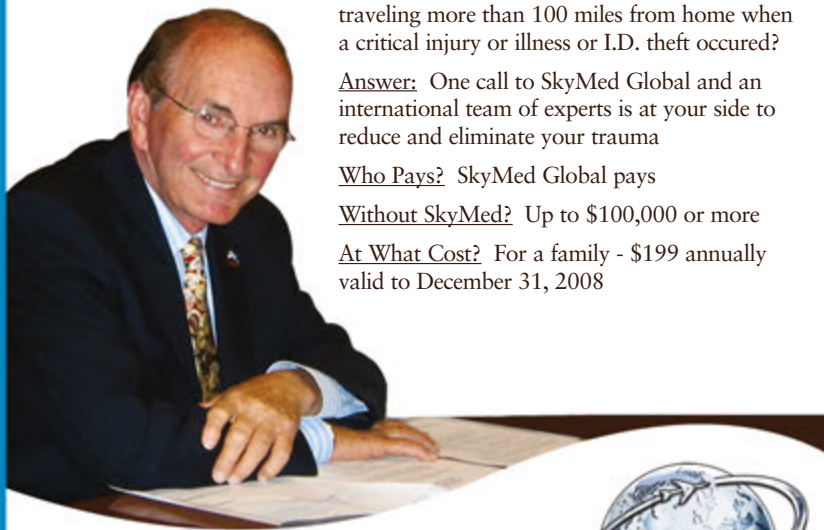
Question: What would you do when traveling more than 100 miles from home when a critical injury or illness or I.D. theft occurred?

Answer: One call to SkyMed Global and an international team of experts is at your side to reduce and eliminate your trauma

Who Pays? SkyMed Global pays

Without SkyMed? Up to \$100,000 or more

At What Cost? For a family - \$199 annually valid to December 31, 2008



- ◆ Medically supervised - evacuation/repatriation home
- ◆ Return of mortal remains ◆ Compassionate travel
- ◆ Medical, dental & legal referral ◆ Emergency translation services
- ◆ Identity theft resolution services and much more

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## “Cowboy lawmaker” loved ASU

**Franklin “Jake” Flake**  
**'60 B.A.**  
**1936-2008**

Arizona lawmakers, friends and family mourned the death of state Sen. Jake Flake, who died June 8 after suffering a massive heart attack at his home near Snowflake. He was 72.

Flake, had been a state legislator since 1997 and was running unopposed for re-election as a Republican in Arizona's District 5. He was the uncle of U.S. Rep. Jeff Flake, R-Ariz., and the great-grandson of William Jordan Flake, who co-founded the town of Snowflake.

According to information from the Arizona Republic and the senator's legislative Web page, Flake had served in the Senate since January 2005. Flake previously served in the Arizona House, beginning in 1997. He was speaker of the House in 2003-04.

His legislative accomplishments included shepherding through a university infrastructure bill during his time as speaker, which allowed the construction of several key ASU facilities, including the Biodesign Institute. He was also a tireless advocate for educational accessibility for rural Arizonans.

“Senator Flake was a distinguished member of our Sun Devil family and I was honored to work with him on a number of issues, including enhancing access to higher education in rural Arizona,” ASU President Michael Crow said. “His dedicated leadership and passion for Arizona will be missed.”

Flake was one of the Legislature's last cowboys, running his family's F Bar Cattle Co. ranch in Snowflake his entire adult life, after graduating from Arizona State University in 1960.

Flake felt a duty to give back to his community. Besides working at the Legislature for a dozen years, Flake served as a board member and president of two school boards, an irrigation district, a hospital operating board, and a farm credit council's board of directors.

He also spent 18 years on the Grand Canyon Council of the Boy Scouts of America, served on the Arizona Rural Health Association Board, the Blue Ridge Natural Resources Working Group, the Arizona 4-H Youth Foundation and the Snowflake Heritage Council.

Flake considered his family to be his proudest achievement. He is survived by his wife, Mary Louise; 12 of his 13 children; more than 45 grandchildren; and one great-grandchild.

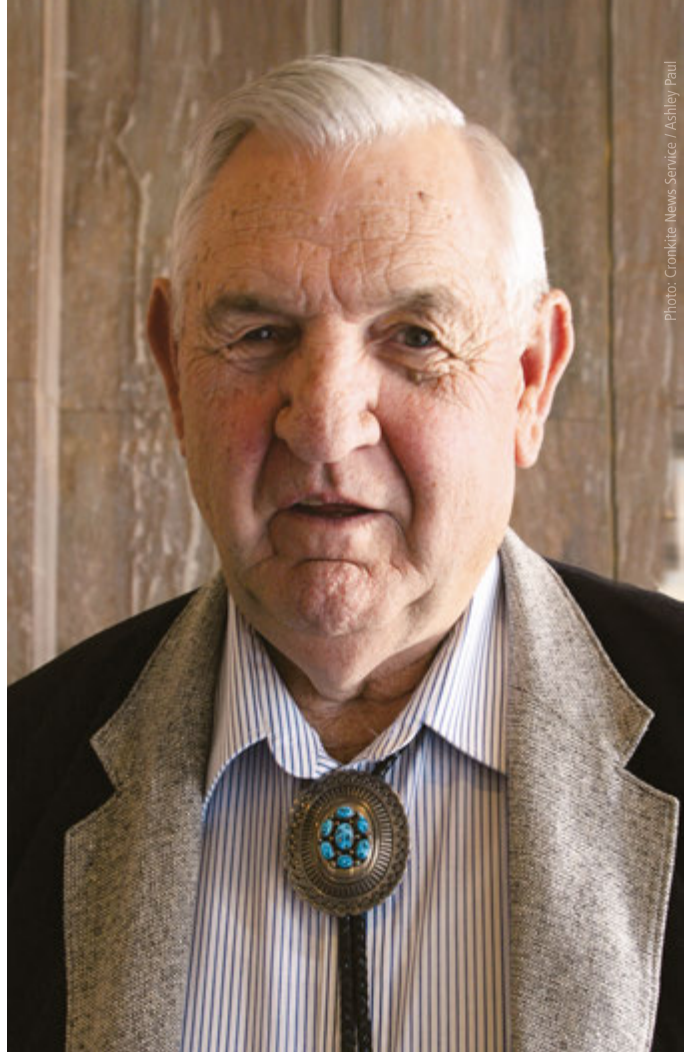


Photo: Cronkite News Service / Ashley Paul



The Tempe Chamber and the ASU Alumni Association request the honor of your presence at the

# Fest Devil Homecoming Gala

presented by

**Edward Jones**  
MAKING SENSE OF INVESTING

**I**lluminating the collaboration of ASU and the business community to build a better future.

**F**riday, November 14, 2008  
Cocktail Reception & Silent Auction at 6:30  
Dining & Dancing at 8:00

The Buttes, A Marriott Resort  
2000 Westcourt Way, Tempe

Black Tie Suggested  
\$200 per person  
\$2,000 per table of 10

To reserve your tickets, please call the Tempe Chamber at (480) 967-7891 or online at [www.tempechamber.org](http://www.tempechamber.org). Seating is limited. Please make your reservation today.



CONCORD Eastridge



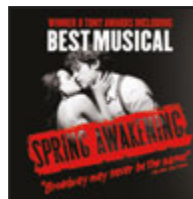
SEPT. 2-7, 2008



OCT. 14-19, 2008



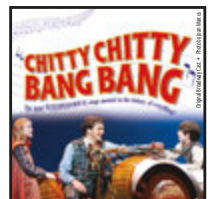
NOV. 18-23, 2008



DEC. 9-14, 2008



MARCH 31 - APRIL 5, 2009



JUNE 16-21, 2009



MARCH 17-22, 2009



APRIL 7-12, 2009



MAY 5-10, 2009

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