

ASU

MAGAZINE

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

DECEMBER 2008 | VOL. 12 NO. 2

THE FUTURE OF THE CITY

ASU GENERATES URBAN DEVELOPMENT SOLUTIONS

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ON THE COVER

ASU administrators who among other faculty and staff have been key to the university's efforts to study rapid urbanization and other city-development issues: (from left to right) Dean Mari Koerner, College of Teacher Education & Leadership; Dean Frederick Corey, University College; Dean Bernadette Melnyk, College of Nursing and Healthcare Innovation; Dean Christopher Callahan, Walter Cronkite School of Journalism and Mass Communications; Phoenix Mayor Phil Gordon '78 J.D.; and Vice President and Dean Debra Friedman, College of Public Programs.

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 12, No. 2, December 2008

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16 Education 2.0

ASU is now a place filled with "digital natives," students who have grown up with the World Wide Web. The university is leveraging new technological tools to improve academic quality and reach students in the ways that they learn best.

32 The Future of the City

With the majority of people in the world now living in urban environments, the president of the Worldwatch Institute notes, "The future of cities is really the future of the world."

The solutions to many of these global urban challenges may come from ASU's interactions with the Phoenix metro area.

PLUS: Local alumni mayors speak out about the challenges facing their cities in the decades ahead.

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Alumni profiles, milestones and updates; mini-profiles of archaeologists seeking to crack an ancient mystery and a new media pioneer; saying goodbye to ASU sports history legend Bob Eger.

One union, indivisible

August 28 marked the beginning of a new era at the Memorial Union: after a 10-month, \$53 million renovation, the building, it officially unveiled its reconstructed second and third floors, which were heavily damaged in a fire.

The new second floor features a contemporary collegiate style, plus a fully upgraded sprinkler system and additional staircases for easier (and safer) entrances and exits.



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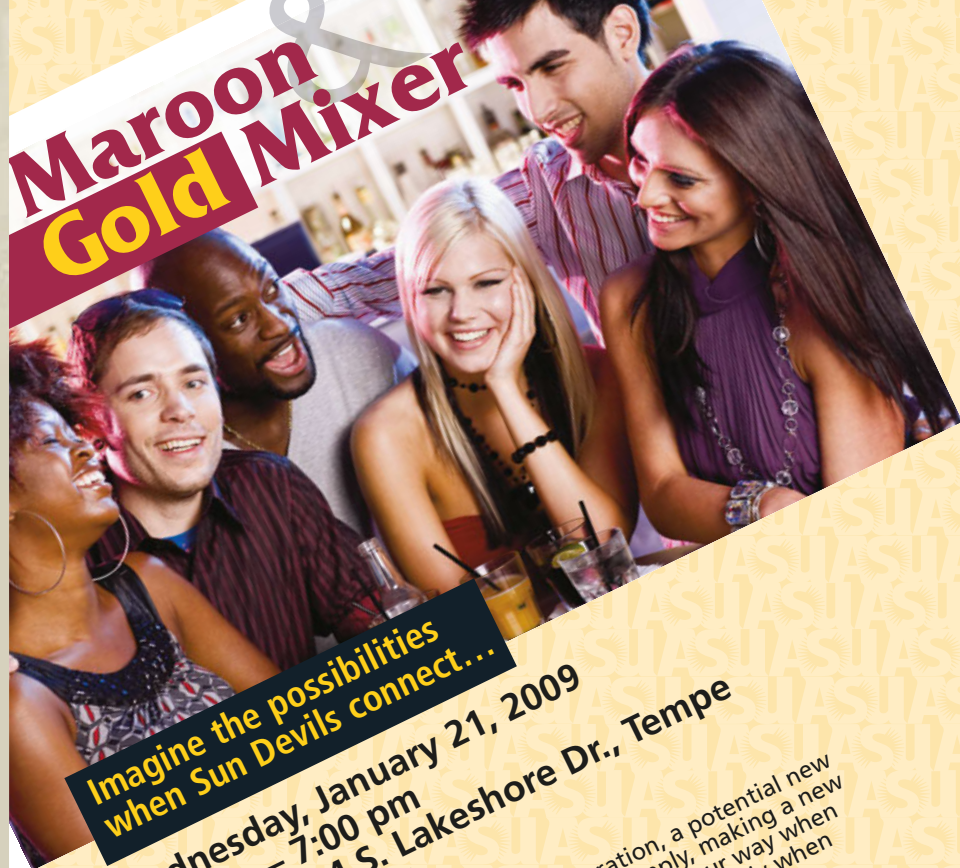
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Wednesday, January 21, 2009
5:30 pm – 7:00 pm
Pier 54, 5394 S. Lakeshore Dr., Tempe
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University news briefs
Sustaining a reputation
Starting a new chapter
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Reporting live

**Cronkite school takes
journalism on the
road, equips high
school newsrooms**



Growing a new generation of journalists who are technically savvy and seasoned by experience doesn't begin the day a student steps onto a college campus.

Anita Luera stands next to the hybrid SUV that is the Cronkite Institute for High School Programs' mobile newsroom.

Recognizing this, the Walter Cronkite School of Journalism and Mass Communication has been hitting the road to bring journalism to high-school students around the state, and recently outfitted five fully equipped multimedia newsrooms in time for fall classes as part of a new high school outreach program developed by the school and the Stardust Foundation of Scottsdale.

The school recently equipped a hybrid SUV with a television camera, microphones, audio recorders and backdrops, and visited at least a half-dozen schools, including several on the Navajo Nation reservation in northeast Arizona. Anita Luera, who heads the Cronkite Institute for High School Programs, used the mobile newsroom to interest students in journalism careers.

The ASU Foundation Women & Philanthropy program funded the purchase of the vehicle. The program also is funded in part by a grant from the Scripps Howard Foundation, the corporate foundation of the E.W. Scripps Co.

On a more stationary note, the journalism school helped five Arizona high schools build fully equipped multimedia newsrooms in time for fall classes. Buckeye Union High School, Coolidge High School, Douglas High School, Miami High School and Snowflake High School were the first schools to be chosen for the Stardust High School Journalism Program, a unique initiative to create newsrooms in high schools. Five more Arizona high schools will join the program next year under a grant from the Scottsdale-based Stardust Foundation.

The grant targets schools with large minority populations that do not have school newspapers or viable journalism programs. Under the program, the Cronkite School equipped newsrooms at each school with computers, scanners, video cameras, digital cameras and software necessary for publishing an online newspaper that can also be published as a print product. Journalism school faculty members are also providing ongoing training and support for teachers and students in the program.

More than 100 students have taken classes this fall as a result of the program, with lessons covering multimedia reporting and producing, writing, reporting, grammar, editing, page design, Web production, videography and photography, as well as journalism ethics and values.

University News Briefs

Fall 2008 enrollment tops 67,000

Enrollment at ASU this fall reached a record 67,082 students, more than four percent higher than last year's 64,394. ASU's enrollment has grown by nearly 12,000 students since 2002, when it adopted the mission of becoming a high-quality, high-access university.

All four ASU campuses experienced an increase in enrollment. The Downtown Phoenix campus enrolled 8,431 students in its third year, with the Walter Cronkite School of Journalism and Mass Communication having relocated downtown from the Tempe campus this fall. Last year there were 6,595 enrolled.

At the Tempe campus, 52,734 students are enrolled, increasing more than a thousand over last year's 51,481. Enrollment at the Polytechnic campus in Mesa grew to 9,614, a 10 percent increase from last year's 8,752. Enrollment at the West campus grew to 9,572 from 8,664 last year.

More students are attending ASU full-time, almost six percent more than last year. Of the total enrollment, 13,784 are graduate students.

ASU enrolled 168 freshman National Merit Scholars this year. The number of freshman National Merit, National Hispanic and National Achievement scholars totals 278, up 25 percent in the past five years.

The number of top scholars from Arizona enrolling at ASU also continues to increase at a record pace. ASU welcomed 11 Flinn Scholars, with more than half the state's 20 Flinn Scholars choosing ASU. President and Provost Scholars, students who perform at the very top of their Arizona high school graduating class, increased 13 percent.

ASU makes top 20 list in research expenditures

ASU is among the top 20 leading universities without a medical school in research expenditures, according to the



U.S. National Science Foundation (NSF).

With total research expenditures of \$224 million in fiscal year 2007, ASU ranked 19th among universities without a medical school, according to the annual "NSF Survey of Research and Development Expenditures at Universities and Colleges." This marks the first time that ASU has been ranked in the top 20 and represents a remarkable growth in its research enterprise.

The Massachusetts Institute of Technology (\$614 million) topped the list of universities without M.D. degree-granting medical schools. MIT was followed by the University of California-Berkeley (\$552 million) and Texas A&M University (\$544 million).

ASU's research capacity has grown significantly in the past several years. Fiscal year 2006 was the first time research expenditures at ASU topped the \$200 million level, and it marked a doubling of research expenditures in a period of six years, according to Stephen Goodnick, ASU's associate vice president of research.

"These numbers clearly show the dramatic growth we have made in the past several years in ASU's research enterprise," says R.F. "Rick" Shangraw Jr., vice president for research and economic affairs. "This is a reflection of our researchers' focus on interdisciplinary science and their determination to tackle important societal issues. Even more importantly, it demonstrates ASU faculty commitment to discovery."

For the complete NSF list, visit the Web site www.nsf.gov/statistics/infbrief/nsf08320/?govDel=USNSF_178.



University earns U.S. News honors

Arizona State University has been named as one of the best "Up-and-Coming Schools" in the 2009 edition of "America's Best Colleges" by U.S. News & World Report.

ASU ranked fourth among 70 "schools to watch." This new ranking category highlights colleges and universities that have recently made the most promising and innovative changes in academics, faculty, students, campus life, diversity and facilities. They are based on the peer assessment of college presidents, provosts and admission deans.

Additionally, ASU also made it into the publication's list of top-tier schools, ranking 121 on the list of "Best National Universities," up three spots from last year.

"The U.S. News rankings demonstrate that Arizona State University is succeeding in its mission to be both accessible and excellent. We have surprised our critics by both increasing the percentage of students we admit as well as our quality," says ASU President Michael M. Crow. "Others are taking notice of what we are doing."

U.S. News ranked the W.P. Carey School of Business 25th among best business programs with its specialty in supply chain management/logistics ranked fourth. The Ira A. Fulton School of Engineering was ranked 38th among best engineering programs at schools whose highest degree is a doctorate.

The rankings were published in the magazine's Sept. 1 issue, and are available online at www.usnews.com/colleges.

Study: Pondering mortality may lead to overeating

Could watching the latest "Law and Order" marathon cause extra weight gain?

The latest research in the Journal of Consumer Research from ASU marketing



Members of the College of Public Programs' Student Ambassadors for Recruitment, or StAR, program, which uses blogs, YouTube videos and other social media to recruit students into the college's schools and degree programs.

professor Naomi Mandel shows that people who are exposed to death-related images and ponder their own mortality tend to overeat.

Mandel and Dirk Smeesters, a professor from the Netherlands, worked together to conduct several experiments in the United States and in Europe. They asked people to write an essay about their feelings toward their own deaths. Participants then checked off items they wanted to buy from a grocery list.

The researchers found that those who wrote about their deaths wanted to consume or spend more than those in a control group who wrote about undergoing a medical procedure.

"People who thought about the idea of dying chose to consume more food in general, whether it was healthy or not, to put these thoughts out of their mind," Mandel says.

When people with low self-esteem are confronted with their own mortality, they begin to get self-conscious and uncomfortable, so they overconsume to rid such thoughts from their mind, the researchers say.

The pair found that the practical application of this new research would be for marketing firms to advertise

during crime shows, or during news programming.

"Consumers, especially those with a lower self-esteem, might be more susceptible to overconsumption when faced with images of death during the news or their favorite crime-scene investigation shows," Smeesters says.

StARs shine light on college life for potential students

A group of six students at Arizona State University's College of Public Programs are using new media in unique and creative ways to recruit students.

The students are in the Student Ambassador for Recruitment program, or StAR, which provides them an unedited student voice as they work in concert with staff recruiters to assist in the recruitment and retention process.

The first and only program of its kind at ASU, StAR is among only a handful of similar social-media-focused recruitment programs across the nation, including Cornell University.

The StARs represent each of the schools within the college: the Schools of Social Work, Public Affairs, and Community Resources & Development.

The StARs each have an interactive blog linked through the college's Web site, and they frequently answer e-mails from potential students who have concerns and questions about student life at the ASU Downtown Phoenix campus.

The team members also make videos for YouTube to show examples of what they're learning and how much fun it is to take classes at the college.

"This generation of students has always interacted through new media. The days of recruiting at a table in a high school are done," says StAR student Samuel Richard.

Since the program began in January 2008, freshman enrollment has increased at units within all three schools at the college.

The StAR Web site includes a guide for new students, a calendar of events, and a "Downtown 411" section in which the students offer reviews of local restaurants and suggestions of unique places to visit near the ASU Downtown Phoenix campus.

The StAR Web site is located at <http://copperstar.asu.edu>.

Sustaining a reputation

University garners three “green” honors

In the span of just a few months, ASU has been named to three lists honoring American universities for their leadership in environmental and sustainability issues.

The university was named one of the nation’s “greenest” universities by The Princeton Review in its first-ever rating of environmentally friendly institutions.

The Green Rating scores appear in the website profiles of the 534 schools that posted on The Princeton Review’s site (www.PrincetonReview.com).

In addition to ASU, 10 other colleges were named to the Green Rating Honor Roll, receiving scores of 99 (the highest score), including the College of the Atlantic, Emory University, Harvard University, the University of Washington and Yale University.

Sierra magazine, a publication of the Sierra Club, named ASU in its September-October cover story as one of the nation’s top 10 “coolest” schools for its efforts to stop global warming.

Sierra’s list, “10 That Get It,” awarded points for universities based on policies

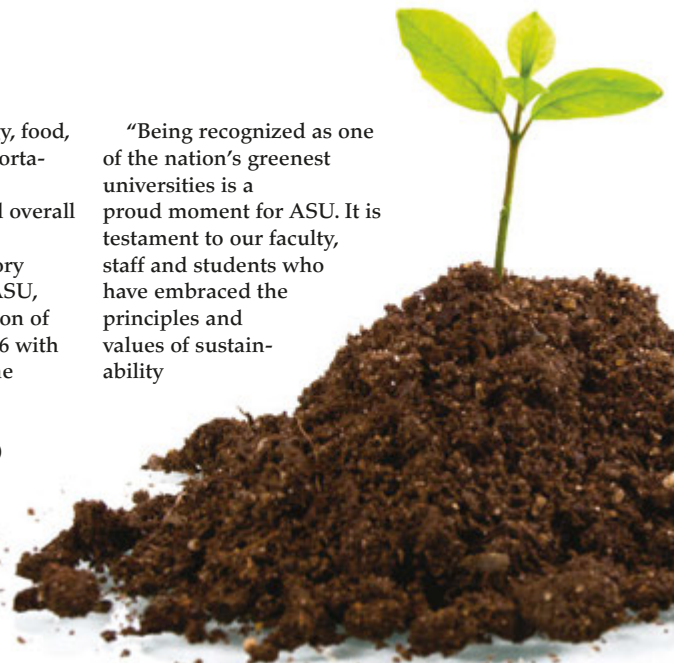
in 10 categories: buildings, energy, food, investment, procurement, transportation, curriculum, environmental activism, waste management and overall commitment to sustainability.

A perfect score in every category would give a school 100 points. ASU, with the largest student population of the selected schools, ranked No. 6 with a score of 87. Other schools on the list included Middlebury (Vt.) College, University of Colorado, Boulder, Evergreen State (Wash.) College and the University of Washington, Seattle.

The university was also recognized by Kaplan, a provider of education services for more than 70 years, in its new Kaplan College Guide 2009 in a list of the top 25 “green” private and public colleges in the United States. Other institutions making the Kaplan list included the University of California system, Penn State University and the University of Vermont.

“Being recognized as one of the nation’s greenest universities is a proud moment for ASU. It is testament to our faculty, staff and students who have embraced the principles and values of sustainability

and worked tirelessly to advance them in their research, teaching and outreach, as well as campus operations,” ASU President Michael Crow said.



Starting a new chapter

ASU Bookstore involved in textbook reform initiatives



If you haven’t taken a college class lately, learning how much textbooks currently cost can be as sobering as a cup of coffee. If you *have* taken a class lately, you may not have the spare change to buy that coffee.

According to a 2005 General Accounting Office report, textbook prices have nearly tripled over the past two decades. The National Association of College Stores, which represents college bookstores nationwide, reports

that students now spend more than \$700 per year on average to purchase required course materials.

The ASU Bookstore is among a growing number of university book retailers who are involved in efforts to

ASU Bookstores' "best practices" to encourage textbook affordability include strong buy-back incentives to prompt students to resell their used books, educating faculty about the importance of submitting book orders early, and supporting non-print resources.



lower or offset student textbook costs. The bookstore's participation comes in the wake of federal and state legislation passed earlier this year aimed at promoting pricing transparency from textbook publishers. Concurrent with the legislative changes, the Arizona Board of Regents worked with students, faculty and administrators at the state's three universities to develop a 10-point "best practices" list to encourage affordable textbooks at each institution. The list included:

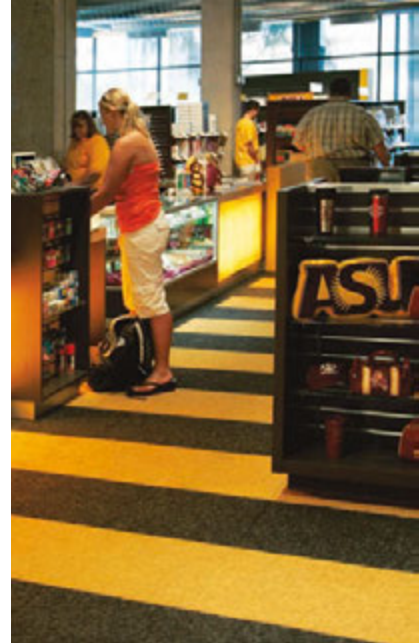
- offering strong buy-back incentives for students reselling their used books;
- educating faculty members on the importance of submitting textbook orders early and continuing to

use older editions of a textbook when possible;

- supporting the use of non-print (electronic) resources;
- and exploring the viability of a textbook rental program.

Val Ross, director of ASU Bookstores, said ASU's bookstore locations were already implementing the best practices and communicated regularly with ASU's student government and university administration on the issue. Last year, the bookstore offered nine buy-back locations across all four campuses and paid ASU students \$2.4 million in cash for their used books.

The store locations also offer students a price-match guarantee that includes online vendors, a buyback alert so



students know how much their used books are worth, a faculty resource center so academic professionals can make informed textbook selections, a rewards card, and student book scholarships.

"We're already one of the lowest-margin, highest-service bookstores in the country," he said. "The initiative helps us improve the products we deliver to the students, and gives us a chance to help people understand how the industry really works."



Building on success

Academic year begins with new state-of-the-art facilities

This year marks a round of new architectural beginnings at ASU with the opening of new residence halls in Taylor Place at the Downtown Phoenix campus and Vista del Sol in Tempe, the Walter Cronkite School of Journalism and Mass Communication journalism complex in downtown Phoenix, and four new buildings at the Polytechnic campus. Denizens of the Tempe campus are also returning to a new and improved Memorial Union, which has undergone extensive renovations after being ravaged by fire on Nov. 1, 2007.

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Taylor Place is a new 13-story, 576-bed tower at First and Taylor streets. Taylor Place's second tower is scheduled to open in 2009. The design of the buildings feature exterior bridges connecting the towers, ground-floor retail, dining, shade garden, fitness center and 24-hour security desk.

Vista del Sol in Tempe welcomed about 1,800 upper-division residents this semester. The complex offers study rooms, student lounges, computer and business center, a media and theater room, swimming pool and fitness center.

The Walter Cronkite School of Journalism and Mass Communication has a new downtown home at Central Avenue and Fillmore Street in a state-of-the-art journalism complex that is located near the state's major media outlets. The Cronkite School includes features such as a 144-seat Cronkite Theater equipped with high definition TV cameras; seven state-of-the-art newsrooms and media incubators; and seven digital computer labs. The building will also provide a new home for KAET/Eight, one of the country's largest PBS stations.

At ASU's Polytechnic campus, students are benefiting from the opening of several new academic complexes and a pavilion: Peralta, Picacho, Santan and Santa Catalina halls and the Applied Arts Pavilion. The new buildings are the homes for the deans' offices, new classroom and instructional lab space, faculty offices, a lecture hall, a dance studio and a black box theater with an outdoor amphitheater adjacent to it.

The new 245,000 square feet of academic space nearly doubles Polytechnic's classroom and lab space, according to Keith Hjelmstad, university vice president and dean of the College of Technology and Innovation.

Members of the ASU community also celebrated the official re-opening of the Memorial Union on the Tempe campus Aug. 28, after a \$53 million renovation project.

The university hired the architecture firm Studio Ma, Inc. and CORE Construction to complete the MU renovation. The entire building was brought to current fire code compliance and a

comprehensive fire sprinkler system and fire detection and alarm system were installed. Three existing stairwells were redesigned and two new stairwells were constructed to add new points of entry and exit, especially during an emergency.

Previous page (bottom): the Walter Cronkite School of Journalism and Mass Communications' new home on the Downtown Phoenix campus opened this fall. This page: Taylor Place opened its first tower in August (below); Picacho Hall (lower left) is one of several halls opened at Polytechnic campus; the Memorial Union officially re-opened Aug. 28 (lower right).



Innovating in concert

School of Music orchestrates an experiment

Imagine watching a band concert as if it were a football game. The play-by-play announcer might sound something like this:

"Watch out for the timpanist! In two minutes he will pound the life out of those drums. Oh, wait, there goes the trombone section!"

Such commentary might not be too far-fetched anymore, as ASU's wind program in the Herberger College of the Art's School of Music has made some drastic changes to both how music is played and listened to.

This semester, all students who play wind instruments went through an audition process. Afterwards, they chose from the more than 20 ensembles on the schedule for this year.

Each ensemble has followed the same cycle: rehearse for three weeks, then the members will rotate into another ensemble. This process will be repeated throughout the school year.

Such traditional ensembles as the symphonic band still will exist, says Gary Hill, director of bands, but it won't be the same students sitting in the same chairs for an entire semester or year.

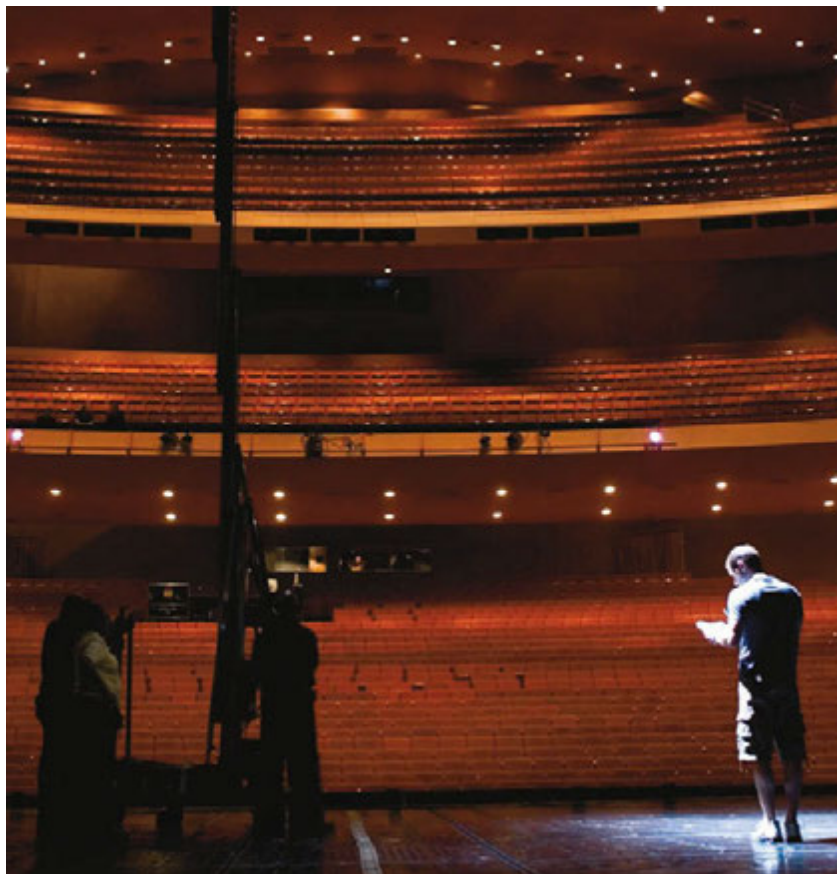
Hill and his colleagues also plan to experiment with audience participation.

"We started asking ourselves, 'What would draw in new audiences?'" Hill

says. "We thought there

might be a certain group who might enjoy texting with the musicians – obviously, not while they are playing – and there might be those who would like a play-by-play description of what is going on."

The first phase of "audience research" was



The concert as we know it is changing: Gary Hill (left, with baton) is experimenting with new audience participation methods.



carried out Sept. 18, when the wind students presented a free concert in ASU Gammage. The auditorium was broken into designated zones for listeners who wished to text, get a play-by-play of the concert, or simply sit and enjoy the music.

This idea isn't as far-fetched as it might seem, Hill says. Audience participation used to be a much more vital part of classical concerts, Hill says.

"Mozart, for example, wrote in his letters that audiences sometimes clapped for certain chords," he says.

The idea for offering a large variety of ensembles having students select which ones they are interested in came from many discussions among members of the wind-instrument faculty.

"Our students are going to make a living in many ways," Hill says. "Our belief is that they will be required to do a lot of things rather than be specialists. That's why we want our curriculum to be as fluid as possible."



Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between June 21 and September 23, 2008.

Roma Lee Adams '71 B.A.E., '78 M.M.

Sean C. Armah '04 B.S.

◆ Jason J. Ayala '99 B.S.

Michelle Y. Beasley '91 B.S.

◆ Dave L. Bennett '01 B.S.

Melanie E. Bermudez '90 B.A.

Marianne Bertini '89 B.S.

Dawn A. Bilodeau '99 M.Ed.

Matthew G. Bingham '03 B.S.E.

Peter K. Bolton '75 B.S.

Mark N. Brenner '98 B.A.

Marla A. Bridgewater '92 B.S.

Barry L. Brown '91 B.S.

Timothy A. Burrows '93 B.S.

Marisa F. Calderon '02 B.A., '02 B.S.

Consuelo S. Campbell '99 B.A.

Linda S. Campbell '89 B.S.N.

Lindsay M. Castro '04 B.S.

Richard H. Chabowski '81 M.P.A.

Catherine E. Chrisman '94 B.A.E., '02 M.Ed.

Walter W. Chrisman '90 B.S.

Annie L. Christoph '69 B.S.N.

Frank J. Christoph '70 B.S.E.

Cynthia A. Connor '80 B.M.

Joanne R. Coppola '68 B.A.E.

Richard Daniels '72 B.S.

Debra S. Davis '96 B.S.

Judith A. Dawson '68 B.S.

George H. Dean '70 B.S.

Janice L. Decker '70 B.A., '72 M.A.

James P. Dettmer '01 B.A.

Debra J. Dimmick '83 B.A.

Deborah R. Dixon '73 B.A.E.

George Dobos Jr. '93 B.S.W., '95 M.S.W.

Lynn M. Drew '79 B.S.N.

Wendy J. Farr '00 M.Ed., '08 Ph.D.

Daryl A. Fellows '83 B.S.

Mary S. Fellows '87 B.S.

Karen M. Fifield '90 B.S.

Robert A. Firth '70 B.A.

Susan T. Ford '84 B.S., '90 M.B.A.

Maj. Clifton G. Furedy '68 B.S.

Jonathan C. Garcia '01 M.B.A.

Douglas E. Gallagher '77 B.S.

Kristen M. Giatzis '87 B.S.

Robert J. Glass '79 Ph.D.

Janet B. Glass '80 M.A.E.

Laura B. Green-Schoenfeld '01 B.A.

Jennifer M. Harley '07 B.A.

Thomas L. Hartzler '80 B.S.

◆ Ronald W. Hanson '68 B.S., '69 M.S., '72 Ph.D.

Manuel R. Herrada '71 B.A.E.

Barbara M. Herrada '71 B.A.E.

Ethan A. Hill '90 B.A.

Michael D. Hosek '99 B.S.

Connie G. James '74 B.S., '77 M.S.W.

Norman E. James '69 B.S.

Suzette J. Johnson '01 B.S.

Susan V. Karis '80 B.S.

Karen L. Keith '98 B.S.

Judith A. Kelley

Sheldon Kelley Jr. '67 B.S.E., '68 M.S.E.

Dale J. Kennedy '79 B.S., '97 Ph.D.

Kathleen M. Kennedy '80 B.S.N.

Katherine J. Kenny '89 B.S.N., '96 M.S.

Elaine M. Kern '71 B.S.

James F. Krieger '84 B.A.

Cary L. Lackey '95 J.D.

Edward R. LeFevour '88 B.A.

Diane S. Leon '95 B.A.E., '98 M.Ed.

Loraine Lermabarr '80 B.A.E.

John W. Lowe III '74 B.A.

Don A. Luttenegger '76 M.B.A.

Joy V. Luttenegger '81 B.S.

Linda A. Madrid '81 B.A.

Jose L. Madrigal '99 B.S.E.

Cheryl A. Margetin '76 B.S.

◆ David H. Marlowe Jr. '92 B.S.

◆ Diane Marlowe

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Shirlene H. Melton '01 M.S.W.

Christine A. Michaels '87 B.S.

Chuck Michaels '83 B.S.

Robert O. Mock '48 B.A.E., '51 M.A.E.

Virginia M. Mock '50 B.A.E.

Marc Montini '96 B.S.

Samantha L. Montini '94 B.A.

Gloria L. Morrissey

James W. Morrissey '53 B.A.E.

Debra L. Motta '81 B.S.

Gregory L. Mulligan '70 B.S.

James E. Murphy '79 B.S.

David Murray '62 B.S.E.

Kathryn L. Murray '80 M.C.

Jill C. Nelson '76 M.A.E.

Linda J. Neumann-Wright '82 B.S.N.

Russell Newlin '69 M.A.E.

Jeffrey B. Okrepkie '07 B.A.

John E. Pappas '96 B.A.

Patricia M. Pecqueux '94 M.S.

Kristen M. Peil '91 B.A.

Lucille G. Pendergast '49 B.A.E.

Nathan M. Perry '99 B.S., '08 M.B.A.

Zenith A. Perpignani

Charis Philippou '01 B.S.D.

Barry J. Quist '75 B.S., '76 M.B.A.

William C. Reubart '97 M.P.A.

Miriam C. Rivera '80 B.A.E.

◆ Darrell A. Sawyer '57 B.S.

◆ Dorothy L. Sawyer '73 B.S.

Richard L. Sherer '65 B.S.

Robert A. Schoenfeld '00 B.A.

◆ Michael R. Shoemake '98 B.A.

◆ Tamara V. Shoemake '00 B.S.

Todd L. Siffren '91 B.S.

Rinda Simpson '93 B.A.E.

Robert D. Sloan '96 B.A., '96 B.A.

Patricia H. Small '73 B.S.

Thomas M. Small '75 B.S., '79 M.B.A.

Dominic Stabile '82 B.S.

Peter F. Starrett '70 M.P.A.

Mildred J. Starrett '68 M.A.E.

James K. Stevenson III '69 B.S.

Janice K. Stevenson '75 B.A.E., '79 M.A.E., '00 M.C.

James E.B. Stewart '74 B.S.E.

Sara K. Stuhan '04 B.S.E.

Dondrell D. Swanson '96 B.A.

Frank Tanori '67 B.A.E., '73 M.A.E.

Florence T. Tanori '67 B.A.E., '72 M.A.E.

Charlotte J. Thomas '83 B.A.E.

John J. Versosky '97 M.B.A.

Carson B. Williams '00 B.A., '00 B.S.

Cheryl L. Williams '67 B.S.

Carol A. Withrow '52 B.S.

Randal H. Youngland '74 B.A.E.

◆ Edward Yue '74 B.S.

Zoe R. Zickuhr '00 B.S.

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Fall Sports Previews

By Bill Goodykoontz

FOOTBALL'S INDOOR PRACTICE FIELD GONE WITH THE WIND

Maybe you can't get used to something you haven't used for long.

That seems to be the feeling of Arizona State University football coach Dennis Erickson about the near-\$1 million damage done to the new indoor practice facility in late August – less than a month after it opened.

"We'll practice outside, it's fine," Erickson told a press conference. "It won't be any different than it has been around here for 50 years."

The facility, which cost \$8.4 million, was made of a bubble of fabric. It's designed to give players a break from the stifling late-summer Tempe heat.

"It may be possible to reconstruct the current fabric," Mark Brand, ASU's assistant athletic director for communications, said. "It may be possible to use (it) again this year."

VOLLEYBALL'S NEW FORMULA: BUMP, SET, WIN

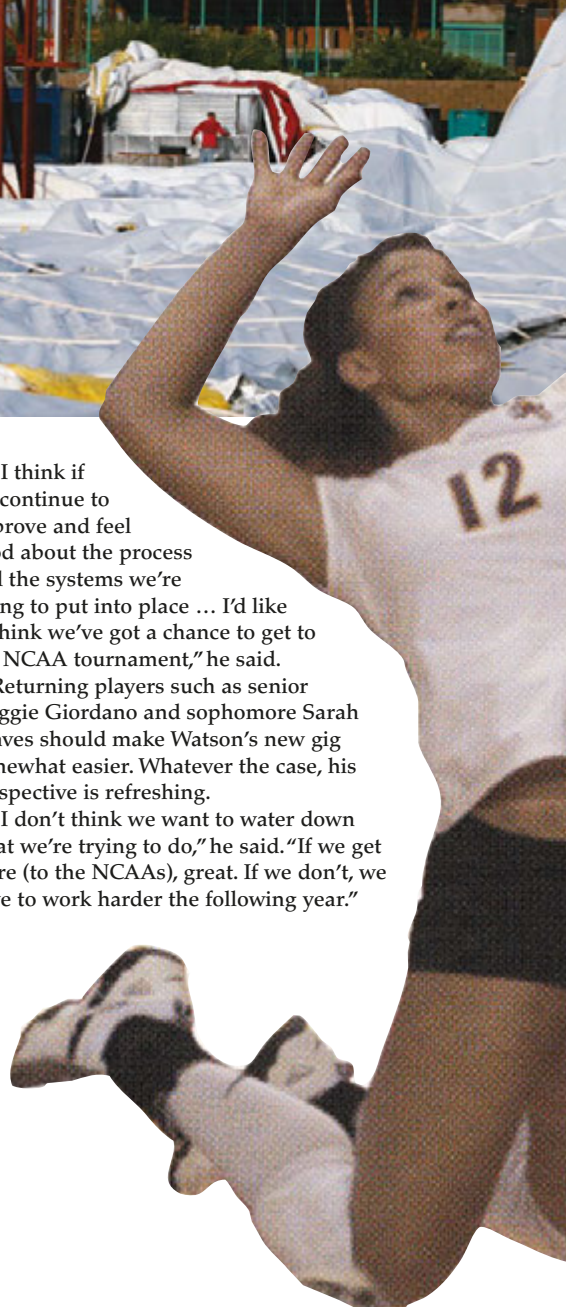
Arizona State University's women's volleyball team has a new coach – and a new attitude.

Jason Watson, who led Brigham Young University to three consecutive NCAA appearances, is in his first year coaching the Sun Devils. He doesn't mince words when it comes to expectations.

"I think if we continue to improve and feel good about the process and the systems we're trying to put into place ... I'd like to think we've got a chance to get to the NCAA tournament," he said.

Returning players such as senior Maggie Giordano and sophomore Sarah Reaves should make Watson's new gig somewhat easier. Whatever the case, his perspective is refreshing.

"I don't think we want to water down what we're trying to do," he said. "If we get there (to the NAAs), great. If we don't, we have to work harder the following year."





SOCCER TEAM KICKING IT UP A NOTCH

"We have a lot of challenges this year."

You don't often hear coaches issue statements like that unless they're in the midst of a rebuilding year. No surprise, then, that Arizona State University women's soccer coach Kevin Broyden uses just those terms to describe his young team.

"There's no question we're in a building process, very much so," Broyden said.

Indeed, only five of the team's 22 plays are upperclassmen – two seniors and three juniors – so expectations are somewhat tempered. For now.



Sophomore Alexandra Elston, of Phoenix, returns; she was named to the All-Pac-10 freshman team for the 2007 season. And Broyden is intent on establishing the character of the team early.

"We just have to be patient," he said. "One step at a time."

CROSS-COUNTRY TEAM RUNNING STRONG

Cross-country coach Louie Quintana isn't shy about his goals for the Arizona State University women's team this season.

Clockwise from upper left: the storm damaged football practice facility; cross-country runners Jenna Kingma and Ali Kielty; soccer player Alexandra Elston; volleyball players Maggie Giordano and Sarah Reaves.

"We're hoping to contend for our school's first Pac-10 title and win the national title in the fall," Quintana said. "I think we have the firepower to do that."

Indeed, the team finished fourth in the NCAA Championships last season, and All-Americans Jenna Kingma and Ali Kielty are back.

The men's team, meanwhile, returns only three seniors to its 25-man roster, and has more modest goals: a top-three Pac-10 finish, and finishing at least 15th in the NAAs.

"We're running in maybe the top conference in the country," Quintana said of the Pac-10. "We have a very young team, to be honest."

Bill Goodykoontz is a Chandler-based freelance writer.

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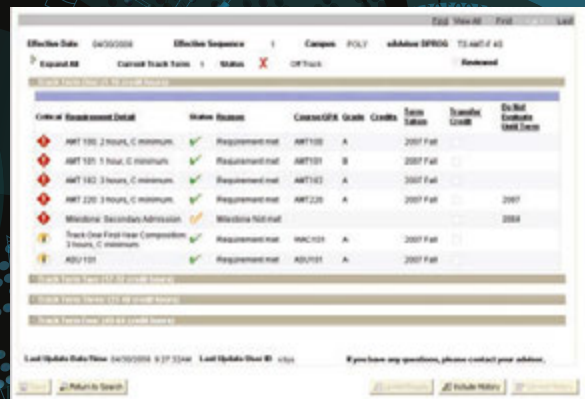
BY LEE GIMPEL

In many respects, Bryan Dehart is just another ASU student. He's taking a full course load and expects to graduate this coming spring with a Bachelor of Interdisciplinary Studies degree in Organizational Studies. But while he lives in Apache Junction, less than 30 miles from Tempe, he has never set foot on the ASU campus.

Dehart, who works full-time as a groundskeeper for the Mesa School District, is part of a growing number of students who are earning their degrees exclusively through ASU Online and Extended Campus. Not only does he take all of his classes via computer, he also orders his books through ASU's online system and has them sent to his home; he completes group assignments using digital conferencing technology. As such, Dehart is representative of a sea change at ASU and in the larger world of higher education. A university may still be defined by its physical space, but it's no longer confined to such 20th Century limitations.

For years, it has been common for students who hailed from the Grand Canyon State to have classmates from the Garden State or, for that matter, a foreign state. However, now they may be taking courses

"MORE THAN EVER BEFORE, TECHNOLOGY OFFERS A PORTAL THAT ALLOWS BROAD ACCESS TO A VAST ARRAY OF INFORMATION AND A TOOL FOR EXPEDITING THE COMMUNICATION OF THAT INFORMATION."



The screenshot shows a student portal interface with the following data:

Effective Date	Effective Sequence	Campus	Address	Phone	City	State	Zip
04/05/2008	1	POLY	1100 N. 1st St.	480.941.4100	Tempe	AZ	85281

Course Number	Section Number	Section Name	Section Status	Section Type	Section Location	Section Time	Section Days	Section Start Date	Section End Date	Section Credits	Section Prerequisites
ASU 100	1	ASU 100	Open	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100
ASU 100	2	ASU 100	Open	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100
ASU 100	3	ASU 100	Open	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100
ASU 100	4	ASU 100	Open	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100
ASU 100	5	ASU 100	Open	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100	ASU 100

with people who are actually living thousands of miles away. In Fall 2007, 14,000 students took online courses, a number which jumped to 17,000 in the spring semester. The number of students taking an online course should continue to skyrocket, with an expected growth of 20 percent per semester. When President Michael M. Crow envisions a New American University with projected enrollment of 100,000 by 2020, much depends on offering high-quality instruction to more students more efficiently – and without the expense

of building a city's worth of additional classrooms.

But to focus exclusively on students like Dehart misses the larger, if perhaps more subtle, everyday technological changes afoot at ASU. The 2006 Student Technology Survey found that 98 percent of ASU students owned a computer with more than three-quarters carrying a laptop. That's hardly a surprise considering the student body; many of this year's freshmen were born in 1991 – the year the World Wide Web debuted – and they were in



Photo: Brendan Moore

fourth grade when Google came to prominence.

President Crow noted that it only made sense to leverage the power of today's technologies to accomplish the aims of the New American University for today's students.

"More than ever before, technology offers a portal that allows broad access to a vast array of information and a tool for expediting the communication of that information," he said. "Used effectively, technology provides exciting new avenues of learning and collaboration that can

assist us significantly in meeting the rapidly growing demand for higher education. ASU is actively engaged in maximizing technology for these purposes."

Jill Schiefelbein, director of online programs at the College of Liberal Arts and Sciences, agreed.

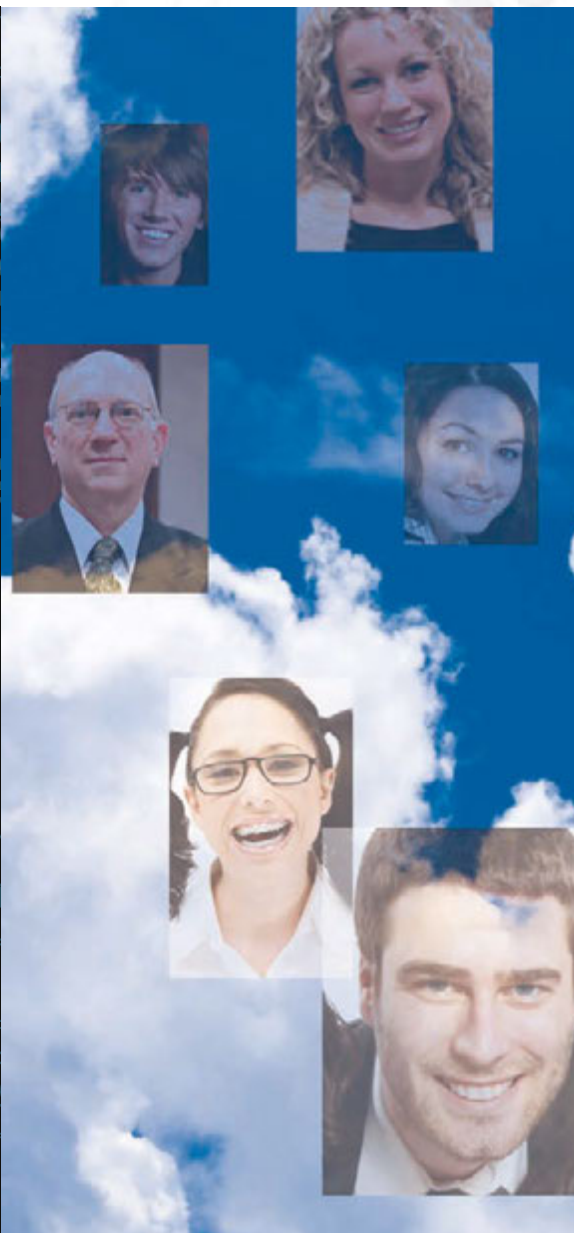
"Students today learn in different ways and increasingly these ways involve integrating technologies with learning. Rather than fight this, our goal is to meet the needs of our students in the ways that they learn best," she said.

Opposite: Students can track their academic progress toward their degree using the eAdvisor tracking system.

Above: Bryan Dehart, a groundskeeper for the Mesa School District, has taken all coursework for his bachelor's degree online.

In many cases, this year's class applied to the university online. Doubtless, incoming students got some of their information about the university not from the Princeton Review but from networking on Facebook, either informally or via one of the university's nascent official pages. Those early tech touches were

"STUDENTS TODAY LEARN IN DIFFERENT WAYS AND INCREASINGLY THESE WAYS INVOLVE INTEGRATING TECHNOLOGIES WITH LEARNING."



only the first of many they will have with the university over their years. Many are using eAdvisor, Arizona State University's electronic advising and degree tracking system, to chart a course through the requirements of their degree program. Rather than wait in winding queues to choose courses, they now do it with points-and-clicks using the university's new MyASU web portal, which also lets them pay parking tickets, check on

financial aid and verify how many Sun Dollars they have. It also lets users store 4 GB worth of files remotely in the Internet "cloud," making those online files accessible from anywhere.

"We're light-years ahead of where we were – 20 years ago, 10 years ago, 5 years ago – in serving students ... so they can take care of their business transactions quickly and efficiently and also create a greater

sense of connection to the university experience," says Gini Sater, director of strategic marketing and communications for University Student Initiatives.

Before Teresa Foglia, a junior from Albany, N.Y., gets to her first class, she checks Blackboard, an online course management system that has become a backbone of education at hundreds of institutions around the world. It's a ritual she'll undertake



a half-dozen times per day. In conjunction with course-specific web sites operated by textbook publishers, Blackboard is the new nexus of learning. It is a one-stop shop for syllabi, class lecture notes and exams, and is also a message board and discussion forum as well as a repository for grading. The number of ASU classes using Blackboard is up about 40 percent since 2006.

Foglia gets class updates – such as assignment clarifications or the announcement of a quiz – sent to her via e-mail which she may read on her laptop or on her LG Voyager smart phone. Computer labs are nearly omnipresent on campus and Foglia uses them frequently, but the university is moving away from this “cattle car” computing to a model where students increasingly have their own devices. Rather than go to

Opposite page: Students can organize their university life, through the customized MyASU online portal (top); online course catalogs allow a quick and easy way to select classes.

Left: Jill Schiefelbein, director of online programs for the College of Liberal Arts and Sciences.

a specific computer lab loaded with special resources, students can now access 235 applications from any computer. Over the course of the last year, even the intercampus shuttles became rolling classrooms with the addition of wireless Internet connectivity.

Adrian Sannier, the University Technology Officer, says that, vis-à-vis technology, the university used to be a “near follower,” but is now an institution that others emulate. As a city-cum-enterprise of 67,000 young, tech-savvy users, ASU has an imperative to serve those who expect education to merge with technology; yet it also has the clout to move into exciting new edu-tech areas.

For example, the university was one of the first to sign on to Apple’s iTunes U, allowing students to download hundreds of course-specific audio and video files just like downloading a Top 40 hit, only in the case of the ASU courses, the downloads are free. In 2007, Google tapped 2,000 ASU students to be its exclusive testers for Lively, which it officially launched this summer; this fall ASU plans to release its implementation of Lively, calling it My World. Similar to Second Life, the Lively-My World platform allows people to create online avatars and participate in an interactive, virtual world, which might include students studying with classmates or professors teaching classes.

Although Foglia is a traditional 20-year-old business major who takes most of her classes in front of a real, live professor, she has also taken a handful of online courses.



Having such an option allows students to take courses over the summer when they are, like Foglia, a continent away; enrollment in online summer classes for the College of Liberal Arts and Sciences was up 50 percent in the last year. It also allows students to take courses even if the offline sections don't fit into their schedules. Beyond this and in addition to local students like Dehart avoiding the hassle of Highway 60 after a 9-to-5, having high-caliber online courses allows ASU to attract students it otherwise wouldn't have reached.

If anyone could do a quick commute from a distance, it would be Evan Gallegos, an Air Force pilot studying at the W. P. Carey School of Business. But, of course, jetting in and out of Luke Air Force Base on a daily basis is not feasible, even for someone with access to a vehicle that reaches speeds of mach 2.2. Gallegos, 31, began his MBA while stationed in South Dakota knowing his options for quality graduate education were limited. When he recently transferred

to Travis Air Force Base in California, he was able to continue his studies – and will continue to take classes as his service commitment takes him around the world.

"I really didn't have a choice to go to a decent school if it wasn't going to be online," says Gallegos whose MBA group includes fellow students located in Iowa, Oregon, San Diego and Phoenix. "It is nice to be able to access it any time during the day when it's good for you."

Students like Gallegos choose ASU with little regard to typical measures of what sways prospective students: the aesthetics of the campus, the food in the dining halls, the excitement of attending a Sun Devils home game, the multitudinous extracurricular offerings. In many respects, online courses boil a school down to its education essence: How good are the classes and how much will I learn?

To this end, Mernoy Harrison, university vice president and executive vice provost who oversees ASU Online and Extended Campus, stresses that the university's online





Left and above: Evan Gallegos, Air Force pilot and an online MBA student at the W.P. Carey School of Business. Bottom left, ASU President Michael Crow records a podcast on university-related topics. Bottom right, Mernoy Harrison, university vice president and executive vice provost for ASU Online and Extended Campus.

courses are developed and taught by professors and are held to the same standards as regular classroom instruction. Dehart, who transferred about 100 credits through a partnership with Central Arizona Community College, does about five hours of homework each night for his courses.

"I think I'm getting a lot of good quality [instruction]. I've learned quite a bit in the past year," says Dehart. While he would expect to interact with teaching assistants if he were attending classes in person, he hasn't had any TAs in his online courses, leading him to speculate that he may actually be getting better instruction with his online-only degree.

Although online courses must live up to offline standards, that's not to say that the online experience will be the same as the regular class. Even for professors with years of teaching

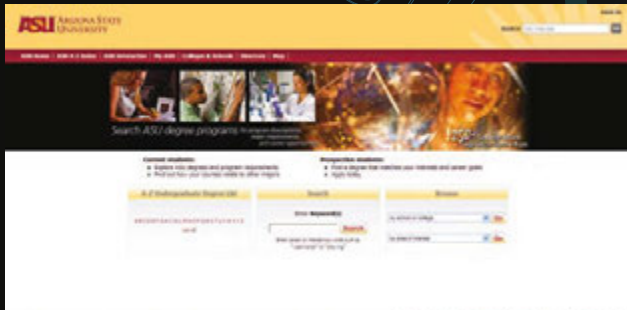
experience, going from in-class to online can be a challenge both in terms of creating new materials and adapting to a new means of interaction. In lieu of a face-to-face discussion in class, teachers use discussion forums in Blackboard where students may, for example, post opinions on a reading and then offer feedback on other students' assessments.

When it comes to student-teacher interaction, online courses cut both ways. On one hand, student personalities are obscured by a veil of performance; rather than being the jock or the skater or the shrinking violet, professors know their students almost exclusively by their work. It's easy to lose in-class camaraderie and Foglia says her online professors probably won't be able to write recommendations for her as well as her in-class teachers who will know



Photo: Mark Duran

"AS YOU LOOK AT WHAT'S HAPPENING IN UNIVERSITIES AROUND THE WORLD AND SEE THEM BEGINNING TO EMBRACE TECHNOLOGY, YOU SEE THAT WE'RE GOING TO HAVE TO FIND WAYS TO HAVE TECHNOLOGY MAKE A DIFFERENCE IN TEACHING AND LEARNING."



her better. On the other hand, Harrison reports that students who are accustomed to e-mail and texting and Facebook wall postings find it very natural to communicate electronically with professors and get more personal attention.

"I used to teach a lot and I always had office hours and very, very seldom would a student come to see you during office hours ... but when you teach online, when you pose a question, and boy, those students will respond!" says Harrison.

All those extra e-mails add up but there is some potential time savings to be realized. Not that professors just reload class material from previous semesters, press "play" and go fishing, but online material can let a professor extend his or her time to reach more students. Instead of giving the same lecture in person for three sections, a teacher could load the lecture once and have all the sections interact with it. Schiefelbein says the goal is for students to feel that they are really learning from

and interacting with an instructor and not some impersonal system. In this regard, online courses today are better than they have been in the past.

"There are so many more technologies available to instructors to use, even compared to three years ago," says Schiefelbein. For example, in lieu of simply using office hours to reply to student e-mails, some professors now hold online office hours where they instant message and do virtual conferences.

Opposite page: The eAdvisor system allows students to explore requirements for more than 250 undergraduate majors (top); students experience virtual interactions in ASU's iteration of Second Life, known as My World (bottom). Below: Adrian Sannier, the university's technology officer, says ASU has gone from a "near follower" to a leader in educational technology.



The same forces can be found elsewhere on campus. Sannier calls it the "Amazon.com-ification" of services where simple or routine tasks are intelligently automated. He points to the eAdvisor initiative – undertaken by Elizabeth D. Capaldi, the university's executive vice president and provost – which endeavors to provide academic guidance to students with the goal of keeping them on track towards graduation. The system, at first, helps

students make sense of their copious degree options and then charts their progress, alerting them to potential problems. By freeing up advisors from handling the minutiae, it allows them to give more individualized attention to students who really warrant it.

"We're still in the very early days of how these things are used and how they will be used," says Sannier. "As you look at what's happening in universities around the world

and see them beginning to embrace technology, to build institutions that have some of the goals and aspirations of the New American University – certainly in terms of scale and access – you see that if we're going to compete going forward, we're going to have to find ways to have technology make a difference in teaching and learning."

Lee Gimpel is a freelance technology writer based in Richmond, Virginia.

DIGITIZING THE CLASSROOM EXPERIENCE



Denise Bodman (left)
and Jill Schiefelbein
(inset).

It may not exactly be “pixel or perish” yet, but professors are increasingly expected to be able

to teach courses online. Although subject-matter expertise endures, the skills one develops in teaching face-to-face do not necessarily transcend the digital divide.

One of trickiest aspects is the lack of immediate feedback and interaction, be it rapt attention or a bored stare. While putting a class online might seem as easy as recording a professor’s lectures and posting them online, this is not the case. However, Jill Schiefelbein, who coordinates the digital migration of courses for the College of Liberal Arts and Sciences, advocates that faculty use a variety of instructional technologies and tools.

This might include audio or video as well as interactive demonstrations, presentation slides, knowledge retention

checks, discussion bulletin boards and varied assessment techniques; foreign language teachers may employ Adobe Connect or similar online conferencing software to do oral exams online. Denise A. Bodman, a senior lecturer in the School of Social and Family Dynamics, will sometimes physically divide her in-person classes into pro- and anti-spanking factions and then ask them to argue for the other side, which wouldn’t replicate the same way online. However, after searching for a way to engage students in the digital medium, she borrowed a page from People; much as would be the case with a celebrity gossip blog, she got the wires humming as students debated the teenage pregnancy of actor and celebrity sibling, Jamie Lynn Spears.

“It’s wonderful because it’s new challenges that can help me,” says Bodman. “And what I discovered is that as I’ve learned how to do online teaching, it has made me more effective in the classroom and I have raised the bar for the students.”

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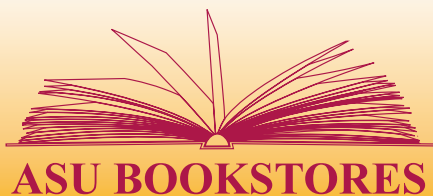
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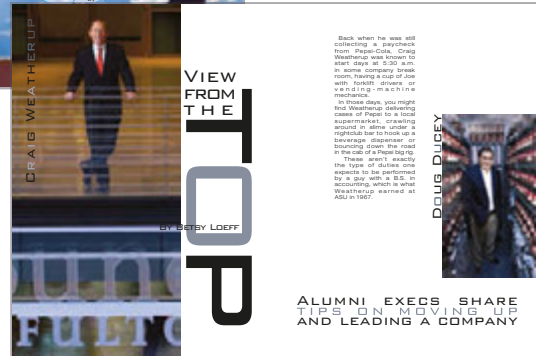
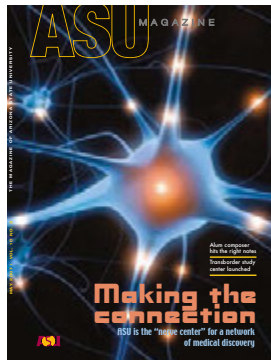
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Eyes on the prizes

Alumni Association picks up 5 design awards, CASE Silver Medal

By Liz Massey



Wall space may soon be at a premium in certain parts of Old Main on ASU's Tempe campus: The marketing and strategic communications department of the ASU Alumni Association recently picked up five awards in the 2008 American Graphic Design Awards competition for the graphic design of ASU Magazine and key pieces of the association's marketing campaigns, and the Alumni Association earned a Silver Medal from the Council for the Advancement and Support of Education (CASE) for their work in developing the U Devils membership program.

The association received Certificates of Excellence from the American Graphic Design Awards committee for the feature design of three

stories published in ASU Magazine during 2007: "A View from the Top" (February), "Making the Connection" (May) and "Fueling the Future" (November). The department also received commendations for the design of its alumni membership kit and its work on materials used to promote the Alumni Association's annual Founders' Day Awards dinner.

The CASE Circle of Excellence Silver Medal in the Alumni Relations Programs category honored the association's development of U Devils, a program designed to encourage Alumni Association membership among the university's staff and faculty.

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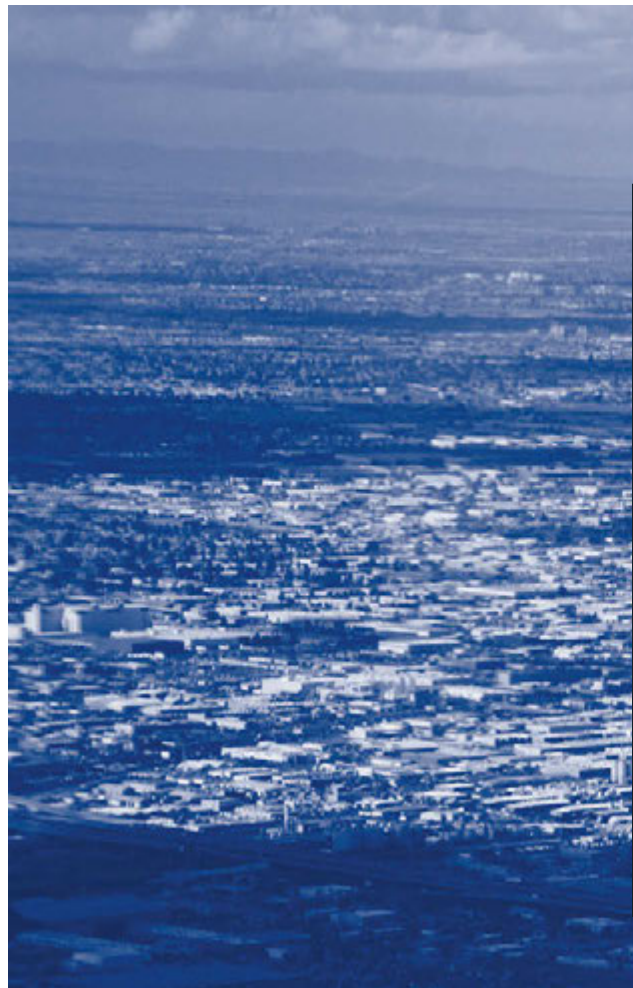
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FUTURE O





FTHE CITY

BY CHRISTOPHER VAUGHAN





URBAN ISS

ASU TACKLES TODAY'S (AND TOMORROW'S) THORNIEST

This year, a watershed moment in human history passed relatively unnoticed. According to the United Nations Population Fund, in 2008 the number of city dwellers on the planet surpassed the number of people living in rural areas. This accelerating demographic shift from a primarily agrarian world population to a primarily urban one will have dramatic effects on the environment, economics and daily life for billions of people. As hundreds of millions of farmers migrate to the factories of Shanghai, the poor stream into the slums around Brazil's Rio de Janeiro and young families flock to new developments cloaking American cities, urban development is creating environmental and economic challenges that will alter how humans live on the earth.

UES

URBAN DEVELOPMENT ISSUES





ENVIRONMENTAL COMPLEXITY

With the majority of people in the world living in urban environments, the president of the Worldwatch Institute notes, “The future of cities is really the future of the world.”

The solutions to many of these global urban challenges may come from ASU. Since the late 1960s, the Phoenix area has been a poster child for the problems associated with rapid urban growth. Over the decades, legions have migrated to the area for inexpensive housing and beautiful weather. The result has been an often troubling urban sprawl and the associated traffic congestion and pollution. But this situation has also made the area a natural laboratory for understanding the nature of runaway metropolitan growth. In many cases, the university is also stepping in to provide solutions, often utilizing an entrepreneurial approach to shorten the time from research to implementation of bold new ideas.

ENVIRONMENTAL COMPLEXITY

“Cities are so complex that you can’t understand them from one perspective,” says Jonathan Fink, director of ASU’s Global Institute of Sustainability (GIOS). Fink explains that while many researchers come at urban research via architecture or city planning, GIOS grew out of the Center on Environmental Studies.

The center first established a strong research presence in the field through a Nation Science Foundation grant aimed at long term monitoring of environmental changes. “The NSF had been funding these grants to look for signs of global environmental change, primarily in wilderness areas,” Fink says. “But in 1997 they chose two cities, Phoenix and Baltimore, to serve as case studies for looking at the long-term human influence on the environment.”



AL COMPLEXITY

GIOS

GIOS studies not only urbanization, but also renewable energy, biodiversity, water and governance issues, among others. "The motivating force behind the institute is that President (Michael) Crow asked us to gather together all the institutes and centers (studying these issues) at the university and play a coordinating role among them," Fink says. With the Phoenix metropolitan area as their laboratory, researchers associated with GIOS come together to analyze how the city affects the ecosystem and how the ecosystem affects the city.

Crow explained the urgency of institute's research mission.

"It's critical that we thoughtfully examine every facet of urbanization and identify workable solutions to its challenges," he said, "not only to address the immediate well-being of our communities, but also to proactively drive the responsible development of our nation's

'megapolitan' areas, which will have a large impact on its future success and competitiveness."

The institute's staff is deeply engaged in the hunt for workable solutions. For instance, a well known, climate-altering property of cities is called the urban heat island effect. Acres of concrete absorb and hold the heat of the day much more than open ground and vegetation. At night, the energy is released slowly. The result is that as an area becomes urbanized, daytime and especially nighttime temperatures are higher than they were before the city was built. The temperature rise is enough to shift the kinds of plant and animal life that exist in the area. One of the practical ways the institute addressing urban heat island issues is by working with a cement company to find building materials that don't hold as much heat in order to lessen these effects.



BUILDING AMERICAN DREAMS

Fink doesn't view cities as automatically bad for the environment. In fact, sustainable cities may help protect the Earth's environment. "You can lower the per capita use of materials, energy, water and other resources when people live in highly dense arrangements," he says. "If one is interested in achieving global sustainability and solving the challenges we face, cities can make for more efficient use of resources."

Of course, high-density living is the key to those efficiencies, Fink notes. Cities like Phoenix have developed in the opposite direction.

BUILDING AMERICAN DREAMS

Understanding the growth of Phoenix and studying how the desert metropolis can grow in a sustainable way into the future is the focus of the Phoenix Urban Research Laboratory (PURL), a center associated with

the university's College of Design, and its director, Nancy Levinson. The most important thing to understand about the explosive growth of Phoenix from the 1950s onward, Levinson says, is that it was shaped significantly by factors such as cheap and abundant oil, the growing demand for single-family housing and the advent of affordable air conditioning.

"Phoenix was very small until the 1950s, and then it grew in classic postwar fashion," Levinson says. Suburban-style single-use zoning, which separates residences from workplaces and commercial centers such as shopping malls, established the ubiquity of cars and freeways. Newer cities and suburbs were designed around freeways and commuting long distances by car. This allowed people to live the suburban American dream, in single-family houses with large yards.



AMERICAN DREAMS

NANCY LEVINSON

The result was a rapidly growing monolayer, like a drop of oil spreading across the surface of a pond. In 1950, Phoenix's 107,000 people lived within 17 square miles. Now the city covers 515 square miles and holds 1.5 million people. In many cases, postwar cities expanded with multiple population "centers," blurring the distinction between "downtown" and a seemingly endless vista of suburban districts.

The dream of owning a single-family home in the suburbs has become embedded in our national consciousness, but it has not come without unintended consequences.

"There is a cost to this sort of growth in terms of pollution, traffic, long commutes and social isolation," Levinson says. People who moved to the suburbs for the lifestyle can often find themselves overtaken by

what they tried to escape. "People may move to the edge of the city for a view of a mountain preserve but a year later they may just have a view of a lot of subdivisions," Levinson says. "The suburbs get more urban, with many of the urban stressors but with few of the urban amenities."

Levinson has calculated that if Phoenix were to grow as quickly in the next 50 years as it has in the last 50, it would end up one and half times the size of Massachusetts—a kind of growth that is clearly not sustainable.

OIL'S SLIPPERY FUTURE

Even the status quo may not last. As the cost of fuel gets more expensive, previously "cheap" housing on the suburban fringe becomes less of a bargain, because it



ALL DARK COLOR BUILDINGS ARE PROPOSED
OR UNDER CONSTRUCTION STRUCTURES

ALL LIGHT COLOR BUILDINGS
ARE EXISTING STRUCTURES

TAKING IT DOWNTOWN

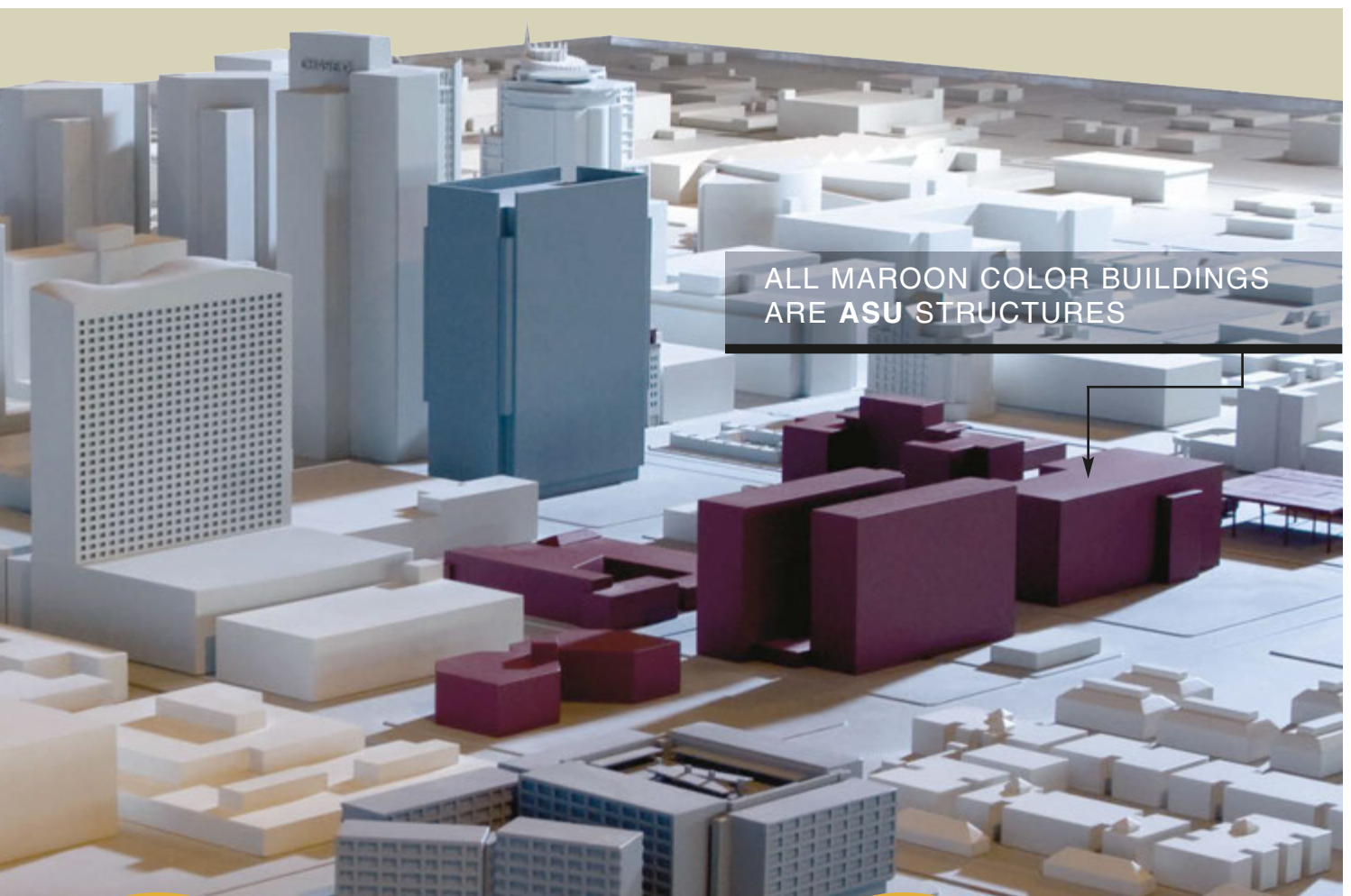
costs more and more to drive to jobs elsewhere in the metroplex. PURL, in collaboration with the School of Architecture and Landscape Architecture, is engaged in what they call the “Peak Oil Initiative,” which is based on the well-accepted theory that at some point in the near future, the worldwide production of oil will peak. When peak oil production is reached (and some say we have reached that point now) and the supply inevitably dwindles, the postwar city built around cars and freeways will rapidly become financially untenable.

“One of the things we haven’t done well as a culture is make plans for after the age of oil,” Levinson says. “We have to consider the likelihood that low-density, car-centric urban development will become increasingly unsustainable,” she says.

TAKING IT DOWNTOWN

All agree that the sustainable solution involves better public transportation and denser living arrangements. The natural place for all of this to begin is in the downtown area. Cities like New York and San Francisco have proven that cities can be livable, vibrant places in which people prefer to live. But the postwar car culture and the flight to suburbia has left many downtown areas neglected. Few people want to move downtown if it is falling apart, and yet downtown areas won’t have a basis for supporting retail shops and entertainments until people return.

ASU has not only perceived this dilemma, the university has also clearly seen that it can be a unique force in setting the stage for a revitalized downtown Phoenix. In 2006, the university was a driving force



ALL MAROON COLOR BUILDINGS
ARE ASU STRUCTURES

MODEL OF DOWNTOWN PHOENIX

behind the passage of a Phoenix city bond issue that raised money to build an ASU campus downtown. Since the electoral passage of this bond measure, the city has spent more than 200 million dollars to put in the buildings and infrastructure in the city center. According to Debra Friedman, university vice president and dean of the College of Public Programs, this is the largest investment in a downtown area made by any university in the United States.

Having a downtown campus makes sense for the university and the city, Friedman says. For the university, the move puts intellectual and human capital at the disposal of city leaders and in the midst of the very issues that form the basis for current and future research. For the city, the university brings students, faculty and workers to the downtown, jump-starting the process

of revitalization and helping to break the dilemma over whether people or businesses must come first. One study has already shown that the downtown campus is providing a significant economic impact, Friedman says.

It will also be an anchor for new businesses to latch onto. "One of the nice things about universities is that they put down deep roots," Friedman says, "Businesses thinking about coming downtown will be able to look to us and know that we aren't going away," she says.

Most authorities, including Levinson, Fink and Friedman, think that economics and rising energy prices will make returning to city centers a very attractive option. Some theorists even suggest that the now common situation in which well-off suburbs surround a decaying city center will be reversed. Both Levinson and Fink make note of a recent article in the Atlantic magazine



BUILDING THE FUTURE

THE ASU SCOTTSDALE INNOVATION

(March 2008) in which University of Michigan urban planning professor Christopher Leinberger suggested that current suburbs, particularly those that are younger and less well established, could become the slums of the future, while the educated and well off will live it up in cosmopolitan splendor.

BUILDING THE FUTURE

There may be a third way, however, one typified by a project taking shape at what was once the abandoned Los Arcos Mall in Scottsdale. There, ASU and Higgins Development Partners/The Plaza Companies are building SkySong, the ASU Scottsdale Innovation Center. When fully built out, SkySong will be a 1.2 million square foot, mixed use community that includes office space, retail

and research space and residential units, as well as a hotel and conference center.

"SkySong is designed to attract global businesses, but is also intended to be a portal for businesses already in Arizona to globalize their operations and expand their markets," says Julia Rosen, associate vice president for innovation and entrepreneurship at ASU. Already, 37 companies from 11 countries have taken up residence at SkySong. ASU is an anchor tenant, leasing 80,000 square feet for entrepreneurship, research and technology commercialization. Many of the businesses that come to SkySong are attracted by the opportunity to utilize ASU's services, Rosen says. "SkySong is a platform that allows us to rapidly build a global network of partners and innovators."



THE FUTURE

CENTER SKYSONG

Equally important effects may lie closer to home. The neighborhood in which SkySong is being built is exactly the kind of postwar residential neighborhood that typifies most suburban development in the United States. "It's a neighborhood with a lot of retirees, a lot of mom and pop stores," Rosen says. "It's a neighborhood in transition."

In many communities, the transition might be a bad one, as big-box retailers push out the mom and pop stores and young families don't move in to replace retirees. Rosen has high hopes that SkySong will have a dynamic relationship with the surrounding neighborhood. "I believe that SkySong will make an important contribution to creating a dynamic, vibrant community," Rosen says.

As such, SkySong presents a paradigm for future development: an interesting, eclectic community that

offers jobs, shopping, entertainment and education within easy walking distance of each other, and yet is outside of an established downtown.

Urban planners and academic researchers cannot waive a wand and transform a city into a more sustainable, lively and economically healthy place. In fact, they often decry the strong political forces that keep doomed growth policies in place. Yet they know that they can help shape the kernels of change that leaders and citizens can rally around. "What an university-based research center can do is to focus on metropolitan systems and patterns, and develop catalytic strategies that will produce meaningful change," says Nancy Levinson.

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

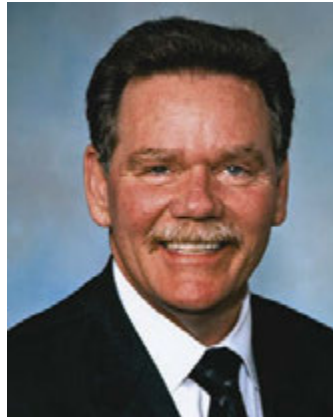
Alumni mayors reflect on their city's challenges

Some ASU folks study the impact that rapid urbanization is having on our world—the alumni quoted below are living with, and shaping, that impact.

We asked several ASU graduates who are mayors of Arizona cities to answer a single question: “What is the greatest challenge your city will face in the next generation?” Here’s what they had to say.

“Cities will have to adopt a new look and method of growth. Sprawl will not continue given the economy and green movement. Cities must be agile enough to change and adapt a node model that allows densities so people can walk or ride bicycles to work and recreation sites.”

Robert E. Barrett '74 B.S.
Mayor
Peoria, Arizona



“In just a few years, Chandler will face population build-out. Our challenge is to go from a growing community to one that maintains – and even improves – our excellent life quality. We must do this through a well-managed fiscal policy, aggressive recruitment of well-paying sustainable jobs, and a renewed commitment to our neighborhoods.”

Boyd W. Dunn '75 B.S., '78 J.D.
Mayor
Chandler, Arizona



“Phoenix is now the fifth-largest city in the country, and people from around the country continue to move here for our great quality of life. But the measure of a great city is not its population or the number of square miles it covers. It is determined by that city's ability to sustain a great quality of life. That is the greatest challenge Phoenix faces in the next generation.”

Phil B. Gordon '78 J.D.
Mayor
Phoenix, Arizona



“We are committed to building a better Mesa. To accomplish this we must strengthen our business environment and focus on new economic development opportunities that will facilitate bringing high-quality, high-wage job centers to our city. This will require a renewed commitment to high-tech educational programs, community partnerships and public-private investment.”

Scott W. Smith '85 M.B.A., '96 J.D.
Mayor
Mesa, Arizona

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ASU is rising to the challenges of the 21st century.



14

transdisciplinary schools have been established at ASU since 2002.

"I had links with ASU through my work in Australia. Then I discovered it had become this extraordinary institution that transcended traditional subject barriers—and that was key for me."

—Paul Davies, director, ASU Beyond Center for Fundamental Concepts in Science

The ASU Walter Cronkite School of Journalism & Mass Communication.

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COLLECTIONS



Sitting pretty for a good cause

Designing a seat in order to take a stand on an important issue, interior design students at ASU's College of Design recently participated in the CHAIRity, an annual design competition and fundraising project intended to bring awareness to the issue of domestic violence. In the photo above, Jennifer Kern, Josephine Urban and Jodie Smith gather around their winning entry. After being exhibited in the college's Gallery of Design this fall, the chairs were put up for auction at a gala and the proceeds donated to Phoenix's Family Advocacy Center.

The Gallery of Design presents student and faculty exhibitions related to a variety of design disciplines. For more information on the gallery, visit <http://design.asu.edu/college/Gallery.shtml>.



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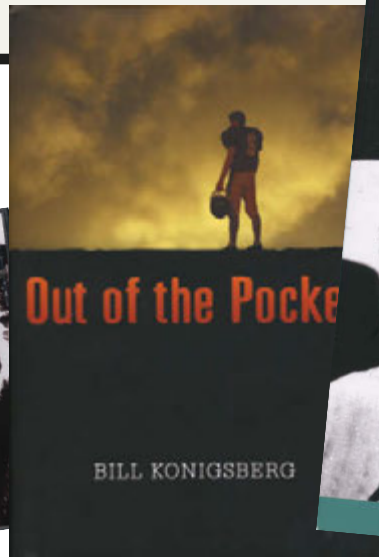
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Robert Spring, clarinet

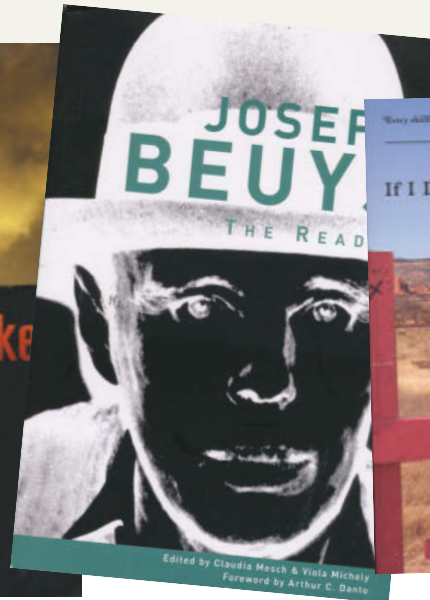
Gary Hill and Timothy Russell,
conductors
Summit Records

Anyone who believes classical music is out of touch with contemporary music trends will have that belief shattered during the opening moments of this CD, which features Spring, a professor of clarinet at ASU. From the drones and growls of the rather fierce title track (based in part on the Led Zeppelin tune of the same name) to the flamboyant tone-bending and exaggerated vibrato of the grunge-rock-influenced "X", the disc is a stimulating look at what happens when innovative composers meet a performer willing to break new ground. Spring is ably supported by Hill and Russell, who are both members of ASU's School of Music's faculty, and many members of ASU's wind ensembles and orchestras.

**Out of the Pocket**

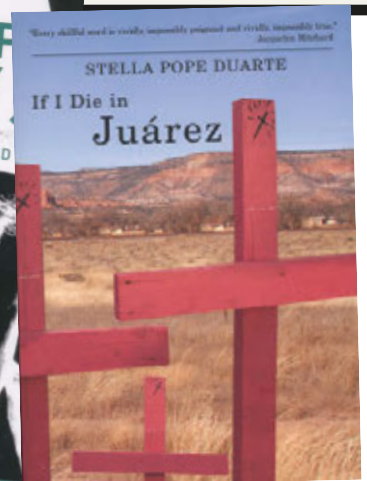
By Bill Konigsberg '06 M.F.A., Dutton

High school quarterback Bobby Framingham seems to have the perfect life: potential for a great college and pro football career, a great team to play for, and girls who want to date him. There's just one thing threatening to disrupt this "perfect" image: he's gay. How Bobby handles his coming out, and how telling the truth about himself changes everything, is the subject of this tightly written first novel by Konigsberg, a sportswriter for the Associated Press and a former writer for ASU Magazine.

**Joseph Beuys: The Reader**

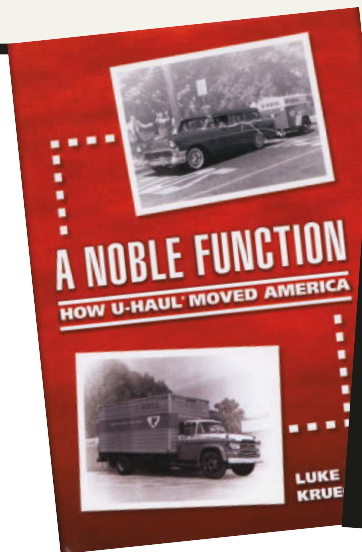
Edited by Claudia Mesch and Viola Michely, MIT Press

An enigmatic, self-styled "shaman," Joseph Beuys is one of the most charismatic and contentious figures of 20th Century art. Mesch, an assistant professor in the School of Art at ASU, and her co-editor have assembled a comprehensive collection of texts on Beuys, who embraced radically democratic political and artistic ideals. The volume includes essays by artists and critics from North America and Europe, as well as a useful chronology of key events and exhibitions in the artist's life.

**If I Die In Juarez**

By Stella Pope Duarte '82 B.A.E., '87 M.Ed., University of Arizona Press

Since 1993, more than 350 women have been abducted off the streets of the Mexican border town of Juarez and found brutally murdered; a botched police investigation has left most of the cases unsolved. Duarte gives readers a glimpse of this real-life tragedy through the eyes of three fictional characters: Evita, a street child; Petra, a maquiladora (factory) worker; and Mayela, a Tarahumara Indian girl. Together, the three discover the murders and, bound together by blood, honor, an ancient chant and a mysterious photo, they bring the murderous secrets of Juarez to life. Based on Duarte's interviews with relatives of the murder victims, the book is a compelling lens through which to view a tale of unspeakable horror.



A Noble Function: How U-Haul Moved America

*By Luke Krueger '03 M.F.A.,
Barricade Books*

Sam and Anna Mary Shoen had the right idea at the right time: after finding themselves unable to rent a trailer during a move from Coronado, California to Portland, Oregon, the couple founded U-Haul and capitalized on the confluence of post-World War II American restlessness and the need for inexpensive rental vehicles to make the moves possible. Krueger has crafted a fine corporate history of the first 20 years of U-Haul, describing the people who made the company tick, as well as the ups and downs of the company, which is now headquartered in Phoenix.



Authentic Conversations: Moving from Manipulation to Truth and Commitment

*By Jamie Showkeir and Maren
Showkeir '79 B.A.*

Baffled by what to do about workplaces that leave you feeling as if you are a child, or as if you are the all-knowing parent, expected to fix conditions not under your control? The Showkeirs, a husband-and-wife team who run an organizational consultancy, have a simple, yet revolutionary, solution to this quandary: change the conversations that people have with each other at work. The book focuses on changing the goals of conversation from advancing one's self-interest to improving the organization as a whole. Their brave volume offers a way out of command-and-control bureaucracy, through the encouragement of discussions that treat employees as if they are knowledgeable, competent adults.



The Skyscraper and the City: The Woolworth Building and the Making of Modern New York

*By Gail Fenske '77 B.Arch.,
University of Chicago Press*

Fenske, a professor of architecture at Roger Williams University, has produced a fascinating history of the Woolworth Building, the tallest building in the world from 1910 to 1913. A commercial trademark to its founder, a majestic experiment to technological enthusiasts, and a spectacular sightseeing destination for tourists, the 57-story skyscraper has never lacked for meaning, and Fenske illuminates the design and construction of the Woolworth Building as well as the consumerism and urban spectatorship that surrounded it.



Marcy in Manhattan

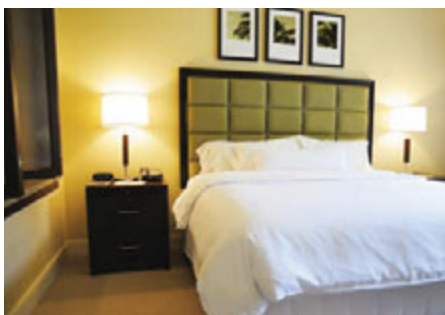
*By Sari Mercedes '61 B.F.A.,
Ravenwood Studios*

Who says wildlife can't have a wild day on the town! Readers of this children's book can follow Marcy, a sugar glider (a type of tiny marsupial possum) with a splash of urbane sophistication, as she takes in an exhausting day's worth of sights in the "Big Apple." Sari's simple text and charming drawings chronicle Marcy's shopping extravaganza, her flight between trees in Central Park, her visit to the museum, her ice skating adventures and much more. It is a perfect book for the young (or young at heart) to learn a little more about New York City and a perfectly adorable type of small animal!



Heading Home

Alumni Association
unveils new
travel portal



Sun Devils can often seem to have a homing beacon implanted in them after graduation. There are dozens of reasons to come back to the Valley of the Sun and to visit the university:

Homecoming, a special home game for your favorite ASU sport, attending a conference held on one of the university's four campuses, or accompanying a family member interested in attending ASU for a campus visit, to name just a few. And often there is just one thing complicating this potential joyous reunion between alum and alma mater: trying to find lodging close enough to make a visit back to the university a fun and affordable experience.

To help Sun Devils return home, the Alumni Association recently unveiled its new travel portal, powered by and in partnership with Campus Travel Management. The Web site allows visitors to check out ASU area hotels that offer special Sun Devil rates, expanded availability and a "Go Devils!" attitude. Alums who find a location and rate they like may fill out a ASU Alumni Association Reservation Request form, which helps speed the reservation along to completion.

Jenny Holsman, executive director for operations at the Alumni Association, said the Web site filled a gap for alumni travelers.

"We've had great success expanding our travel menu for Sun Devils who want to travel somewhere else in the world with us," she said. "But the new travel portal lets out-of-town Sun Devils find ways to come back to the valley and to ASU and do so efficiently and cost-effectively."

In addition to providing easy access to Arizona-based lodgings, the travel portal also lets ASU visitors evaluate dozens of world-class group programs and individual travel programs, with destinations that include spas, resorts, cruises, even castles. Visitors may also keep up-to-date on the latest itineraries planned by Sun Devil Destinations, the Alumni Association's premiere travel program.

For more information on the travel portal, visit
<http://www.campustravel.com/alumni/arizonastate/index.htm>.

For information on Sun Devil Destinations, visit
<http://www.asu.edu/alumni/programs/travel.shtml>

Whatever it takes

New board chair backs association's membership crusade

By Bill Goodykoontz

Arizona State University has plenty of good things going for it, Maria Hesse '77 B.S., '84 M.B.A., new chair of the ASU Alumni Association's board of directors, figures. The trick is making sure everyone knows it.

Whether it's rising national rankings, new buildings or an enhanced national reputation, Hesse, who is also the president and CEO for Chandler-Gilbert Community College, doesn't want anyone – particularly ASU graduates – to miss it.

"We're kind of coming at it from every angle," Hesse said. There's a new marketing campaign targeting alumni, as well as an increased emphasis on getting in touch with Sun Devils earlier in their ASU career – "getting them while they're young." The Alumni Association staff also has some internal contests going on in an attempt to bring a personal touch to boosting membership. Whatever it takes.

"Growing membership numbers among the alumni is a challenge," Hesse said. "There are a lot of people out there who are enthusiastic about the university, but aren't members of the Alumni Association, and may not even realize they aren't members."

Because of her day job, Hesse, who has two degrees from ASU, knows the importance of spreading the word about what's going on at her alma mater, and believes her work on the Alumni Association board does nothing but make that job easier.

"We figure roughly 70 percent of our students (at Chandler-Gilbert) aspire to transfer over to the university," she said. "Why not learn as much as we can about the university?"

And the 30 percent who aspire to go somewhere else? Like maybe a certain school in Tucson?

"Seventy percent want to transfer to ONE of the state universities," Hesse said with a laugh. "My own daughter is a student at (Northern Arizona University)."

But since she went to college there, ASU is, of course, special to Hesse – and should be to other graduates as well, she said, particularly with the university's growing reputation.

"Our degrees are worth more now than they used to be when we graduated," she said. "That's for certain."

Editor's note: On Oct. 10, Hesse was appointed ASU's Vice Provost for Community College Partnerships. She will assume her new post effective July 1, 2009.

Chair Maria Hesse



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President's Letter

The arrival of the fall semester this year has brought with it news of our record-breaking freshman class. It's important to note that although it's impressive that the freshman class comprises more than 9,700 students and overall enrollment numbers for the university topped 67,000, we're far more pleased at these numbers:

- The freshman class has 168 National Merit Scholars, up from 148 last year, making ASU again one of the top schools in the country for this elite cadre of high achieving students;
- Another 110 are National Hispanic and National Achievement Scholars, with National Hispanic Scholars having increased by 165 percent in the past five years.
- Average high school GPA of our incoming class is 3.4, the highest ever.

The quality of our freshman class comes from the fact that it represents the full demographic of Arizona. We have not sacrificed access to obtain excellence; indeed, our commitment to access has enhanced the academic strength of the freshman class.

This freshman class has been raised in a digital world. Many of our newest students are amazingly comfortable with blogs, podcasts, social media and Web 2.0 tools and technologies. Our "Education 2.0" feature looks at the impact of new technologies on the college experience, and demonstrates ASU's use of these tools to expand our mission of "access, excellence and impact" to reach all our students in innovative ways, including those who are completing degrees entirely online.

Our other feature, "The Future of the City," examines the complex changes that are affecting rapidly growing cities around the world, including the Phoenix metropolitan area. ASU has been a leader in the study of rapid urbanization and this issue's feature highlights the university's use-inspired research in this area, some of which could have world-changing consequences.

As we enter the holiday season, we'd like to remind you that a gift membership in the Alumni Association can be a valued and valuable present for a loved one. Finally, if you're coming back to Arizona for a visit, please also visit our new travel portal at [www. http://www.campustravel.com/alumni/arizonastate/index.htm](http://www.campustravel.com/alumni/arizonastate/index.htm).

Christine K. Wilkinson

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

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Reports from around the Sun Devil nation



Ice skating at Millennium Park, Chicago, Illinois

CHICAGO

Our chapter is looking forward to a great year! This fall we've hosted football game-watching parties, flag football games, and participated as a team in the Susan G. Komen Race for the Cure.

We are planning events including ice skating at Millennium Park, a wintertime happy hour, Whirlyball, wine tasting, and more Cubs and White Sox baseball outings. Registration for baseball tickets will be available in February. Please visit www.asuchicago.org to keep abreast of our events.

Chapter contact: Roxanna Thomas at suchicagoalumni@gmail.com.

COLLEGE OF NURSING AND HEALTHCARE INNOVATION

We are well into another exciting year. Our annual homecoming luncheon and fundraiser is behind us; thank you to everyone who participated in this fantastic event of celebration for

our alumni chapter. The college's Innovations in Nursing & Healthcare Roundtable Series is continuing its inaugural year with presentations on Jan. 7 and March 25. For more details on topics and speakers, go to <http://nursing.asu.edu/alumni/innovations.htm>.

We have continued to focus on membership growth this year. If you have any colleagues who are Sun Devil alums and are not yet members, have them contact Carol Rogers. Chapter contact: Carol Rogers at carol.rogers@asu.edu or (602) 677-0711.

Philadelphia's chapter is expanding its activity calendar; Colorado has a ski day planned for the first quarter of 2009.

COLORADO

The Colorado Chapter's Annual Ski Day will be held in the first quarter of 2009. Pictures from the 2008 event can be seen on www.ASUColorado.com. If you are interested in participating or helping with this event, let us know!

Chapter contacts: Dave Kem or Jace Gardner at (303) 332-7226/cambo-dave@asualumni.com (Dave) or (720) 840-1147/sol_diablo@q.com (Jace).

COMMUNICATIONS STUDIES

This year our chapter is getting back to the basics and staying local; our events will be tied to existing events at ASU's West campus, including a communication conference that was held Oct. 15-18 that focused on political communication before the November presidential election.

In February, we will be participating in a faculty colloquium at the West campus, and we will be attending on theatrical events at Second Stage West at the ASU's West campus. We hope these varied events will help get the word out about our chapter to all communications program alumni.

Chapter contact: Saif Al-Alawi at saif@asualumni.org or (623) 572-8168.

GREATER PHILADELPHIA

The Greater Philadelphia chapter, entering its third year, has a dynamic and diverse calendar of events scheduled. Game-watchings and a new-student send off are only the beginning. This chapter is committed to the local community and growing the Sun Devil nation throughout the Greater Philadelphia region.

Fernando Torres has been named chapter president. He replaces chapter founder Patrick Janovsky, who will stay involved as director of chapter communications. Brian Jacobson is now serving as vice president-treasurer.



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Chapter contact: Fernando Torres at Fernando.j.torres@gmail.com.

HISPANIC BUSINESS ALUMNI

HBA has raised more than \$700,000 over the years of existence as a chapter for scholarships, mainly through fundraisers such as the Budweiser Shoot Out and the Annual Casino Night. We continued this proud tradition at the 17th Annual Budweiser Shootout on Nov. 21 at the Wigwam Resort and Golf Club. Thank you to everyone who made this event a success.

Through the generosity of our sponsors and contributors, HBA has been able to assist over 200 of the brightest future Latino business leaders graduate from the W.P. Carey School of Business. For more information about our group, please visit wpcarey.asu.edu/alumni/hba.

Chapter contact: Marisa Calderón at Marisax20@hotmail.com or (602) 989-3005.

INTERDISCIPLINARY STUDIES

Meghan Dorn is the new acting president of our club. Meghan brings a wealth of excitement and ideas to the table that we know will make this club a great success! If you'd like to help her build up our organization, she can be contacted at bis_alumni@yahoo.com.

IRA A. FULTON SCHOOL OF ENGINEERING

The Engineering Alumni Chapter has been hard at work and is excited to present a full listing of events for the 2008-2009 academic year. Events for this year will include Dean's 50th Anniversary Lecture Series and tours, networking happy hours throughout the year, football tailgates, an ASU-U of A "Wine and Watch" wine tasting fundraiser, our annual scholarship golf tournament,

and so much more! You can visit our home on the Web by visiting <http://www.fulton.asu.edu/fulton/alumni/>.

Chapter contact: Kendra Quandt at Kendra.Quandt@asu.edu or (480) 727-7600.

OLD PUEBLO (TUSCON)

The Old Pueblo Chapter has been busy making plans to co-host the ASU vs. University of Arizona tailgate with the Alumni Association on Dec. 6. Funds raised at the event support our endowed scholarship.

In the spring, we will award the 2nd Annual Old Pueblo Alumni Chapter Scholarship of \$1,000 to a high school senior from southern Arizona, and three additional incoming freshmen will receive a \$100 book scholarship. Also, chapter board elections will be held in April.

Chapter contact: Andy Contreras at andycontreras@comcast.net or (520) 749-1662.

SCHOOL OF CRIMINAL JUSTICE & CRIMINOLOGY

Our chapter officers have been involved in global and local research and government activities. Chapter president David Choate has traveled to several countries, gathering global research information and preparing fascinating progress reports. Past president Dave Benner consults nationally on law enforcement; past president Darcy McCracken leads Glendale city employees educationally.

Several of us participated in local election activities this year, assisting in leading precinct election boards, enforcing statutory election procedures and keeping voters and poll workers entertained throughout the day.

Drop us a line and let us know of your news. Join us for our monthly meetings, held second Mondays at 6 p.m. in FAB 302 on the West campus.

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

STATE PRESS ALUMNI

The State Press alumni club has been busy planning mixers for current and



State Press alumni were treated to a sneak peek of the Walter Cronkite School of Journalism and Mass Communication's new home in Downtown Phoenix in August.

past students who have worked at The State Press including a very successful one in April. Our group also gave alumni a sneak peek of the Walter Cronkite School of Journalism and Mass Communications' new location on the Downtown Phoenix campus before it opened for fall classes in August.

We have also been raising funds as a club and as a result of generous donations from our alumni, we are planning to award two scholarships to students in the spring. We hope to continue this tradition of providing financial assistance for students.

Chapter contact: Jodie Lau at write-jodie@yahoo.com or (602) 690-7351.

STICKMEN'S CLUB

Calling all stick people! Did you play lacrosse at ASU? We need you! Please contact the president of the Stickmen's Club, John Figueroa, to get involved and to update your contact information. Find out what is going on with the alumni club and with ASU's lacrosse team.

Chapter contact: John Figueroa at figjohn@yahoo.com.

School Spirit

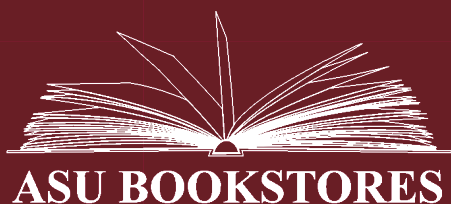
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Ancient case-crackers

James Allison '00 Ph.D.
Donna Glowacki '06 Ph.D.

Late this past February, James Allison and Donna Glowacki, alumni of the university's School of Human Evolution and Social Change, joined a team of 15 archeologists (including fellow Sun Devils Mark Varien '97 Ph.D., Brett Hill '95 M.A., '02 Ph.D. and Scott Ortman '98 M.A.) at a seminar based at the Amerind Foundation, an archaeological research center in Dragoon, Ariz., to try and find answers to one of the most intriguing and perplexing questions in Southwestern history.

The question has hung in the air of their profession for decades: why did the ancient Native Americans known as the Anasazi abandon the sophisticated settlements of the Colorado Plateau in the late 13th century and move south to Arizona and New Mexico?

The expedition's findings were chronicled in a New York Times article; many of the scientists involved in the investigation are now looking beyond climate factors such as a great drought or a minor ice age to explain the migration, because as Allison, assistant professor of anthropology at Brigham Young University, points out, major waterways kept flowing, and sections of land were still arable, yet people continued to migrate south.

"Climate probably explains a lot," Allison said. "But there are places where people could have stayed and farmed and chose not to."

The increasing complexity of Anasazi society could have played a role, says Glowacki, John Cardinal O'Hara Assistant Professor of

Anthropology at the University of Notre Dame. The changes in ceremonial architecture and pottery styles led her to also entertain the idea of changes in religious practices. Based on Glowacki's theory, the New York Times article surmised, "If the pueblo people had left a written history, perhaps we would read of the Anasazi equivalent of the Protestant reformation."

Both Allison and Glowacki are experts in the archaeology of the Four Corners area, the point at which the state borders of Arizona, New Mexico, Colorado and Utah conjoin, and both professors are lavish in their praise of ASU's archaeology department.

"I was able to develop and refine solid research skills such as qualitative analysis and theoretical perspectives," stresses Glowacki.

The assessment of Allison is even more succinct. "It's the best department in the country," he says.

By Oriana Parker, a Scottsdale-based freelance writer.

2000s

◆ **Naomi Stohlman '04 M.Ed.** was named to the 2008 Athletic Hall of Fame at her undergraduate alma mater, Concordia University, St. Paul (Minn.). Naomi was a four-year letter-winner in both basketball and softball at Concordia, and was named 1998 Female Athlete of the Year at the institution.

◆ **Gabriel Escontrias Jr. '03 B.A., '06 M.A.E.** was recently admitted to the Mary Lou Fulton College of Education's doctoral program.

◆ **Christopher R. Jones '03 B.A., '05 M.A.E.** recently accepted a position at the University of Houston as an academic advisor.

◆ **James Golding '02 B.A., '02 B.A.** was recently given a Faculty Excellence Award by Governors State University, and was also recently certified as a Master Addiction Counselor by the National Association for Alcoholism and Drug Abuse Counselors, he also awarded his Certified Reciprocal Alcohol and Other Drug Abuse Counselor credential by the Illinois Alcohol and Other Drug Abuse Professional Certification Association.

◆ **Meghan Dorn '02 B.I.S.** recently accepted a position as the tourism education and development coordinator at the Arizona Office of Tourism.

Marybeth Brush '02 B.A. is currently a local reporter for a CBS affiliate in Springfield, Mo.

Joseph Little '01 B.S.W., '03 M.S.W., a retired disabled Army veteran and three-time Purple Heart award recipient, has been named a "National TRIO Achiever" for 2008 by the Council for Opportunity in Education. He was honored in September at a conference in Washington D.C.

◆ **Thomas C. Holzschuh III '00 B.A.** will teach third grade for the Dysart Unified School District this year.

Joy Zarra '00 B.S. won a regional Emmy Award for her public service announcement "Uninterrupted" in July. The PSA won in the Community/Public Service Campaign category and emphasizes the importance of truly listening to teens. Joy works as a counselor in the Juvenile Diversion Counseling Program run by Colorado's 18th Judicial District.



Marybeth Brush



Joy Zarra



Hector Diaz



Quentin Roach

1990s

◆ **Dominic Caracappa '99 B.I.S.** recently accepted a regional sales executive position at New York-based Glotel, Inc.

Cindy Solovskoy '98 B.S. became a fulltime faculty member in the psychology department at Liberty University in Lynchburg, Va.

◆ **Sherry Nelson '98 B.S.W.** recently accepted a position as a human resources information specialist at Banner Behavioral Health's Scottsdale location.

Victoria L. Burke '97 B.A. is currently in law school at Southwestern Law School in Los Angeles.

◆ **Nicholas Dickinson '95 B.S., '01 J.D.** recently accepted a position with the U.S. Attorney's Office located in Las Vegas as an assistant United States Attorney. Nicholas recently was employed as a trial attorney at the U.S. Department of Justice in Washington, D.C.

Hector Diaz '95 B.S. has been named one of the top 50 pro bono lawyers in Arizona by the Arizona State Bar and the Arizona Foundation for Legal Services and Education. The award recognizes attorneys for their commitment to ensuring that everyone has access to legal services.

◆ **Jason Bernstein '94 B.S.** has accepted a position as associate counsel for the Los Angeles-based company AEG Live, one of the leading producers and promoters of live events in the world.

Theresa (Palmer) Barry '93 B.F.A. was honored as a 2008 Massachusetts Teacher of the Year semifinalist for her commitment to excellence in education.

David Shorter '93 B.A., '96 M.A. has accepted a position as an associate professor of world arts and culture at UCLA.

◆ **Quentin Roach '92 M.S.E.** has been named the senior vice president and chief procurement officer at Bristol-Myers Squibb, a pharmaceutical company based in New York. He will be responsible for global leadership of supplier relationship management and implementation of supply chain strategies.

Frank McCune '92 B.A. was recently named as one of the "2008 Up & Comers" by Inside Tucson Business magazine. He currently owns a branch office of State Farm Insurance in Tucson.

◆ **Patrick R. Melvin '90 B.S.** was recently promoted from police chief to public safety director by the city of Maricopa and is responsible for the police and fire departments.

1980s

◆ **Erik Maitland '88 B.S.** is a meteorologist at KMSP-TV located in Minneapolis, Minn.

◆ **Michael Ardakanian '84 B.S.** is currently an information systems manager for the California State Department of Transportation.

◆ **David F. Zehr '83 B.S.** currently is employed at the National Oceanic & Atmospheric Administration and is the deputy lead for a project dedicated to the development of the Geosynchronous Operational Environmental Satellite Series R ground segment.

◆ **Gary J. Gery '83 B.A.** is currently a managing partner of the architectural firm Booker Gery Architects in Modesto, Calif.

1970s

Mark Ernst '79 B.A., '83 B.A.E. was recently ordained by the Assemblies of God and is currently the lead pastor of Palm Canyon Assembly in Mesa.



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◆ **Marquetta White '77 B.S.** has recently been elected as board chair for the Arizona State Credit Union.

Claudia See '77 B.A.E. has recently joined the Tempe office of Ayers/Saint/Gross, Architects + Planners as an associate for business development.

Thomas J. Jasin '75 M.B.A. was awarded NASA's outstanding leadership medal by NASA Administrator Dr. Michael Griffin at ceremony on June 9 at NASA headquarters in Washington D.C.

◆ **Victor Flores '76 B.S.** is now director, executive projects & support, for Arizona Public Service. Victor comes to APS from the Salt River Project, where he most recently held the position of senior government and community relations representative.

Timothy Dunst '72 B.A., '74 M.S.W. is the president and CEO of Touchstone Behavioral Health in Mesa and was recently awarded the Arizona Behavioral Health Leadership in Service Award for 2008.

◆ **Diane Malone '70 M.A.** is co-founder of The Classic Theatre in San Antonio, Texas.



Frank McCune



Thomas J. Jasin



Timothy Dunst

1960s

Robert Rimer '57 B.A.E., '60 M.A.E., '69 Ed.S. recently retired after a 51-year career in education, which included 13 years as a classroom teacher and 38 years as a principal.

SUN DEVIL MARRIAGES, UNIONS & ANNIVERSARIES



Scott & Joy (Zarra) Parrish



DeeAnn Green-Marszalek & Robert James Marszalek

Joy Zarra '00 B.S. married Scott Parrish on September 20th, 2008, in Santa Fe, New Mexico.

◆ **Jeffrey J. Spear '68 B.A.** married Esther Peck on June 29, 2008.

James R. Spencer '02 B.S.E. married Patricia Lopez Gutierrez on June 14, 2008.

Dwight Vick '97 Ph.D. and Krista Less were married on June 14, 2008 in Spirit Lake, Iowa.

DeeAnn Green-Marszalek '92 M.M. and Robert James Marszalek were married on May 24, 2008.

◆ **Carlos M. Vizcarra '01 B.A.** and Hana (Veselka) Vizcarra were married on October 6, 2007, in Houston.

◆ **Robert Mock '48 B.A.E., '51 M.A.E.** and **Virginia Mock '50 B.A.E.** celebrated their 66th wedding anniversary on August 20, 2008.

Rosemary (Clark) Simpson '48 B.A.E. and Bill Simpson celebrated their 60th wedding anniversary on July 2, 2008.

SUN DEVIL BIRTHS



Bali Drew Bare



Kennedy Jean Hughes



Arielle Joelyn Kai Silverman



Grant Stetson Clendennen

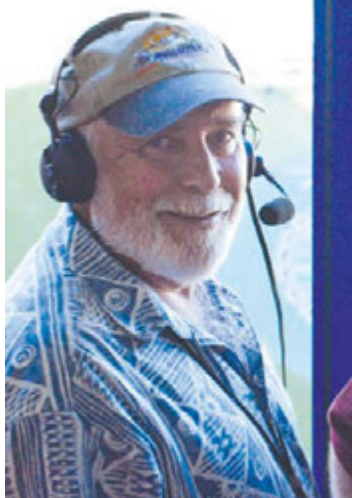
Samuel Ephraim Wikle was born to **Eugene Wikle III '01 B.A., '01 B.A.** and **Robin Wikle '00 B.A.E.** on March 23, 2008 in Chandler.

Bali Drew Bare was born to **Jennifer (Brooks) Bare '07 M.B.A.** and Aaron Bare on April 30, 2008.

Kennedy Jean Hughes was born to **Joseph Hughes '99 B.S. and Tiffany Hughes '99 B.A.** on April 13, 2008.

Arielle Joelyn Kai Silverman was born to **Amy Isabelle Silverman '96 B.S.** on May 18, 2008 in Honolulu, Hawaii.

Grant Stetson Clendennen was born to **Bobbie (Fraser) Clendennen '96 B.A.** and Rick Clendennen on May 11, 2008. He joins big brother Lucas.



Bob Eger

Robert "Bob" Eger, an award-winning sportswriter, frequent Sun Devil sports commentator, and authoritative ASU sports historian, died June 24 at his home in Phoenix. He was 66.

Sportswriter chronicled ASU's winning ways

Bob Eger '64 B.S., 1941-2008

A native of Yuma, Eger received a degree in mass communications from ASU and served as sports editor of the State Press during his time as an undergraduate. He covered sports for the Associated Press for several years before beginning a 30-year career with the Arizona Republic in the mid-1960s. At the Republic, he was often assigned to write about Sun Devil sports and garnered the Arizona Sportswriter of the Year Award seven times during his time at the newspaper.

In addition to being an excellent reporter, Eger was also an enthusiastic historian of the sports programs at ASU. He worked as a radio baseball analyst for the Sun Devils and contributed many articles on sports figures to ASU's alumni publications, including ASU Vision, the predecessor to ASU Magazine. He provided most of

the research support for the Bill and Judy Schaefer Athletics Hall of Fame at ASU, and in 2001 authored a 300-page volume on ASU sports, "Maroon & Gold: A History of Sun Devil Athletics."

"Bob loved his alma mater," said Mark Brand, associate athletic director for communications. "He loved the Sun Devils. He stood shoulder to shoulder with Sparky and lived much of the past 66 years of athletic history together. His passion for the university was admirable—he will be missed."

A Bob Eger Memorial Fund has been set up through the Sun Devil Club to support renovations of Packard Stadium. Make checks payable to the "Sun Devil Club" and mail to the Sun Devil Club, Bob Eger Memorial Fund, P.O. Box 872205, Tempe, AZ 85287.

2000s

William L. Hummer '06 M.A.E.
September 3, 2006

Richard "Rick" Dalton '06 B.A.
April 1, 2008

Seth C. Pierce '06 B.I.S.
Oct. 21, 2007

Therese M. Zyburdt '05 B.A.E.
March 21, 2008

Ian J. Pryor '03 J.D.
February 18, 2008

Chad M. Golab '01 B.I.S.
February 3, 2008

Coleen K. Graham '00 M.B.A., '00 M.H.A.
July 31, 2007

Ralph C. Bash '00 Ph.D.
October 6, 2007

1990s

Gina M. Liguori '98 B.A.
March 16, 2008

Anthony M. Balich '98 B.A.E.
March 14, 2008

Mark P. Weinberg '96 B.A.
February 9, 2007

Patricia (Hill) Graeff '96 B.A.
February 5, 2008

Deborah F. Roberts '94 B.A.
February 15, 2008

Scott Donovan '93 B.S.
August 25, 2006

Kenneth W. Hayes '92 B.S.
June 29, 2006

Levi L. Stinsman '92 B.S.
July 10, 2007

John Elorrieta '92 B.A.E.
May 27, 2006

Rose (Lopresti) Kobar '92 B.A.E., '99 M.A.E.
November 9, 2006

Elizabeth C. Buck '91 B.A.
July 9, 2007

Margaret (Stapf) Hoff '90 B.A.
November 12, 2006

Ronald L. Hill '90 B.S.N.
March 10, 2008

Robert F. Whitman '90 B.S.
July 14, 2006

Wendy (Doan) McDaris '90 B.A.
July 21, 2007

1980s

Tricia Wyllie Sunkel '89 B.S., '91 M.N.S.
March 29, 2008

Andrew C. Dickman '89 B.S.
April 7, 2007

A. Paul Moran '89 B.S.D.
March 30, 2008

Glenn J. Jackel '88 B.S.
February 18, 2008

Sonya (Hall) Owens '88 B.S.
November 4, 2006

Terry H. Schoeffler '87 B.S.
April 24, 2007

Mark J. Bethel '87 B.S.
February 3, 2008

Janet (Barnes) Nations '85 M.A.E.
March 15, 2008

Danny L. Ray '83 B.S.
November 19, 2007

Mary (Birkeland) Rodiles '83 B.S.
March 1, 2008

Mark Andrew Pate '83 B.S.E.
March 23, 2008

Carol A. Munoz '83 M.S.W.
March 24, 2008

Kathie (Barlow) Burnside '82 B.S.
February 23, 2008

Coleen Lentfer Roth '82 M.A.E.
March 28, 2008

Barbara Gordon-Hefner '82 B.F.A.
March 11, 2008

Robert L. Mendivil '82 B.S.E., '87 M.B.A.
February 3, 2008

Dennis A. Rasmussen '82 M.B.A.
March 18, 2008

Lynn (Zander) Walker '81 B.S.N., '92 M.S.N.
February 2, 2008

B. John Mhlethaler '81 M.S.E.
March 9, 2008

Carol (Richardson) Blazek '81 B.S.
March 1, 1989

Dawn E. Scott '80 B.S.
January 9, 2008

Donald H. Munzenmaier '80 B.S.E.
December 11, 2007

Catherine (Burke) Peterfreund '80 B.S.W.
February 20, 2008

1970s

Gearold L. Tanner '79 B.A.E.
April 2, 2008

Charles M. Weeks '77 B.A.
March 31, 2008

Gary N. Updike '77 B.S.
February 17, 2008

Anne (Henderson) Ellison '77 M.A.
January 9, 2008

Nina (Mullins) Burkhardt '77 M.A.
January 28, 2008

Kathleen (Egley) Schmidt '76 Ed.D.
February 23, 2008

Mary E. Browner '75 M.S.W.
March 11, 2008

Gerard "Jerry" Baranowski '75 B.A., '75 B.A.E.
March 23, 2008

Ronald R. Riedesel '74 M.S.E., '75 M.B.A.
March 30, 2008

Robert Jernigan '74 B.A.
November 20, 2007

Barbara M. Greiff '74 M.C.
April 17, 2007

Michael A. McKissick '73 B.S.
March 17, 2008

Robert "Bob" Carnahan '72 M.A.E.
March 21, 2008

Edward L. Loza '72 B.S.
January 18, 2008

Daniel T. Konopnicki '71 B.S.E., '72 M.S.E.
November 5, 2007

Theodore H. Siek '71 M.B.A.
March 28, 2008

Alta (Bougher) Landes '71 M.S.
February 27, 2008

Thomas L. Gottbreht '71 B.S.E.
February 23, 2008

Richard L. Stought '70 B.S., '72 M.S.
March 17, 2008

David R. Rover '70 B.S.
June 1, 1986

Florence M. Truman '70 B.A.E.
February 25, 2008

Janis (Harrell) Barthel '70 B.A.E., '76 M.A.E.
February 13, 2008

Jerry D. Prock '70 Ph.D.
February 12, 2008

Mary L. Kavanaugh '70 M.A.E.
February 2, 2008

1960s

Ronald F. Asher '69 B.A.E.
December 31, 2007

Pauline (Sampson) Hicks '69 B.S.
February 20, 2008

Robert E. Tellef Jr. '68 B.A.E., '73 M.A.E.
March 23, 2008

Col. Robley W. Smith '68 M.S.E.
April 21, 2007

Alan R. Tempkin '68 B.S.
April 21, 2003

Gerald C. Thornton '68 B.S.
March 26, 2008

Emma (Purcell) Butler '68 M.A.E.
January 29, 2008

Frances L. Oliver '67 B.A.
January 17, 2008

Carl R. Brehmer '67 M.A.E.
February 24, 2008

Gerald A. McIntire '67 M.B.A.
March 8, 2008

Gary A. Linton '67 B.S.
January 25, 2008

Thomas G. Hall '67 M.S.E.
February 6, 2008

Gerald J. McNiff '66 M.S.E., '69 Ph.D.
February 21, 2008

Melba (Busby) Case '66 B.A.E.
February 14, 2008

Bonnie J. Head '66 B.A.E., '76 M.A.E.
December 10, 2006

Gary G. Adams '66 B.S.
January 13, 2008

Ludella M. Ebinger '66 M.S.
January 11, 2008

Elliott L. Story '65 B.A.E.
March 7, 1999

Suetta (Blanding) Story '65 M.A.E.
March 5, 2008

William R. Schnakenberg '65 B.S.
March 18, 2008

Arlene (Barry) Wancura '64 M.A.E.
August 5, 2007

Emma L. Bender '64 M.A.E.
April 28, 2006

Ralph S. Vrana '64 M.N.S.
December 27, 2006

Robert A. Eger '64 B.S.
June 24, 2008

Alice E. Cummins '63 B.A., '68 M.A.
September 18, 2007

Alvin Berckmann '63 B.A.E., '65 M.A.E.
November 24, 2006

Harold L. Rice '62 B.A.E., '65 M.A.E.
April 18, 2007

Susan (Keeter) Buffington '62 B.A.E.
March 15, 2008

Lawrence E. Cobb '62 B.S., '91 M.S.
March 27, 2008

Robert R. LeFebre '62 B.A.E.
February 23, 2008

Rex B. McConaghy '62 B.S.
June 1, 1998

Jewel (Jacobson) Crandall '61 B.A.E., '64 M.A.E.
February 19, 2008

Phyllis (Grondin) Granger '61 B.A.E.
January 25, 2008

William G. Trow '61 M.A.E.
February 22, 2008

Sari (Curran) Mercedes '61 B.A.
January 29, 2008

Glenard E. Beyeler '60 M.A.E.
March 19, 2008

Corwin L. Ellsworth '60 B.A.E., '69 M.A.E.
April 3, 2008

Jerald D. Carnahan '60 B.A.
February 27, 2008

Mary (Wilson) Emmons '60 B.A.E.
February 22, 2008

Marvin D. Redburn Jr. '60 B.S.
February 15, 2008

James D. Harries '60 B.A.
February 17, 2008

1950s

Carl H. Yaeger '59 B.A.E.
February 9, 2008

Kay Ann Collins '59 B.A.E.
February 16, 2007

Vincent G. Little '58 B.A.E., '61 M.A.E.
April 6, 2007

Tony B. Williams '58 B.S.
July 23, 2006

Frieda M. Lannoye '58 B.A.E.
June 2, 2006

Sally Carman '58 B.A.E.
March 9, 2008

Louis J. Haws Jr. '57 M.A.E.
February 25, 2008

Edwin A. Rader Jr. '56 B.S.
March 19, 2007

Betty Claypool '56 B.A.E.
February 21, 2007

Frances (Durfee) Preimsberg '56 M.A.E.
November 21, 2006

Earl R. Bayless '56 B.A.E., '68 M.A.E.
February 21, 2008

Leslie R. McGahan '56 B.A.E., '71 M.A.E.
February 12, 2008

James D. Raudebaugh '56 B.A.E.
January 16, 2008

Thomas L. Stallings '56 B.S., '65 B.S.
February 2, 2008

Roger L. Rodzen '56 B.A.E.
January 7, 2008

Lee R. Smith '55 B.S.
June 27, 2007

Joseph T. Attebery '55 B.S.
January 18, 2008

David Wick '55 M.A.E.
May 21, 2007

Grant E. Johnson '54 B.A.E., '55 M.A.E.
September 16, 2006

Jackie R. Holland '54 B.A.E., '56 M.A.E.
November 24, 1995

Robert E. McCreary '54 B.S.
January 26, 2007

Richard F. Phippen '53 B.S.
April 8, 2006

Rollin T. Paup '53 B.S.
July 5, 2006

John J. Munk '52 B.S.
April 5, 2007

Lawrence "Russian" Whisenant '52 B.A.E.
March 12, 2008

John R. Webb Jr. '52 B.S.
March 11, 2007

John C. Drago '52 B.A.
January 9, 2008

Marvin E. Williams '51 B.S.
April 17, 2007

Raymond L. Marino '51 B.A.E., '52 M.A.E.
August 4, 2007

Patsy Page '51 B.A.E.
March 27, 2008

Helen (Helsel) Hadden '51 B.A.E.
March 25, 2008

Paul J. Scheier '51 B.A.E., '60 M.A.E.
August 22, 2007

Goodwin T. Glance '51 B.S.
February 11, 2006

Robert G. Lundeen '51 B.A.E., '54 M.A.E.

February 17, 2008

Edgar L. Palmer Jr. '51 B.S.
October 4, 2006

Richard H. Schmalzel '51 B.A.E.
July 13, 2006

Capt. Donald R. Smith '51 B.S.
January 30, 2008

John "Gordon" Thomas '50 B.A.E.
March 26, 2008

Marba (Lines) Nielson '50 B.A.E., '73 M.A.E.
December 18, 2007

Lenwood E Benham Jr. '50 B.A.E.
February 22, 2008

Gustavus C. Engstrom '50 B.S.
August 27, 2007

A. J. Ram '50 B.A., '54 M.A.
August 16, 2007

Roy W. Willis '50 B.S.
February 2, 2008

1940s

Roderick K. Meyers '49 B.S.
October 29, 2006

Paul C. Sharkey '49 B.S.
August 9, 2006

Clayton J. Dean '48 B.S.
February 10, 2008

Roy D. Hugh '46 B.A.E., '51 M.A.E.
March 10, 2008

Marian Russell '42 B.A.E., '64 M.A.E.
March 5, 2007

Irene (McRae) Langford '41 B.A.E.
January 28, 2008

George W. Morrell '41 B.A.E.
February 9, 2008

1930s

Winona B. Heywood '38 B.A.E., '67 M.A.E.
October 22, 2007

Ellen (Surrett) Tolle '37 B.A.E.
February 29, 2008

James E. Collins Jr. '37 B.A.E.
February 22, 2008

Imogene (Foree) Bartlett '35 2 Yr., '36 B.A.E., '65 M.A.E.
June 13, 2006

Irene Lowry Harman '33 2 Yr., '34 B.A.E.
April 2, 2008

1920s

Eunice (Ireland) Peffley '29 2 Yr., '42 B.A.E.
May 31, 2001

Olivia M. Yeomans '28 2 Yr.
March 29, 2008

Rachael (Murdock) Ellis '28 2 Yr., '32 B.A.E.
October 28, 2005

Jean Thompson '28 2 Yr.
February 8, 2008

New media maven

Adam Klawonn, '01 B.A.

Why would an aspiring young reporter give up at job at the San Diego Union Tribune, where he was an integral member of a Pulitzer Prize winning team?

Klawonn, who graduated with a major in journalism and a minor in business, was part of the Union-Tribune team that won a Pulitzer Prize in 2006 for coverage of former U.S. Rep. Randall "Duke" Cunningham's trial and conviction on charges of conspiracy to commit bribery, mail fraud, wire fraud and tax evasion. But concerns about the future of journalism fueled his ascent into cyberspace.

"You've got to change with the times," he said. "And a veteran reporter convinced me the future lay in cyberspace."

Surviving on money he made freelancing, Klawonn embarked upon an extensive self-education program to prepare for his vocational transformation. "I overcame my primal fear of terms such as HTML and learned all about online media and multimedia journalism," he said.

The result of Klawonn's talent, determination and Internet fortitude is The Zonie Report

(www.ZonieReport.com), which the Phoenix native launched after returning home in 2006. Covering Arizona-centric news, the statewide multimedia Web site earned critical acclaim at the Investigative Reporters & Editors conference in June.

Klawonn believes that his pioneering foray into state-level online journalism is unlikely to be the only one.

"Arizona is a highly diverse state with lots of room for journalistic creativity," he stresses.

When not working as an online publisher, Klawonn works as an associate editor at Phoenix Magazine and as an adjunct faculty member at ASU's Walter Cronkite School of Journalism and Mass Communications, where journalism students avail themselves of his firsthand online media experience.

"We learned how to do research, get up to speed on programs such as Flash, find new audiences, critique and develop web pages," says former student Samantha Novick, who has since been hired by Irish and Scottish newspapers to create more sophisticated Web sites.



For those whose heads are spinning at the rate at which new media is proliferating, Klawonn has calming words.

"Ink-on-paper newspapers will not go away," he predicts, pointing out that there will always be a certain cache to having a product whose reputation was built on generations of hard work. But don't expect media conglomerates to maintain the focus on print that they used to.

"Most of a newspaper company's resources will be focused on the Web, with a greater emphasis on getting stories to mobile devices, such as the Apple iPhone," he adds.

By Oriana Parker



Everyone needs Sparky on their bumper

Sparky plates make perfect holiday gifts, so show Sun Devil pride this holiday season with a Sparky plate from www.servicearizona.com. The plates cost \$25, and \$17 of the fee is given back to ASU for scholarships.

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asu.edu/alumni

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PREDICT THE FUTURE
IS TO INVENT IT.”**

— ALAN KAY

Laboratory for Algae Research & Biotechnology

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MICHAEL M. CROW

President, Arizona State University

JULIA ROSEN

Associate Vice President for
Innovation and Entrepreneurship

DEBRA FRIEDMAN

University Vice President and Dean,
College of Public Programs

GARY WAISSI

Dean, School of Global Management
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CROCKER LIU

McCord Chair of Real Estate Finance
and Professor of Finance and Real Estate
Finance, W. P. Carey School of Business

DOUGLAS R. WEBSTER

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Lyrics by Stephen Sondheim
Book by Arthur Laurents

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Music by Giacomo Puccini
Libretto by Giovaccino Forzano
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March 1 at 2 p.m. and 7:30 p.m.

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