

**TAKING STOCK  
OF NATURE**

**RESEARCHERS  
TRACK HOW WE  
LIVE OUR LIVES  
ONLINE**

**WHO HAS THE  
COOLEST JOB?**

# **Gaining STEAM**

*The arts augment  
STEM education efforts*





## Auto insurance that makes the most of your connections.

Did you know that as an ASU graduate, you could **save up to \$427.96 or more** on Liberty Mutual Auto Insurance?<sup>1</sup> You could save even more if you also insure your home with us. Plus, you'll receive quality coverage from a partner you can trust, with features and options that can include Accident Forgiveness<sup>2</sup>, New Car Replacement<sup>3</sup>, and Lifetime Repair Guarantee.<sup>4</sup>

**CONTACT  
US TODAY  
TO START  
SAVING**

1-888-674-5644

CLIENT #9697

[LIBERTYMUTUAL.COM/ASUALUMNI](http://LIBERTYMUTUAL.COM/ASUALUMNI)

VISIT YOUR LOCAL OFFICE

**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY



**Liberty  
Mutual.**  
INSURANCE

AUTO | HOME

This organization receives financial support for allowing Liberty Mutual to offer this auto and home insurance program.

<sup>1</sup>Discounts are available where state laws and regulations allow, and may vary by state. Figure reflects average national savings for customers who switched to Liberty Mutual's group auto and home program. Based on data collected between 9/1/12 and 8/31/13. Individual premiums and savings will vary. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. <sup>2</sup>For qualifying customers only. Subject to terms and conditions of Liberty Mutual's underwriting guidelines. Not available in CA and may vary by state. <sup>3</sup>Applies to a covered total loss. Your car must be less than one year old, have fewer than 15,000 miles and have had no previous owner. Does not apply to leased vehicles or motorcycles. Subject to applicable deductible. Not available in NC or WY. <sup>4</sup>Loss must be covered by your policy. Not available in AK. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. ©2014 Liberty Mutual Insurance



The official publication of Arizona State University  
March 2015, Vol. 18, No. 3

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

EDITOR-IN-CHIEF  
Tracy Scott '88, B.A.

MANAGING EDITOR  
Liz Massey

CONTRIBUTING EDITOR  
Jan Stanley '86 Ph.D.

ART & DESIGN DIRECTOR  
Robert Cao-Ba

SENIOR GRAPHIC DESIGNER  
Brandice Quick

GRAPHIC DESIGNER  
Cassandra Harris

SALES & MARKETING COORDINATOR  
Robin Hawkins

PRINCIPAL PHOTOGRAPHY  
Tom Story Tim Trumble  
Andy DeLisle

ASU Magazine is printed on paper that is certified to the Forest Stewardship Council™(FSC®) Standards.



ASU Magazine  
PO Box 873702  
Tempe, AZ 85287-3702  
(480) 965-2586  
alumni@asu.edu  
www.asumagazine.com

ASU Magazine (USPS 024-438; ISSN 1940-2929) is published quarterly by the Arizona State University Alumni Association, PO Box 873702, Tempe, AZ 85287-3702, (480) 965-2586, FAX (480) 965-0225. Subscriptions are sent to all ASU alumni. You may become a friend of the Alumni Association regardless of university affiliation. Annual dues to become an active member or friend are \$50 for individuals and \$60 for couples. Gold Devil Life member dues are \$650 for individuals and \$800 for couples. Periodicals Postage is paid at Tempe, AZ and additional mailing offices. Postmaster: Please send address changes to ASU Magazine, Attention: Circulation, PO Box 873702, Tempe, AZ 85287-3702. Permissions: Portions of this publication may be reprinted with the written permission and proper attribution by contacting the ASU Magazine editor. ASU Magazine can be accessed online at [asumagazine.com](http://asumagazine.com).



## President's Letter

As you receive this magazine, many of our chapters are participating in two of our annual spring traditions that spread the Sun Devil message of social embeddedness from coast to coast: ASU Cares, a volunteer-focused event that happens in March, and Pat's Run shadow runs in April, which share the very popular experience of the race honoring Pat Tillman in Tempe with fans of ASU and Tillman across the nation.

Alums tell us that these service-oriented events in the spring form a nice complement to chapter football and basketball game-watching events in the fall and winter. We've seen incredible growth in ASU Cares and the Pat's Run shadow runs in the past few years; this expansion has been made possible by our many chapter volunteers, whose leadership demonstrates how their ASU affiliation helps them improve their local community.

Leadership is a theme that runs throughout our feature section this issue, as well. ASU's transdisciplinary approach to researching and resolving the pressing challenges of our time often puts those involved in the role of thought leadership. You can read a report highlighting ASU's research into a unique, economic-oriented approach that holds promise for conserving wildlife and protecting the environment; an article on faculty who are studying the increasing amount of time we all spend with our digital devices, and discovering ways to make that time beneficial and life-enhancing; as well as a story on the university's role as a pioneer in adding the arts into STEM (science, technology, engineering, math) educational efforts, creating an innovative and more effective way to encourage the designers, inventors and researchers of tomorrow.

Soon the spring semester will be over, and we'll welcome another class of alumni into our ASU family, and host the class of 1965 as they celebrate their Golden Reunion. Membership in the ASU Alumni Association is a wonderful way to retain your connection to the university, no matter how long ago you may have graduated. It provides you with a host of benefits and opportunities to connect with others who, like you, value ASU's impact on your their lives!

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





Scan this QR code to view the digital magazine

#### QR Codes

The icon above is a QR code. QR is short for "quick response," and it's used to provide a direct link to media-rich content on the Web. QR code boxes can take you to supplementary text, an audio podcast or online video to enhance a story or advertisement.

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



## 20

### Living our lives online

Each year that our world journeys further into the 21st century, the more present digital technology and culture become in everyday life. University researchers and scholars are surveying the online landscape in which we increasingly live our lives, and developing solutions to thorny online issues to ensure that the digital domain remains constructive and helpful.

## 26

### Gaining STEAM

In recent years, education in STEM (science, technology, engineering and mathematics) subjects has been broadened by the addition of the arts. ASU researchers are demonstrating that this change is providing a better pathway to something that is the lifeblood of scientific and technical advancement: innovation.



**ASU Social Stream:**  
[socialmedia.asu.edu](http://socialmedia.asu.edu)

**ASU Alumni Events:**  
[alumni.asu.edu/events](http://alumni.asu.edu/events)

**Facebook**  
ASU: [facebook.com/arizonastateuniversity](https://facebook.com/arizonastateuniversity)  
Alumni: [facebook.com/asualumni](https://facebook.com/asualumni)  
Athletics: [facebook.com/arizonastatesundevils](https://facebook.com/arizonastatesundevils)  
Young Alumni: [facebook.com/asuyoungalumni](https://facebook.com/asuyoungalumni)

**Foursquare:**  
[foursquare.com/asu](https://foursquare.com/asu)

**iTunes:**  
[itunes.asu.edu](https://itunes.asu.edu)



## 1 President's Letter

Christine Wilkinson explains how two popular springtime activities at the Alumni Association – ASU Cares and the Pat's Run shadow runs – spread the university's message of social embeddedness from coast to coast.

4

## University News

Sandra Day O'Connor College of Law breaks ground downtown; research, educational goals draw ASU and Dublin City University closer; university finalizes agreement with Thunderbird School of Global Management.



14

## Sports

After the completion of their collegiate or professional careers, many Sun Devil student-athletes have sought to contribute to the guidance of young athletes, using the skills they learned at ASU. We huddle with a few of them to find out what it's like to encourage the next generation of players. Plus: Bob Breunig is inducted into the College Football Hall of Fame.

## 36 Arts & Culture

Theater classes have taken place on Arizona State University's Tempe campus since 1920, and the discipline itself is thousands of years old, but ASU is taking the art of the stage into the future, incorporating new approaches and technologies into the mix. Plus, new books by alumni, staff and faculty in Shelf Improvement.



42

## Alumni News

We survey alumni to find out who has the coolest job; the Alumni Association fuels the fires of Sun Devil spirit with career mixers and workshops and the Day at the Capitol.

## 48 Sun Devil Network

Reports from around the Sun Devil nation.

## 54 Class Notes

Alumni news, notes and milestones.

32

## Taking stock of nature

A number of ASU researchers are exploring the frontiers of a new and controversial idea in conservation. In contrast to those who advocate for governmentally imposed bans or hard limits on resource use, these faculty members think that properly constructed markets for these resources, with the right incentives, actually might be more effective in accomplishing conservation goals.

## ASU ALUMNI ASSOCIATION BOARD AND NATIONAL COUNCIL 2014-2015

### OFFICERS

CHAIR

Bob Boschee '83 B.S., '85 M.B.A.

CHAIR-ELECT

Kathleen Duffy Ybarra '81 B.A.

TREASURER

Brian LaCorte '85 B.S.

PAST CHAIR

Theresa Esparza '94 M.Tax.

PRESIDENT

Christine Wilkinson '66 B.A.E., '76 Ph.D.

### BOARD OF DIRECTORS

Ryan Abbott '01 B.S., '08 M.B.A.

Steven Balthazor '91 B.S.E.

Michelle Bolton '93 B.A.

Bob Boscamp '69 B.A.E.

Teresa Clement '02 B.S.E., '07 Ph.D.

Malissia Clinton '90 B.A.

Dan Mullen '66 B.S.

Darren Skarecky '94 B.S.

Jeff van Raaphorst '87 B.S.

Anthony Valencia '91 B.S., '13 M.B.A.

### NATIONAL ALUMNI COUNCIL

Yesenia Barraza '08 B.S.

Michael Crabtree '96 B.S.

Eddie DeVall '93 B.S.

Christine Devine '87 B.A.

Dick Foreman '76 B.A., '79 M.P.A.

Michelle Gettinger '90 B.S.

John Gibson '05 B.S., '10 M.B.A.

Bret Giles '87 B.S.

Michael Grosso '97 B.S.

Andy Hanshaw '87 B.S.

Kristine Kassel '91 B.S.

Danelle Kelling '00 B.A., '04 J.D.

Nick Kieffer '00 B.A.

Sarah Krahenbuhl '03 B.S.

Tere LeBarron '82 B.S., '92 M.H.S.A.

Frank McCune '92 B.A.

Caleb Navarro '05 B.S., '08 M.S.

Alberto Pino '06 B.S., '06 B.A.

Guy Patrick Roll '90 B.S.

Graham Rossini '02 B.S., '11 M.B.A.

Travis Snell '00 M.P.A.

Note: Members of the Board of Directors are also members of the National Alumni Council.

LinkedIn:  
[alumni.asu.edu/linkedin](http://alumni.asu.edu/linkedin)

Pinterest:  
[pinterest.com/arizonastate](http://pinterest.com/arizonastate)

Soundcloud:  
[soundcloud.com/asualumni](http://soundcloud.com/asualumni)

Twitter  
ASU: [twitter.com/asu](https://twitter.com/asu)  
Alumni: [twitter.com/asu\\_alumni](https://twitter.com/asu_alumni)  
Athletics: [twitter.com/thesundevils](https://twitter.com/thesundevils)  
Young Alumni: [twitter.com/asuyoungalumni](https://twitter.com/asuyoungalumni)

Vimeo (Alumni):  
[vimeo.com/asualumni](http://vimeo.com/asualumni)

YouTube (ASU):  
[youtube.com/asu](http://youtube.com/asu)



## Legal leaps forward

ASU law school breaks ground on Downtown Phoenix campus



ASU's new \$129 million law school officially broke ground in November at the northwest corner of First and Taylor streets in downtown Phoenix. From left to right: Annette Beus, Leo Beus, ASU law school Dean Doug Sylvester, Arizona Board of Regent Greg Patterson, retired U.S. Supreme Court Justice Sandra Day O'Connor, Phoenix Mayor Greg Stanton, Phoenix City Councilman Michael Nowakowski and ASU President Michael M. Crow.

**Celebration was in the air Nov. 13, 2014, when construction on Arizona State University's new \$129 million law school building officially got under way.**

The Sandra Day O'Connor College of Law and the Arizona Center for Law and Society will be located on the ASU Downtown Phoenix campus once the buildings are finished and the college opens in August 2016. The new College of Law building will contain approximately 280,000 square feet. It will have 18 rooms in which classes regularly will be scheduled, including one large lecture hall dedicated to university undergraduate education. Features of the law school include a hi-tech courtroom and an active learning classroom.

The Arizona Center for Law and Society also will include space for two think tanks, multiple centers with cross-disciplinary focus and the new ASU Alumni Law Group, the first teaching law firm associated with a law school.

ASU President Michael M. Crow, speaking at the groundbreaking, said the physical changes in the college's location mirrored its evolution as an academic entity.

"What you're seeing here today is the launching of America's great model for a new law school of the future," Crow told a crowd of approximately 200 people. "The older models of university engagement have run their course. This is the new way, and we're forging the new way. We've planted our flag here and we're only going to advance."

Retired U.S. Supreme Court Justice Sandra Day O'Connor, who closed the ceremony, said, "In just half a century the law school has established itself as one of the great preeminent institutions in the United States, and it's only moving forward, not backwards. I am so proud this building is going to bear my name. It's one of the great honors of my life."



Photo by: Jessica Hochreiter, ASU

Rosalind Sadleir (middle) is leading research to develop methods of producing images of the most fundamental signatures of brain activity.



Arizona State University President Michael Crow (right) and Dublin City University President Brian MacCraith address the audience at the launch of the International School of Biomedical Diagnostics.

## Speaking the language of the body

### Engineering professor examines brain's inner workings

Deeper understanding of the workings of the human brain almost certainly will open doors to significant medical advances. Gaining that knowledge hinges to a large degree on finding new ways to peer closer into the brain's basic mechanisms. ASU biomedical engineer Rosalind Sadleir is leading research to develop methods of producing images of the most fundamental signatures of brain activity.

"We want to directly image the cells that are involved and look at the detailed characteristics of these active brain structures," said Sadleir, an assistant professor in the School of Biological and Health Systems Engineering, one of ASU's Ira A. Fulton Schools of Engineering.

Her progress in these studies has earned support from the National Institutes of Health (NIH). One grant is to provide about \$1.8 million over four years. A second NIH grant, through the National Institute for Neural Disorder and Stroke, is providing about \$410,000 over two years.

Employing her expertise in bio-electricity and neural engineering, she's pursuing the goal by devising techniques to reveal the electrical properties of these cells.

"Electricity is the language of the body, so it's important to pinpoint the active processes going on at the electrical level," she explained.

She is looking for action potentials – the hallmark of the processes that take place during the firing of a neuron. As that begins to happen, channels in neural membranes open and ions move into and out of the cell. The process causes a rapid increase in the voltage across a nerve fiber. The electrical impulse can then spread down the fiber.

As an action potential happens, the conductance of a neural cell membrane changes, becoming around 40 times larger than it is when the cell is at rest. This changes the passage of an externally applied low-frequency electric current and makes entire cells appear more conductive.

Sadleir and her collaborators recently have demonstrated this in tiny samples of neural tissue taken from a sea slug, *Aplysia Californica*.

There is also a lot to be learned from mapping the broad distribution of conductivity in the whole head, Sadleir said. By mapping the distribution of current, researchers hope to get a clearer idea of the mechanism underlying emerging therapies, such as transcranial direct current stimulation, known as tDCS. This therapy is being used for many applications, including improving cognitive performance, promoting recovery after stroke and treating epilepsy and depression.

Being able to watch essentially the process happen can help researchers figure out why particular currents and electrode locations seem to have effects on certain brain functions. Additionally, Sadleir's research findings could be applied to improving medical electrical-stimulation techniques used as therapeutic treatments for movement disorders – primarily Parkinson's disease, but also epilepsy, muscular dysfunction, chronic pain and depression.

## Dynamic duo

### Research, education goals draw ASU, Dublin City University closer

A "smart stadium," a new International School of Biomedical Diagnostics, a center devoted to exploring healthy aging and the best approaches to digital learning were all on tap as ASU and Ireland's Dublin City University (DCU) showcased their collaborative work.

Each of these projects was part of the Transatlantic Higher Education Partnership Inaugural Year celebration, held on the Tempe campus late last year, at a gathering that showed how ASU and DCU are similar in spirit and in ambitions.

Speaking about how ASU has differentiated itself in higher education with an emphasis on access, impact and excellence, President Michael M. Crow said, "We seek like-minded parties. There are few schools around the world that are





The Sun Devil Marketplace, open seven days a week, offers alumni an entire wing of university-branded apparel and merchandise.

trying to do what we are trying to do. We feel a kinship with DCU, and we are excited about taking the relationship to the next level.”

The celebration event included a mix of updates and workshops related to existing ASU-DCU projects. One major part of the celebration was an event marking the launch of the International School of Biomedical Diagnostics. Crow and DCU President Brian MacCraith, along with many of the first class of ASU students, were on hand to celebrate its opening.

The school is designed to prepare students to take on roles of greater responsibility and impact within biomedical diagnostics and related health care fields. It offers a Master of Science in Biomedical Diagnostics, a one-year degree program with shared curriculum and courses offered by ASU and DCU.

The gathering also included a research showcase that highlighted key ASU-DCU projects, such as:

- The Smart Stadium Initiative, which will use ASU’s Sun Devil Stadium renovation project and Ireland’s Croke Park Stadium as the venues for deploying pilot “Internet of Things” technologies to test their capabilities in these unique environments. The goal is to use technology to enrich the fan experience and in-stadium engagement.
- The CHAnge Center for Healthy Aging, which will employ sensor and information and communications technology to develop real-life, person-focused applications to benefit society.
- Online learning communities sponsored by both institutions, including the robust ASU Online degree

and learning portal and DCU Connected, a suite of online courses and programs offered to students living throughout Ireland and beyond.

For additional information on the ASU-DCU collaboration partnership, visit <https://dcu.asu.edu/>.

## Community property

### New Sun Devil Marketplace opens to serve student, alumni needs

University bookstores have evolved during the past generation from their origins as simple facilities with little more than row after row of textbooks and a collection of classroom supplies.

A stroll around the newly opened Sun Devil Marketplace (660 S. College Ave.) demonstrates how much things have changed.

The innovative layout of the 35,000-square-foot store, located within the new College Avenue Commons development, features interactive elements like a putting green (to test out golf clubs that are for sale) and a technology center. Mobile checkout functionality quickens the purchase process, while the in-store dining area, named Pitchforks & Corks, invites patrons to relax with friends.

“Our goal is to serve the learning and lifestyle needs of our customers in fresh and exciting ways,” said Don Germano, president of Follett Higher Education Group, which manages the Sun Devil Marketplace. “Follett and Arizona State University collaborated for three years to make this re-imagined campus retail experience a reality, and we look



forward to students, parents, faculty, staff, fans, alumni and community members exploring and enjoying the space.”

The Sun Devil Marketplace, open seven days a week, offers alumni an entire wing of university-branded apparel and merchandise. The space also features a fully mediated, board-quality community room known as the Devil’s Oasis, which can hold up to 125 guests for special events. The ASU Alumni Association already has held a Maroon & Gold networking mixer in the space, and the ASU Black Alumni group has conducted a chapter event there.

ASU continues to offer traditional Sun Devil Campus Store locations to maximize student access to course materials and provide community members a place to browse the latest popular titles. But Sun Devil Marketplace Director Sophia Lovasz says that the College Avenue Commons location provides a space where both current scholars and successful alumni returning to campus can be accommodated.

“Alumni, in particular, are amazed at this new facility and all the new options, brands and services,” said Lovasz. “We regularly hear from alumni how this campus store is nothing like the bookstore they remember as students.”

## ASU, Santa Fe Institute launch the Center for Biosocial Complex Systems



ASU and Santa Fe Institute has launched a new collaborative focusing on complex biological and social systems.

Arizona State University and the Santa Fe Institute (SFI) officially launched a research and educational collaboration on Jan. 16 to advance understanding of problems that stretch across complex biological and social systems.

15% OFF\*  
YOUR RESERVATION  
BOOK DIRECTLY WITH  
PROMO CODE: GRAD

**Graduate**  
TEMPE

A BOUTIQUE  
HOTEL WITH HOME  
FIELD ADVANTAGE

Across the street from the ASU campus you'll find a hotel like you've never known before, where little moments of surprise and discovery meet you down every corridor and around each corner. This is Graduate—get ready to be inspired.

225 EAST APACHE BLVD. | TEMPE | 85281  
graduatetempe.com | AZ

\*Subject to availability. Blackout dates apply.  
Cannot be combined with other discounts.

The ASU-SFI Center for Biosocial Complex Systems will help scientists and policymakers alike gain a better theoretical understanding of the interconnections between these systems, and apply that knowledge to questions such as what happens to institutions, health care and human behavior as cities grow into mega-cities.

“The synergy of two intellectual powerhouses, such as SFI and ASU, can accelerate how our community and nation tackle questions such as disease patterns and health care delivery,” ASU President Michael M. Crow said. “We can generate tools to better understand how decision-making systems work when scaled up, to the level of the urban megalopolis.”

The research and educational collaboration pairs researchers from ASU, a leader in sustainability research, and the Santa Fe Institute, a pioneer in the scientific study of complex adaptive systems, in seeking new insights. The new center is the Santa Fe Institute’s first formal collaboration with a university since the institute was founded in 1984.

Two active areas of interest related to the ASU-SFI partnership are the dynamics of innovation, and urbanization and scaling in cities such as Phoenix. ASU President’s Professor Manfred Laubichler and Foundation Professor Sander van der Leeuw will serve as directors of the center, reporting to ASU Provost Robert E. Page, Jr. All three hold appointments as external professors at the Santa Fe Institute.



David Tinapple, assistant professor in the School of Arts, Media and Engineering.

## ASU arts researcher lands \$2M STEM grant

Exploring, analyzing and improving existing student web-based peer review systems has resulted in ASU's David Tinapple winning a research award of nearly \$2 million from the National Science Foundation.

Tinapple, an assistant professor in the School of Arts, Media and Engineering in the Herberger Institute for Design and the Arts, applied for the grant under the NSF program "Improving Undergraduate STEM Education." This program is geared toward advancing the improvement of undergraduate STEM (science, technology, engineering and math) education by supporting the development of innovative learning technologies.

Tinapple's project tackles issues of design related to peer review platforms.

"Our project will identify ... core design concerns common to all peer review systems and build web services available for use in any peer-review system," Tinapple explained. "These web services will include algorithms for intelligently assigning student reviewers to specific peers, determining reviewer reputation, assessing review quality and measuring the credibility of student reviews."

Tinapple already had laid down the groundwork for the project with his work on an internal peer-review system, CritViz, with fellow Arts, Media and Engineering faculty member Loren Olson, who leads the school's instructional technology team.

"David Tinapple and Loren Olson's work ... started as a clever response to the serious problem of how to retain some of the quality of feedback available in a studio-based course when the student to faculty ratios are up to 10 times greater than a typical studio," said Sha Xin Wei, director of the School of Arts, Media and Engineering. "The web-based peer critique system is a set of techniques for peer critique that shows promise to elevate the level of student-centered learning."



Nancy Rodriguez, a professor in the School of Criminology and Criminal Justice, has been appointed as the next director of the U.S. Department of Justice's National Institute of Justice.

Under Tinapple's direction, the three-year project will bring together five researchers in academic peer review, including several who have developed peer-review systems, and an advisory board that includes developers of the largest online peer-review systems in North America. The team's larger goal is to advance the state of the art in peer assessment, which is increasingly important not only in traditional classroom settings, but also in online courses.

## Criminologist appointed director of National Institute of Justice

Nancy Rodriguez, a professor in the School of Criminology and Criminal Justice, part of the College of Public Services and Community Solutions at Arizona State University, has been appointed by President Barack Obama to be the next director of the Department of Justice's National Institute of Justice.

Created in 1969, the National Institute of Justice plays an instrumental role in funding and supervising evidence-based criminal justice research that focuses on crime reduction and promotion of justice at the state and local level.

Rodriguez is a nationally recognized scholar in the areas of race, crime and juvenile justice. Her research interests include inequality (race/ethnicity, class, crime and justice) and the collateral consequences of imprisonment.

"Dr. Rodriguez is an outstanding choice to lead the National Institute of Justice. This is a time when criminal justice agencies, nonprofits and the public are calling for increased evidence-based solutions to crime and criminal justice," says Scott Decker, Foundation Professor in the School of Criminology and Criminal Justice.

Rodriguez recently completed an assessment of minority youth over-representation in the Arizona juvenile justice system. Currently, she is conducting a longitudinal study of families affected by maternal and paternal incarceration. Rodriguez joined Arizona State University in 1998 after receiving her doctoral degree in political science from Washington State University.





0

Students in the class of 1901 who had scholarship support.

46,537

Students who have received scholarships through the ASU Foundation since 2004, thanks to the generosity of donors like you.

**How will you impact the next century?**

[asu.edu/give](https://asu.edu/give)

**ASU** Foundation  
for A NEW AMERICAN UNIVERSITY

ARIZONA STATE UNIVERSITY



Photo courtesy of National Archives and Records Administration.

Women from central Florida attend a vocational school in 1942 to learn "war work." ASU's new American Studies master's degree program will train students to expand their historical knowledge of American cultures and social conditions while learning the contexts for contemporary trends in North America.

Among her many honors, Rodriguez has received the Coramae Richey Mann Award from the American Society of Criminology and the W.E.B. DuBois Award from the Western Society of Criminology.

She is the co-author of "Just Cause or Just Because? Prosecution and Plea-bargaining Resulting in Prison Sentences on Low-level Drug Charges in California and Arizona." Her scholarly work has appeared in *Criminology*, the *Journal of Research in Crime and Delinquency*, *Criminal Justice and Behavior*, and *Justice Quarterly*.

## New degree to expand knowledge of American culture

The School of Historical, Philosophical and Religious Studies recently announced the start of a new master's degree program in American Studies, to begin in fall 2015.

The program will train students to expand their historical knowledge of American cultures and social conditions while learning the contexts for contemporary trends in North America. It will call upon the expertise of faculty from various units across the university, including the School of Humanities, Arts and Cultural Studies; the School of Social Transformation; the School of Transborder Studies; the School of Social and Behavioral Sciences; the Department of English; and the Herberger Institute for Design and the Arts.

Karen Leong, professor in the School of Social Transformation and American Studies faculty, describes the importance of this new degree for both American and international students: "American Studies scholars explore the processes and ideas that construct the United States and its influences upon other cultures and communities within the nation and throughout the world."

Matthew Garcia, director of the School of Historical, Philosophical and Religious Studies who led the effort to bring this degree to life, is "proud to engage the talents of our faculty in the service of deepening our knowledge of what it means to be an American and how the United States has shaped the world. It is a great addition to the ASU experience for students

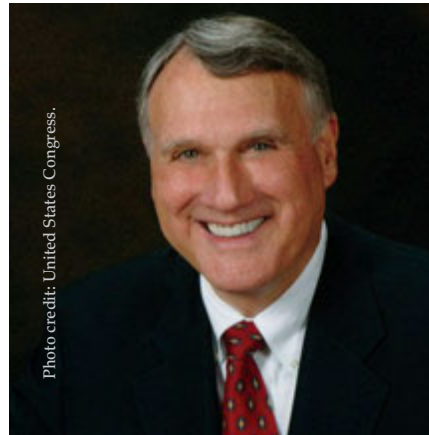


Photo credit: United States Congress.

Former U.S. Sen. Jon Kyl, the namesake for ASU's new Kyl Center for Water Policy, will lend his expertise as a water-rights attorney and statesman to facilitate the center's mission to seek consensus for wise water policy and lasting water solutions for Arizona.

who seek career opportunities that demand familiarity with U.S. cultural formation and governance."

In the true spirit of the New American University, the transdisciplinary nature of the program's faculty ensures that an American studies master's graduate could contribute to multiple career outcomes for students, from education to international business, careers in entertainment, public humanities journalism, communications, public engagement and community relations, museum studies and national park service.

For more information on the American Studies degree, visit <http://shprs.clas.asu.edu/graduate/american-studies-ma>.

## ASU launches new center for water policy

The Kyl Center for Water Policy at Arizona State University's Morrison Institute for Public Policy officially launched on Nov. 14. The center, made possible by a \$1 million gift from the Morrison family, has been charged with a mission to seek consensus for wise water policy and lasting solutions for Arizona.

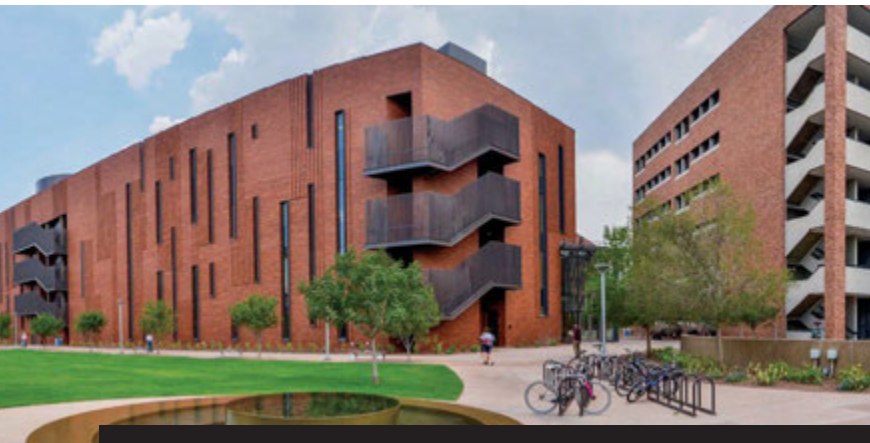
Named after retired U.S. Sen. Jon Kyl, who will lend both his expertise as a water attorney and leadership as a statesman, the Kyl Center will convene a diversity of stakeholders to address collaboratively many of the state's water challenges – just as Arizona leaders successfully did in decades past. Kyl will also serve in the capacity of Distinguished Fellow at the center.

"Arizona is going to face some very difficult challenges in the next several years relating to our water," Kyl said. "God isn't making any more of it, and so we have to take of what we have and find out the best way to be good stewards so our children, grandchildren and all who follow us have a bright future like we've had."

The Kyl Center will serve as a forum for public evaluation and public education, as well as an alternative to litigation for a more expeditious resolution of outstanding issues. It all starts with a "serious conversation" and a commitment to finding solutions, Kyl said. The center will seek input from the public, public utilities, private water companies, urban and rural interests, agriculture, conservationists, environmentalists, recreationists, industry and Native American tribes.

As part of its educational mission, the center will be devising a "Water Index" to gauge a region's or area's water





The W. P. Carey School of Business ranks top five nationwide on two new rankings lists from U.S. News & World Report.



ASU and the Thunderbird School of Global Management recently signed a final agreement to make Thunderbird part of the ASU knowledge enterprise.

health according to certain metrics, such as surface water availability, ground water reserves, precipitation and snow pack, population and growth rate, and many others. This at-a-glance tool will be helpful for the general public and others to understand more easily the numerous complexities and changing dynamics of water.

Additional information on the development of the Kyl Center for Water Policy is available at <http://morrisoninstitute.asu.edu/projects/kyl-center-water-policy>.

## Carey School ranks among top 5 in nation for online graduate business programs

Online education keeps growing in popularity, thanks to its flexibility and convenience.

For the third year in a row, U.S. News & World Report ranks the W. P. Carey School of Business at Arizona State University in the top five nationwide for online graduate business programs.

“The W. P. Carey School of Business offers the same renowned faculty members and degrees in its online programs as it does in its highly ranked on-campus programs,” says Amy Hillman, dean of the W. P. Carey School of Business. “This school was one of the first highly respected business schools to launch online degrees more than a decade ago, and we use in-house course designers specializing solely in business classes to provide the best possible experience for students.”

U.S. News & World Report already ranks the W. P. Carey School’s undergraduate business, full-time MBA and evening MBA programs among the top 30 in the nation in their respective categories. The new rankings cover the W. P. Carey School’s popular online MBA program and online Master of Science in Information Management (MSIM) program.

The online MBA program ranks No. 4 nationwide in its category, and the school’s online MSIM program ranks No. 3 on a separate list of “online graduate business programs.” Both new rankings are based on student engagement, admissions selectivity and peer reputation.

The 21-month online MBA program allows students to meet at a face-to-face orientation just once at the ASU campus, then complete the rest of the courses online. The 16-month online Master of Science in Information Management (MSIM) program is designed to provide professionals in any career area with a well-rounded education in information technology (IT) and to

explain how they can apply that knowledge to their companies overall. American Express, Intel Corporation, Mayo Clinic and US Airways are among the companies that send students to the school’s SIM programs.

## ASU, Thunderbird School of Global Management finalize agreement

Arizona State University and the Thunderbird School of Global Management recently signed a final agreement to make the Thunderbird School of Global Management part of the ASU knowledge enterprise, combining the strength of an international business-education powerhouse with the resources of an innovative public research university.

“The integration of Thunderbird with ASU will benefit both institutions,” said ASU President Michael M. Crow. “This will create new opportunities for our students, and it will provide a platform for showcasing ASU’s strengths to a new set of partners around the world. Thunderbird students will have access to a much broader range of courses, as well as the advantages that come with being part of a major research university.”

Crow named Allen Morrison, a scholar of global management who until recently held the Kristian Gerhard Jebsen Chair for Responsible Leadership in the Maritime Industry at the International Institute for Management Development, to become chief executive officer and director general of the new Thunderbird School.

Degree programs offered by the Thunderbird School of Global Management at ASU initially will include a Master of Global Management, a one-year, three-semester degree program and a Master of Art in Global Affairs and Management, a two-year degree. In addition, Graduate certificates requiring the completion of five courses will be offered in Global Management, Global Affairs and Global Development. The new Thunderbird School also will emphasize opportunities in executive education.

Thunderbird, located at 59th Avenue and Greenway, close to ASU’s West campus, was founded in 1946 and for decades has enjoyed a reputation for excellence and leadership in global management and business education.

To watch a video related to the integration of the Thunderbird School into ASU’s knowledge enterprise, visit: <https://asunews.asu.edu/20141219-asu-thunderbird-agreement>.

# Sun Devils for life

We welcome the following individuals, who joined the ASU Alumni Association at the Gold Devil Life or Life level between Aug. 27 and Nov. 18, 2014.

## New Gold Devil Life Members

Ahmad A. Al-Sowaidi  
Robert Ambrus '91 B.S.  
Eric T. Bailey '04 B.A.  
June Blaine '03 B.A.E.  
Karoline Bota '88 M.B.A.  
Charles A. Bowman '76 B.S.,  
'79 J.D.  
Kathye W. Brown '76 B.S.  
Jack E. Carter  
Aaron P. Dye '69 B.A.E.  
Antonio R. Espinoza '96 B.A.  
Marilyn J. Espinoza '82 B.S.  
Alice R. Freeman '81 B.A.  
Stephen J. Hays '90 B.S.  
Col. Thomas D. Johnson  
'76 M.S.E.  
Kristine M. Kassel '91 B.S.  
Russell A. Korcuska '92 B.S.  
Suzanne M. Krol '89 B.A.  
Brian L. Laspisa '10 B.S.,  
'10 B.S.  
Jose Lobo '13 M.B.A.  
Cynthia L. Manson '14 B.S.N.  
Matthew P. Marach '04 B.A.  
Nicholas G. Miliotis '89 B.S.  
Anthony B. Monaco '12 B.S.  
Michael A. Monteilh '81 B.S.E.,  
'99 M.B.A.  
Misty D. Peters  
Mary L. Rockel '74 B.S.  
Jeffrey W. Scott  
Todd Speranzo '09 M.B.A.  
Esther Wallman  
Harry S. Wallman '51 B.A.E.  
Paul R. Winter '92 B.S.E.  
Meagen E. Winter '91 B.A.E.,  
'95 M.Ed.  
Sun O. Wright '01 B.S.N.,  
'11 M.S., '14 D.N.P.

## New Life Members

Patrick J. Abbs '12 B.S.  
Brian J. Ackerman '11 B.S.,  
'12 M.S.  
Manuel C. Amarillas '82 B.S.  
Adam M. Amavisca  
Kim Oleen Anderson '87 B.A.  
Carl A. Artopoulos '88 B.S.  
Joy Baccus '99 B.S., '00 M.Tax.  
Jiaqi W. Bao '10 B.S., '10 B.S.  
A. F. Belmont '78 B.S.  
Alexander S. Benezra '03 B.S.  
Allison S. Benezra '04 B.A.  
David M. Brady '10 B.S.D.  
Justin P. Breeden '12 B.I.S.  
Daniel J. Cohen '13 B.S.  
Brennan A. Collins, '14 B.S.  
Tracy A. Cone '95 B.S.,  
'95 B.A., '96 M.S.  
Nicole A. Cooney '12 B.A.E.  
Theresa A. Cowger '64 B.A.E.,  
'71 M.A.  
Richard P. Dickson '11 B.S.  
Daniel P. Dillon, Jr.  
Laura Dillon  
Paul R. Ewin '01 B.S.  
Michael A. Fernandez  
'10 B.S.E., '12 M.S.E.  
James E. Fitzpatrick '09 B.S.,  
'09 B.A., '12 M.A.S.  
Amy L. Fleming '13 B.L.S.  
Derek D. Frederiksen '96 B.S.  
Goeke Frerichs '12 B.S.  
Jeffrey A. Fryer '96 B.S.  
Michael E. Gleason, Jr. '86 B.S.  
Margaret M. Glenn '80 B.S.  
Tara L. Grant  
Giovanna Y. Grijalva '96 B.A.,  
'00 M.Ed., '09 Ed.D.  
Lisa M. Gutierrez '01 B.I.S.  
Amber M. Hall '05 B.S.  
Robert W. Hansen '68 B.S.  
Paul Hartig  
Jennifer L. Hasselbush '13 B.S.  
Kurtis W. Hayden '09 B.I.S.

Jordan K. Hayden '12 B.I.S.  
Jane T. Hemminger '83 B.S.  
John A. Houghtelin III '13 B.S.E.  
Nathan S. Jack '13 B.S.E.,  
'14 M.S.  
Robert M. Jacobson, Jr. '86 B.S.  
Matthew Jarrel '14 B.S.  
Aaron K. Johnson '13 B.S.A.  
Ravi C. Karad '13 M.S.  
Sarah M. Krahenbuhl '03 B.A.  
Pon S. Ku '95 Ph.D.  
Sheila D. Lacey '12 Ed.D.  
Timothy L. Lukavsky '13 M.B.A.  
Samara L. Lyon-Frick '11 B.S.,  
'13 B.S.  
Patricia L. Mahoney '72 B.A.E.,  
'77 M.A.E., '88 M.Ed.,  
'90 M.C.  
Terrence D. Martin '72 B.S.  
Jose M. Mejia  
Herlina D. Miller '55 B.A.E.  
Adam A. Monroe  
Ken M. Moreno '11 B.A.  
Thomas A. Newell '86 B.S.  
Justin T. Nielson '99 B.S.  
Jessica M. Nolte '07 B.S.,  
'13 M.A.  
Clint M. Norton '14 B.S.E.  
Carol H. Patterson '78 B.S.,  
'80 M.S.  
Shawana M. Piggee '12 B.S.  
Ben J. Piorkowski '11 B.I.S.  
Jessica L. Purcell '11 B.S.D.,  
'13 M.Arch.  
Angela F. Reese '09 B.A.E.  
Kyle J. Reese  
Cynthia A. Ribar '11 B.S.,  
'11 B.I.S., '12 M.P.A.  
Danielle Schaumburg '02 B.S.  
Terri L. Schoeneman '91 B.S.  
Jason E. Scoglio '13 M.S.W.  
Clifton D. Shaw '92 M.Ed.  
Pat J. Sheehan '85 B.S.,  
'89 J.D.

Kathryn L. Siegfried '12 B.S.  
Stephen M. Siler '98 B.S.  
David L. Smith '79 B.A.E.  
Julie R. Smith '87 B.S.  
Keith B. Smith '89 B.S.  
Cynthia A. Smith '77 B.S.N.,  
'97 M.Ed.  
Nicholas M. Spirakus  
Kathleen A. Stefanik  
Phillip A. Takacs '12 M.B.A.  
Chad T. Tenturier '08 B.S.E.  
Susan E. Thomas '85 B.S.  
Daniel Torrens '92 B.A.  
Sharma S. Torrens '99 B.S.  
Lance C. Venable '91 B.S.E.,  
'95 J.D.  
Sandra M. Vincent '93 B.S.,  
'01 M.B.A.  
Richmond J. Vincent, Jr.  
'96 B.S., '02 M.B.A.  
Kyle D. Wilson '02 B.I.S.  
Stacy M. Wilson '98 B.A.,  
'98 B.A.  
Todd R. Wilson '10 B.A.  
Terri K. Wogan '74 B.A.E.  
Kathryn M. Wolf '13 B.S.  
Jonathan A. Wolfe '10 B.I.S.  
Robyn D. Young '96 B.S.  
Qiang Zhang '14 Ph.D.  
Krystyna S. Zatorski '13 B.S.

Show your Sun Devil pride for life. Become a life member at [alumni.asu.edu](http://alumni.asu.edu), or by calling 1-800-ALUMNUS.

A Gold Devil Life membership costs \$650 individual/\$800 per couple, and is a \$150 upgrade from an existing life membership. Life memberships are \$500 for an individual and \$650 per couple.

Show your Sun Devil pride for life.  
Become a life member at [alumni.asu.edu](http://alumni.asu.edu) or by calling 1-800-ALUMNUS.



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



IT'S ALL ABOUT

**who  
you  
know**  
**AND YOU KNOW  
EVERYONE**

At least 380,000 people anyway

Join today! [alumni.asu.edu/join](http://alumni.asu.edu/join)

For a free ASU luggage tag use appeal code ASUMag15.

Advance your connections with a membership in the ASU Alumni Association. Get connected now with more than 380,000 Sun Devils and more than 100 active alumni chapters all around the globe. In addition to the benefits of being connected, the ASU Alumni Association membership offers you a world of exclusive benefits. Learn more. Join today.



Call 1-800-ALUMNUS or go online at [alumni.asu.edu/join](http://alumni.asu.edu/join).

Team spirit  
Good to goal  
Sun Devil football  
places a dozen on  
Pac-12 All-Academic teams

True grit  
A team to be reckoned with  
Playing through  
Sticking with it

## Team spirit

Alumni student athletes use Sun Devil experiences to coach the next generation

By Joe Healey



Jason Verdugo: "When I mention I am a former Arizona State student-athlete, I have instant credibility because of what ASU stands for as an institution."

To become a master teacher – of anything – it never hurts to have learned from the best. After the completion of their collegiate or pro careers, many Sun Devil players have sought to contribute to the guidance of young athletes, using the athletic and academic skills they learned and enhanced during their years at ASU. Here's a series of brief huddles with former Sun Devil student-athletes who have gone on to coach at the high school or college level.

### Passion and instant credibility

Former ASU baseball and football player Jason Verdugo's career has taken him from the pinnacle of college sports to play at the professional level and now a leadership role in collegiate athletics.

A Major League Baseball draft candidate after his junior and senior seasons at ASU, Verdugo, who graduated in 1997 with a degree in history, also played quarterback on the Sun Devil football team alongside the legendary likes of Jake Plummer and Pat Tillman, providing him a series of passionately influential experiences from throughout the athletic department during his time in Tempe.

"Everyone I encountered while at ASU loved Arizona State through and through," reflected Verdugo. "The passion everybody had for the university and the maroon and gold is something I have always been grateful for, and working with such incredible coaches, players and faculty helped me develop an unbelievable work ethic."

After a stint coaching basketball at Tempe's McClintock High School, in 2001 Verdugo moved to the





Kyle Caldwell says that “coaching became the perfect outlet” to continue a passion for football.



Annie Lockwood: “When it’s time for softball, I’m all softball. For me, it’s all about knowing how to flip that switch pretty fast from teacher to coach.”

collegiate level at Division III Hamline College in Minnesota, where he would ultimately become the school’s winningest baseball coach. In May 2012, Verdugo became Hamline’s athletic director – the first Hispanic to be elevated to that position in school history.

As a former two-sport athlete for the Sun Devils, Verdugo frequently has benefitted from the Arizona State brand and its impact on his athletic and professional careers.

“My education at Arizona State has prepared me for everything I have done in my career,” stated Verdugo. “Everywhere I go in the athletic world, when I mention I am a former Arizona State student-athlete, I have instant credibility because of what ASU stands for as an institution.”

## Marking the path to ASU

Kyle Caldwell ’10 B.A. followed the cleat marks to Arizona State laid by his father, Bryan, a former all-conference defensive lineman for ASU. He made a name for himself after transitioning from an all-conference defender for the Devils to helping develop football players at one of Arizona’s premier high school programs.

A key member of the Sun Devil defense from 2003 to 2006 and a recipient of multiple team and conference accolades, Caldwell followed his calling back to his high school alma mater Saguaro High in Scottsdale shortly after his playing days ended.

“Joining Saguaro’s staff came at the perfect time for me,” reflected Caldwell. “I was just two years removed from playing at ASU and on mental and physical levels I was not ready to give up football, so coaching became the perfect outlet for me.”

As an assistant coach for the Sabercats, winners of seven state football championships since 2006, Caldwell has helped mentor a handful of players that went on to become Sun Devils, including current ASU star D.J. Foster, thanks to his

ability to relate with young athletes.

“It has been a great feeling that the players come to me for my opinions about playing major college football,” admits Caldwell. “It’s an honor for me to coach at Saguaro, and it is especially a thrill to see athletes follow the path I took to ASU.”

## Students come first

A member of the Sun Devil softball program from 2009 to 2012, power-hitting Annie Lockwood ’13 B.A.E. of Paradise Valley starred on the diamond and in the classroom at Arizona State, twice earning all-conference honors both for her play on the field and her academic accomplishments, while also helping ASU claim a national championship in 2011.

After graduation, Lockwood accepted a special education teaching position and took on head softball coaching duties at Skyline High School in Mesa, enabling her to follow two of her deepest passions.

“It’s a big balancing act but my special education students always come first,” Lockwood asserted. “I make sure my students know I’m always there for them. But when it’s time for softball, I’m all softball. For me, it’s all about knowing how to flip that switch pretty fast from teacher to coach.”

The first-year head coach was named the 2014 Arizona Republic’s Big Schools Softball Coach of the Year, an accomplishment she said was aided by the implementation of a coaching philosophy she learned during her time at Arizona State.

“The coaching staff at ASU made it a true family atmosphere,” reflected Lockwood. “They cared about us on the field and in the classroom and cared about our families as well.”



Sister Lynn Winsor says, "While I was a student at ASU, I picked up the leadership skills that have translated to coaching and administration."

## Encouraging student-athlete buy-in

A true pioneer in high school athletics in Arizona, Sister Lynn Winsor has spent the past four decades helping to revolutionize girls' sports at Xavier College Preparatory in Phoenix.

Not long after graduating from ASU, Sister Lynn entered the Roman Catholic religious order the Sisters of Charity of the Blessed Virgin Mary in 1967 and seven years later returned to her high school alma mater to coach basketball, golf and softball.

Actively involved in a multitude of student organizations during her years on campus at Arizona State in the 1960s, Winsor became well prepared to handle dutifully a diverse load of responsibilities as a coach. She continued her career path in 1977 by becoming Xavier's vice principal for activities and the school's athletic director.

"While I was a student at ASU, I picked up the leadership skills that have translated to coaching and administration," recalled Winsor. "I really bought into being involved with the school, and that mentality really has helped me because when you're a coach, you want to get kids to buy into the team and the school like that."

In her 40 years at Xavier, Winsor has helped oversee in excess of 100 total state championships, more than any other high school in the state. When she took on her administrative position, Winsor scaled back her coaching involvement to focus on the golf team, where she has mentored Xavier's girls to a national record 28 state championships.

Off the field of play, Winsor has championed a host of initiatives involving Title IX and other efforts to aid the advancement of girls' and women's sports.



ASU hockey was elevated to NCAA Division I status in November 2014, becoming the Sun Devils' 23rd NCAA-sponsored sport.

"I always like to be ahead of the game and to be involved in groups to help stay aware of what's going on in girls' and women's sports," detailed Winsor. "The more you read, the more you find out, the more you can do for the young women."

*Joe Healey is a freelance sportswriter based in Mesa.*

## Good to goal Ice hockey becomes a NCAA sport at ASU

ASU Vice President of University Athletics Ray Anderson announced the elevation of the ASU men's ice hockey program to NCAA Division I status on Nov. 18. The announcement made the team Sun Devil Athletics' 23rd NCAA-sponsored sport.

The move was made possible in part by the generosity of ASU's hockey program supporters, including Don Mullett, the father of former Sun Devil hockey student-athlete Chris Mullett, who came together to donate \$32 million to fund the program.

"Head Coach Greg Powers has built a powerhouse ice hockey program here in Tempe, and because of his work it was probably a matter not of 'if' but 'when' Sun Devil hockey would be ready to compete at the highest level," Anderson said.

Arizona State is the first power-five conference school to add men's ice hockey since the Big Ten's Penn State added the sport in 2012.

En route to its first-ever American Collegiate Hockey Association National Championship last year, Sun Devil Hockey put together the best season in program history in 2013-14 with an overall record of 38-2-0. The team's success under Powers, who joined the staff in 2010 and holds an all-time record of 147-25-8, has propelled the program into elite ACHA club status. He was named ACHA National Coach of the Year for 2014.

Sun Devil hockey will phase into Division I competition over the next three years, by playing a hybrid schedule in 2015 with a mixture of Division I and ACHA competition, followed in 2016 by a full Division I schedule, independent of conference alignment. The team plans to transition to full Division I membership in 2017.



## Sun Devil football places a dozen on Pac-12 All-Academic teams

A school-record 12 Arizona State University football student-athletes were named to Pac-12 All-Academic teams, Conference Commissioner Larry Scott announced in December.

ASU's 12 honorees are the most in program history and head coach Todd Graham has mentored 26 conference all-academic selections in the past three seasons. ASU's four first-team honorees and its seven total selections on the first and second teams both rank as the second most in the conference in 2014, behind Stanford University.

To be eligible for selection to the academic team, a student-athlete must have a minimum 3.0 overall grade-point average and be either a starter or significant contributor.

Redshirt senior offensive tackles Jamil Douglas and Tyler Sulka, kicker Alex Garoutte and quarterback Taylor Kelly each earned a place on the first team and competed as graduate students during the 2014 season.

This is the third career selection for both Kelly and Douglas. Kelly earned a spot on the second team in 2013 and an honorable mention nod in 2012, and Douglas was an honorable mention the prior two seasons.

### 2014 Sun Devil Football All-Academic Honorees

Jamil Douglas, redshirt senior, offensive lineman, First Team

Alex Garoutte, redshirt senior, kicker, First Team

Taylor Kelly, redshirt senior, quarterback, First Team

Tyler Sulka, redshirt senior, offensive lineman, First Team

Nick Kelly, redshirt junior, center, Second Team

De'Marieya Nelson, redshirt senior, tight end/defensive lineman, Second Team

Cameron Smith, sophomore, wide receiver, Second Team

Marcus Ball, redshirt freshman, Honorable Mention

Michael Bercovici, redshirt junior, quarterback, Honorable Mention

Matt Haack, sophomore, punter, Honorable Mention

Grant Martinez, redshirt freshman, tight end, Honorable Mention

Viliami (Laiu) Moeakiola, redshirt sophomore, linebacker, Honorable Mention.



A dozen ASU football student-athletes were named to Pac-12 All-Academic teams in 2014.



ASU's volleyball team has expanded to include a sand volleyball component.



Bethany Kemp plays first base for the ASU softball team.

## True grit Sand volleyball program digs in seeking victory

After an inaugural season that served as a fact-finding mission in 2013, the Arizona State sand volleyball program has embarked on a second season full of promise.

The annual scrimmage was held Feb. 28 and the Sun Devils, who had a 6-5 record a year ago, will participate in two tournaments in March, the University of Arizona Invitational and the South Carolina Invitational.

ASU plays its home matches at the Salt River Project recreation facility, the Pera Club in Tempe.

The Sun Devils are coached by Jason Watson, who also coaches the more traditional version of ASU volleyball.

"Last year was new and exciting, and we learned a tremendous amount about how to operate a sand program," Watson said. "We weren't quite sure what we were getting ourselves into, but as the season progressed, it got a lot more comfortable and familiar and we feel we were incredibly successful."

During its inaugural season, the sand volleyball team was made up strictly of members from the traditional volleyball team. Watson said that this year's team will have at least four "sand only" players, and that he expects that trend to continue in the future.

"The sport keeps growing. It's gaining tremendous popularity," he said.

The team is ranked with five different pairs, and early season practice involved allowing different players to work with different partners.

Sand volleyball has just two people on the court at a time, "and you need more than one skill set. You can be great at some, but need to be good at all," he said.

## A team to be reckoned with Senior infielder leads Sun Devil softball comeback attempt

Contending for the NCAA Championship is the goal for senior first baseman Bethany Kemp and her Arizona State softball teammates in 2015.

ASU finished 46-12-1 in 2014 under first-year coach Craig Nicholson – a respectable record in the eyes of many, but not to the Sun Devils, who were the 2008 and 2011 NCAA champs and who were concerned after they missed out on the Women's College World Series in Oklahoma City last spring.

"The (2014) season was difficult in some ways, because we were all getting used to each other," Kemp said.

Kemp, from Santa Clarita, Calif., said this year's team "brings a little bit of everything" to the table. "We are a good-hitting team and we focus a lot on defense. We don't just do one thing well."

She will be counted on to drive in runs and should be one of the team's top power hitters. She hit 11 home runs last season with a .303 average and 27 RBIs. And she hit a home run in the annual alumni game last fall.

The Sun Devils lost its top two pitchers, Dallas Escobedo and MacKenzie Popescue, to graduation and have six candidates to vie for time in the circle this year.

"I think they (the current pitchers) are all equal. They each bring something different, something good," she said.

Kemp acknowledged that doubts about the Sun Devils' playoff aspirations exist, given last year's record, but said, "We want to prove to them, and ourselves, that we are a team to be reckoned with."

## Sticking with it Lacrosse club seeks to expand fan base at ASU

Which sport is as physical as football, moves up and down the field like soccer, with a fast pace like hockey, and features high scoring?

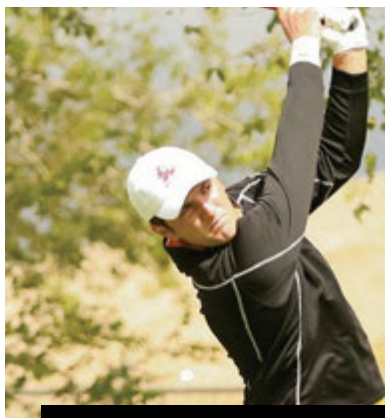
The correct answer to that puzzle is lacrosse, and Arizona State's lacrosse club can play this multi-faceted sport with the best of them. The Sun Devils were the Men's Collegiate Lacrosse Association national runner-up and has been in the Final Four for five straight seasons. ASU finished at 19-1 last season, after a 13-12 loss to Colorado for the title.

In July, coach Chris Malone left the program and Joe Thon was hired as coach. He was a coach at Division III Albright in Reading, Pa., and had played at Mercyhurst University in Pennsylvania. Thon led the Sun Devils through fall workouts and scrimmages. The regular season began in mid-February.

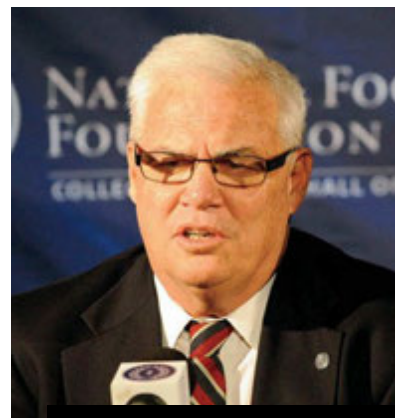




ASU's lacrosse club plays its matches on the university's West campus.



Golfer John Rahm



Bob Breunig

ASU plays home games at ASU's West campus and has about 40 players, including goalies.

Thon said his team "is going to be extremely competitive and has a good chance to repeat as conference champion (MCLA South) and a team that can go deep into the national tournament."

Players must carry at least 12 hours of classes during the spring semester. Players provide some of the money for the team to operate, and additional money comes from fundraising and donations. Thon is optimistic that lacrosse will continue to gain popularity at ASU, noting that the sport is experiencing growth in other areas of the West, in locations such as Colorado and California.

"This is a growing, untapped area for the game to thrive," Thon said. For more information on the ASU Lacrosse Club, go to [asulacrosse.com](http://asulacrosse.com). The ASU Alumni Association also hosts a special interest chapter, the Stickmens Club, for Sun Devils who have played on the university's lacrosse team; for information, visit <https://alumni.asu.edu/chapters/stickmens-club>.

## Playing through

### Junior men's golfer focuses on making the leaderboard

Jon Rahm played soccer as a young boy back home in Spain, but also started to take golf lessons at age 7.

It was a good choice. He certainly found his calling at a young age. Rahm continued to improve quickly as an adolescent, and his skill as a golfer led him overseas to the United States, where he accepted a scholarship to Arizona State.

Since arriving at the university, he has added a number of significant achievements to his resume. Rahm won the 2014 World Amateur and Spanish Amateur tournaments. He has won four collegiate tournaments for ASU, including the Bill Cullum Invitational in California twice. He shot an NCAA Tournament Championship first-round record 61 in 2013. He was All-Pac 12 in 2013-14 and was the conference's Freshman of the Year in 2012-13.

"I love playing here and love representing ASU men's golf," said the 6-foot-3 Rahm, a junior who turned 20 in November.

Of all his improvements, Rahm lists the mental aspect at the top.

"I have learned to control my emotions better and make better decisions. It is working so far," he said.

His goal is to win the Pac-12 championship this spring, and win or get close to the top of the leaderboard at the NCAA Tournament.

## Bob Breunig elected to College Football Hall of Fame

Former Arizona State University football student-athlete Bob Breunig has been selected as a member of the College Football Hall of Fame as a member of the hall's 2015 class.

Breunig, a linebacker who played for ASU from 1971-74, is the 10th Sun Devil to be enshrined in the College Football Hall of Fame and the first since fellow linebacker Pat Tillman was posthumously honored in 2010.

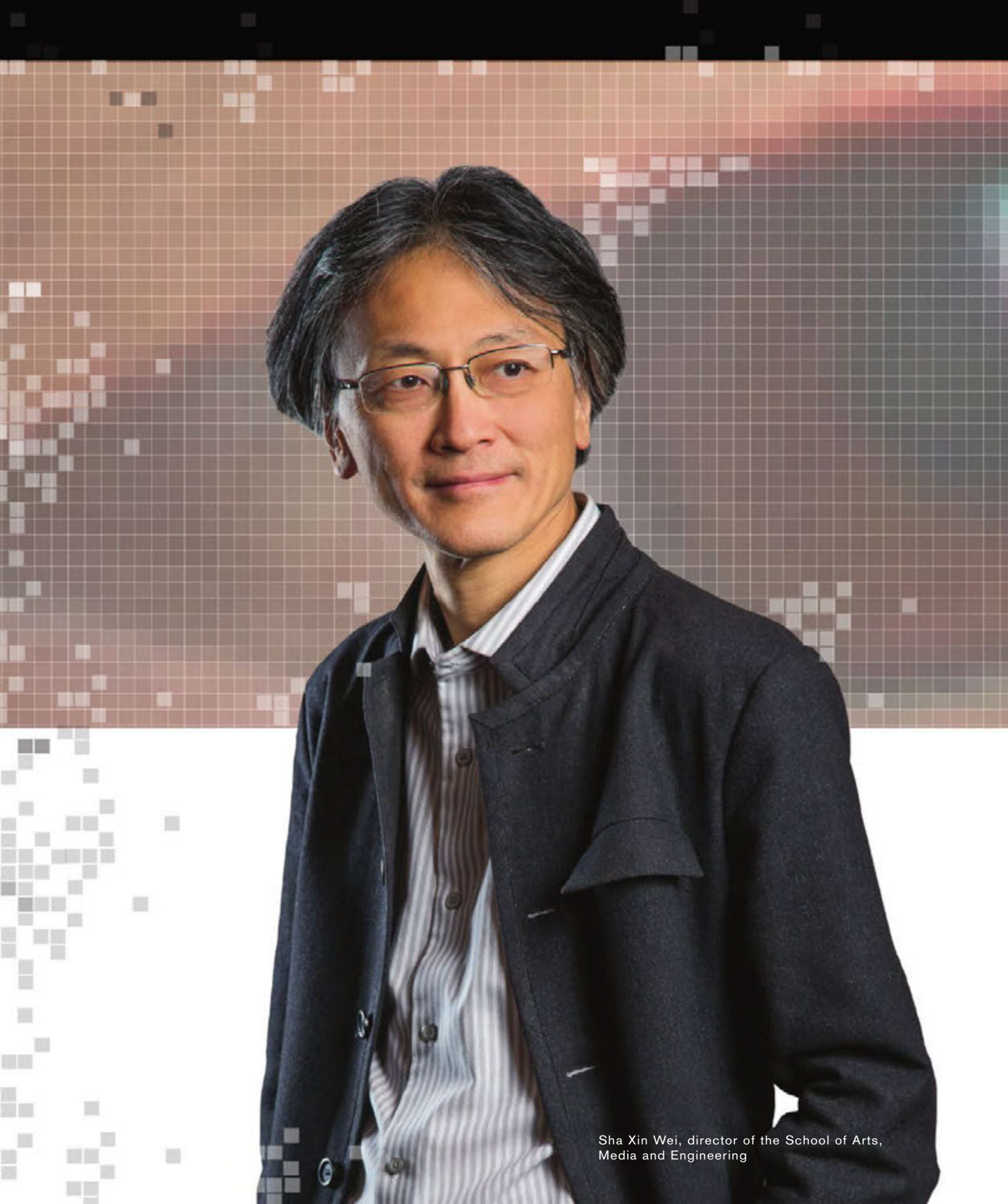
In addition to Hall of Fame enshrinement, Breunig's name will be added to the façade on the west side of Sun Devil Stadium and he also will be honored at a football game this coming fall.

Breunig was a 1974 First Team All-America selection, a two-time Western Athletic Conference (WAC) Defensive Player of the Year and three-time All-WAC honoree during his Sun Devil career. Breunig graduated from ASU in 1977 with a bachelor's of science degree in business marketing, and was selected to the ASU Sports Hall of Fame in 1999 and became a member of the prestigious ASU Football Ring of Honor in 2012. Breunig was selected in the third round of the National Football League draft by the Dallas Cowboys and spent his entire 10-year career in Dallas, including nine seasons as a starter.

The 2015 College Football Hall of Fame class will be inducted at the National Football Foundation's annual awards dinner on Dec. 8 at the Waldorf Astoria in New York City. The inductees also will be honored at the National Hall of Fame Salute at the Allstate Sugar Bowl in New Orleans on Jan. 1, 2016.

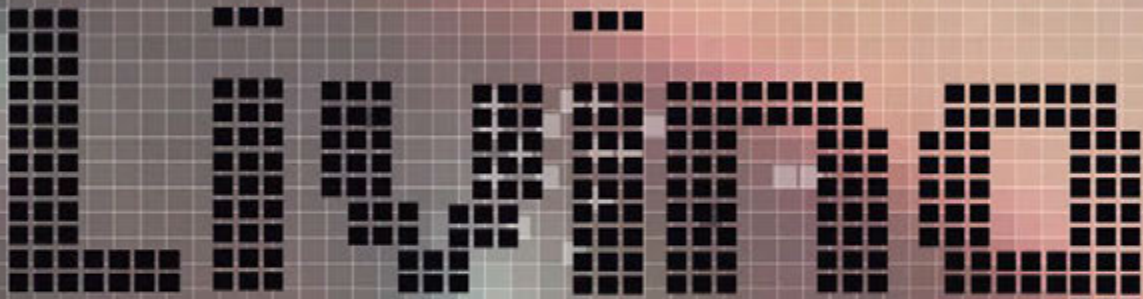
To see the official announcement of Breunig's enshrinement, visit <http://youtu.be/svEWbdHhoFM>.

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



Sha Xin Wei, director of the School of Arts,  
Media and Engineering

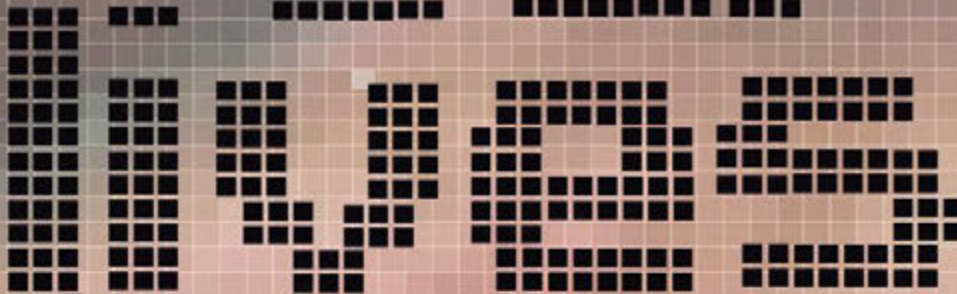




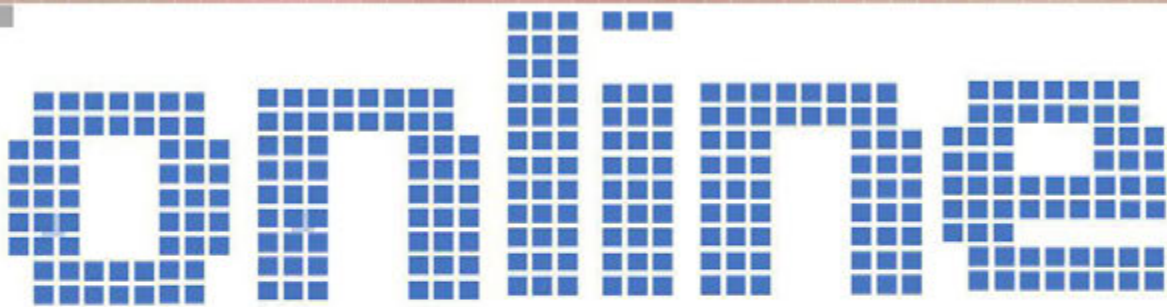
Living in a



world



digital



era

**ASU researchers  
explore what balance means  
in a digital world**

By Eric Swedlund



Elisabeth Gee, associate director,  
Center for Games and Impact

Each year that our world journeys further into the 21<sup>st</sup> century, the more present digital technology and culture become in everyday life. The pace of technology advancement is so rapid that the desktop computers sitting in the majority of American workspaces often seem outdated to the current generation of undergraduates, who have been raised with pervasive mobile technology.

ASU is surveying the online landscape in which we increasingly are living our lives, and developing solutions to thorny online issues to ensure the digital domain remains constructive and helpful. The research and instruction being performed in units scattered across Arizona State University aim to create a better “digital life,” one that ensures the impact of technology is as beneficial as possible.

Faculty and staff are training students across disciplines to become fluent in the “language” of digital media; they are researching the role of video games and other digital technologies in family life and child development; ASU teams are developing an app to combat cyber-bullying and other forms of digital abuse; and professors are crafting innovative digital instruction tools that can improve the way students learn and interact with each other, even with student-to-instructor ratios on the rise.

## LEARNING TO SPEAK THE LANGUAGE OF DIGITAL

With digital technology evolving month by month, it can be challenging to become grounded in the basics of computer-mediated platforms and applications. That task is part of the mission of the Digital Culture initiative at ASU, which involves 15 partnering units and focuses on integrating both creative and technological components in its instruction, says Sha Xin Wei, director of the School of Arts, Media and Engineering.

“The word digital by itself is just a part of the story. Culture is the most important part,” he said. “We can fly bits much faster than we can fly bodies, so that alone has a powerful effect of mixing cultures. But we have multiple kinds of computational media. Bits can be a word, or an image, or a piece of sound, or a piece of video.”

The key to the Digital Culture program is a focus on mastering technology as a “new kind of literacy,” Sha says.

“We give students the ability to not only compose a bit of computational media, but to be able to use these as easily as they can talk. Computational media is a kind of language,” he says. “What we can offer in terms of the digital culture program is a way to think and write computational media more systematically. It’s thinking in terms of language, whether the language is animation or robotics. Underneath, the dynamical thinking is the same.”

The bachelor’s degree in Digital Culture has nine different concentrations, drawing students from across campus with a wide variety of interests and specialties.

“We work with students coming from electrical engineering, computer science, dance, arts, English and the humanities, who all want to learn how to create and communicate using these kinds of computational media,” Sha says. “Everybody has seen this content and it’s natural for our students to want to be the creators of this content.”





Mary Anne Duggan, assistant research professor,  
T. Denny Sanford School of Social and Family Dynamics

That's natural. It's not just one particular tribe speaking this language. It's pervasive."

## THE KIDS ARE ALLRIGHT... MOST OF THE TIME

The work of the Digital Culture degree program addresses the needs of today's college students, but what about the generation coming after them? At the Mary Lou Fulton Teachers College, the Center for Games and Impact, launched in 2012, is exploring online gaming and its impacts and possibilities in terms of education.

Elisabeth Gee, the center's associate director, says that as digital games increasingly have become popular among school-aged children and teens, they have become an indicator of how broadly digital culture has been integrated into our lives. One bright side to this integration is that research is showing that gaming as it now exists has moved past old stereotypes in terms of isolating people and interfering with relationships.

"With the advance of technology and better insight into how people actually engage in games, it's pretty clear now (that) for many people, games are a very important focal point for building relationships and social interaction," Gee says. "There are lots of ways that games are becoming hubs

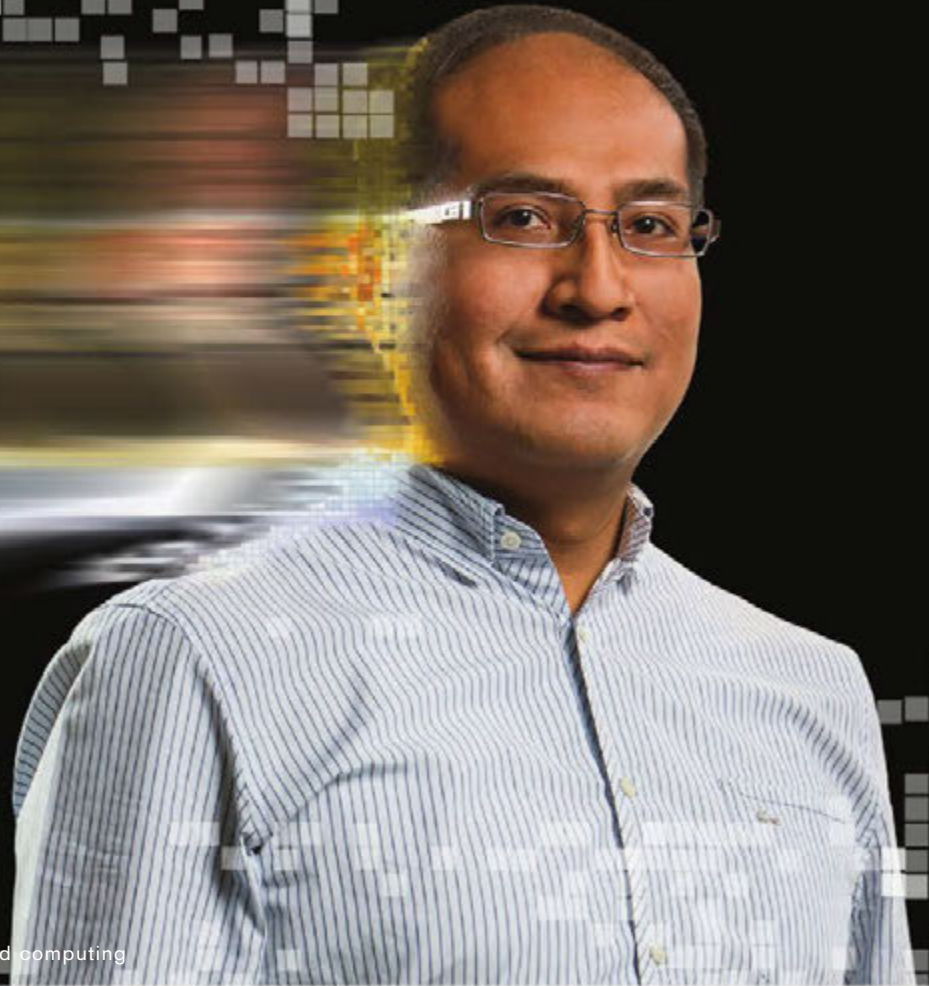
for people coming together."

Another positive aspect to research into gaming is that it has dispelled myths that the generations that are coming of age should be regarded as the experts in all things digital, with those born before the advent of the personal computer trailing alongside, struggling to keep up.

"There used to be a lot of hype over younger people as part of this digital native group and the assumption they knew everything there is to know about digital media and the adults or teachers were digital immigrants and didn't have much to contribute," Gee said. "But we know stereotypes like that are false. Kids come to school with quite varied experiences with digital media. There's not some universal shared experience."

Drilling down to find out on a detailed level the ways in which very young children are first exposed to and learn about digital media is an area of interest for the Kindergarten Project at the T. Denny Sanford School of Family and Social Dynamics.

"We're looking at what we already know about child development in different domains – physical, social, emotional, cognitive – and applying what we know about those domains to the use of technology," says Mary Anne Duggan, an assistant research professor associated with the project who has written guides on tech usage for small



Yasin N. Silva, assistant professor of applied computing

children.

Duggan notes that certain concrete guidelines exist – like the American Academy of Pediatrics’ recommendation that children under age two have zero screen time – but there isn’t a lot of research into the long-term affects of technology on children. Until there is, she advises, the best way to judge the impact of digital devices on their tiniest users is to assess how the child is doing overall.

“We know that children need a balance of experiences: they need a chance to be physical and develop their bodies, (and) they need opportunities to converse and talk and develop their language,” Duggan says. “As long as they’re still able to do those things, we don’t worry much. But when technology interferes and pushes that out, that’s the problem.”

## BLOCKING THE BULLIES IN CYBER-SPACE

Not everything is beneficial and educational when it comes to children and adolescents using technology. One new menace for plugged-in schoolchildren comes in the form of cyber-bullying, and ASU’s Yasin N. Silva, assistant professor of applied computing, is leading the effort for a cyber-solution.

“In many instances the attacks or insults that are directly done at school or on the streets continue in the cyberspace. Cyberspace is another environment where bullies can continue harassing their victims,” Silva explained. “The cyberspace and social networking sites can also facilitate the aggression. For instance, they allow the aggressor to quickly post embarrassing pictures or insulting comments that can immediately be seen and be further propagated by many people.”

Silva has acted as the faculty lead for a team that is developing BullyBlocker, an app that collects and analyzes online data between multiple users, attempting to identify the warning signs of bullying by looking for states of vulnerability and variations in social interaction.

The BullyBlocker app, and other innovations that may follow in its wake, can use the access to data that many social and digital platforms collect from users and provide something immediately helpful and protective, Silva said.

“While technology can facilitate the attacks of cyber-bullies, we believe that technology can also be used to help parents to address this problem before it is too late,” he noted. “At the core, our application aims to leverage the enormous amount of information we share and receive in our social network interactions. This information should not be only used to generate custom ads or friend





David Tinapple, assistant professor, School of Arts, Media and Engineering

recommendations, it should also be used to support services that aim to better our lives.”

## MANAGING ATTENTION, EXTENDING FEEDBACK

Another challenge in the contemporary educational setting is that in many places, class sizes are rising, raising questions of how individualized an education a student may be able to obtain. This problem has found at least one solution in the form of the CritViz tool, created by David Tinapple and Loren Olson of the School of Arts, Media and Engineering. CritViz enables peer evaluations in large classrooms in a way that facilitates more student interaction than even the classic workshop or critique model. After an assignment is completed, students are selected using the tool to critique the work of five other students at random and to rank them.

Tinapple says that many instructors across the university have begun using CritViz, as much for the experience that doing a critique provides for students as the opportunity for each student to receive more feedback on their homework.

“We thought going into this that it would be a great way for students to receive a bunch of feedback that would be timely,” Tinapple said. “But the giving of the criticism is more important. As they’re giving that criticism, they’re thinking

deeply about their assignment and their own work in a way they wouldn’t in a more traditionally structured class.”

CritViz allows Tinapple to make large classes of 50 or 60 students even more effective than smaller classes.

“We’re scaling up a traditional art school critique, putting a 21<sup>st</sup> century spin on it and making it better as it gets bigger,” he says. “We realized we created a whole new social framework for a classroom. We’ve embedded student-to-student relationships in the structure of the classroom itself. I can’t imagine teaching a class without this any more.”

One of the biggest advantages to tools such as CritViz is that they challenge students to develop one of the skills that Tinapple says is most crucial for all people desiring to succeed in the current digital climate: focus.

“A big part of CritViz is just managing attention,” Tinapple said. “In this 21<sup>st</sup> century, Internet world we live in, attention has become the scarce resource we all have to figure out how to manage. If you say the students are the ones who provide attention on the work, then more students in the class means more attention, more eyes on the work, more feedback, more diverse feedback.”

*Eric Swedlund is a Tucson-based freelance writer.*



**Steven Tepper,**  
dean of the Herberger  
Institute for Design  
and the Arts



# Gaining STEAM

Science and technology educators add arts component to spark imaginative leaps

By Eric Swedlund

Many who chronicle the history of education trace the birth of STEM educational initiatives – STEM being short for science, technology, engineering and mathematics – to the publication of the educational assessment “A Nation at Risk” in 1983. However, the very first boost to science and technology teaching came on Oct. 4, 1957 – when the fleeting twinkle of the Russian satellite Sputnik I across the night sky sparked a national push to educate more scientists, technologists and engineers.

Much has been accomplished in helping American students succeed in STEM fields, but much remains to be done. In 2009, only 30 percent of high school seniors met college readiness benchmarks in science; math readiness was only slightly better at 45 percent. And these scores have to get better if the United States wishes to retain its position of world leadership. According to data from the Bureau of Labor Statistics, employment in STEM occupations was projected to increase by 9 million jobs between 2012 and 2022. As James Brown, the executive director of the STEM Education Coalition in Washington, D.C., put it, “The future of the economy is in STEM. That’s where the jobs of tomorrow will be.”

The maturity of STEM education has helped the field define strong, concrete educational goals, but in terms of innovation, the discussion has shifted to include an additional creative component. In terms of the acronym, it broadens STEM into STEAM by adding “arts” to the constellation of disciplines being integrated. At Arizona State University, the longstanding focus on transdisciplinary collaboration and solution-based research and education makes the university a leader in STEAM initiatives.

## Arts add innovation

STEM education is transitioning into STEAM because the arts provide a pathway to something that is the lifeblood of scientific and technical advancement: innovation.

"Arts-based inquiry is a very powerful way of exploring the world," says Steven Tepper, dean of the Herberger Institute for Design and the Arts. "We know increasingly from the learning sciences that the kind of pedagogy that has high impact for student learning is exactly the kind of pedagogy that has been part of an arts curriculum for a long time."

The arts build core competencies that are vital to creating something novel: the ability to generate multiple ideas around the same topic, the tolerance for ambiguity, improvisation, the ability to revise radically, the ability for abductive thinking (which is the ability to reason one's way from a set of known facts to a valid conclusion), asking "what if" questions, the willingness to fail, and the ability to be part of collaborative teams around emerging creativity when you don't know the answer, or even what the puzzle is, when you start, Tepper said.

"These competencies require embracing the non-routine and we know that in the sciences, you have to be creative to make breakthroughs," he says. "The important point is it's not only about humanizing or softening the sciences and technology. What needs to be emphasized is that our future and the technical and cultural solutions that will lead to a higher quality of life, can be improved by arts-based inquiry and thinking."

"No set of routines is going to get us there. It's going to be about identifying ideas that wouldn't typically fit together. Someone will make some metaphorical leap – most of our major breakthroughs in science have come about through some kind of analogy or metaphor – and that's where the artistic imagination can be so powerful," he says.

## Bringing everyone back together

Ed Finn, founding director of the Center for Science and the Imagination (CSI), thinks a good way to launch a more integrated relationship between science and technology and the arts is by rejecting the idea that art and science are divided into two cultures in the first place.

The center began in 2012 to bring writers, artists and other creative thinkers into

Ed Finn,  
founding director of the Center for  
Science and the Imagination



Grisha Coleman,  
assistant professor in the School  
of Arts, Media and Engineering







collaboration with scientists, engineers and technologists to reignite humanity's grand ambitions for innovation and discovery. Its initiatives are innovative, multidisciplinary efforts, and include the annual Emerge event, which includes a broad range of collaborators from separate corners of the campus coming together to focus on the future as well as Project Hieroglyph, an invitation for science fiction writers to work directly with scientists and engineers on technologically grounded, optimistic stories about the near future. There's also a proposal to use the 2016-2018 bicentennial of the writing and publication of Mary Shelley's novel "Frankenstein" as an opportunity to explore the broader scientific and ethical questions surrounding that modern myth.

Finn said sparking a vision for solutions to pressing problems is key to what CSI does, and it is a reason that arts-integrated STEM education produces more effective problem-solvers.

"The reason that 'imagination' is in the title of the center and is a core part of what we do is because it's not turf that anybody owns," Finn said. "Imagination is crucial to being successful, whether you're a physician, an engineer, or an artist."

## It's all about discovery

Grisha Coleman, an assistant professor in the School of Arts, Media and Engineering, teaches and conducts research at the intersection of dance, movement, computation and digital media. On some projects, she'll contribute her ideas and expertise to ecologists and anthropologists; on others, she asks scientists to add their ideas and expertise into an art project or art production.

"There are overlaps in the kinds of research between the two domains," Coleman said. "There are science questions and there are arts questions, and they

have different goals and different ways of working things out, but both realms are about discovery," she says. "It's not just inserting the arts into STEM research, it's this idea of how one set of research questions can influence and impact the research and questions that are raised elsewhere."

The ethos of the School of Arts, Media and Engineering centers on using all possible resources to address the challenges of a modern, highly interconnected world, she says.

"The globalization of societies, (which has led to a situation) where information and travel are so much more complex than a century ago, when most of the universities were developed and created, how does the university update itself to the problems and the questions of the times we live in now?" she said. "The idea that one domain might be able to solve these large-scale complex problems like climate change, hunger and economic upheaval isn't sufficient. You need a lot of different kinds of thinkers at the table."



## Smart, but not enough

One of the arts-based disciplines most closely aligned to the need to orchestrate systematic scientific and technological solutions is that of design. Darren Petrucci, an architect and a professor in The Design School within the Herberger Institute, says real-world problems don't tend to be linear and as such, combinations of disciplines are where breakthroughs happen.

"An artist will approach a problem in a completely different way than an engineer. They have certain sets of skills and knowledge that they bring and the designers or the artists will bring a human-centered approach. You're beginning in two different places and my argument is you need as many points of departure as possible to be truly innovative," he says.

"STEM is not enough. It's a start, but it's not enough," he says. "What's smart about contemporary curricula in STEM-based fields is a lot of educators are realizing they have to teach this in different ways. It's more like design thinking, based on problems and based on solutions, rather than abstract models."

Petrucci recently led his design students through a collaboration with professional partners in ASU's Center for Nanotechnology in Society to envision life in the near future in Phoenix under four scenarios of technological advances. The experience helped teach his students that designers and artists don't connect dots in a linear way, but rather in a constellation.

"What we do as designers is we synthesize complexity. We're not inventors, we take existing constraints or parameters and bring them together in a way that makes the whole greater than the sum of the parts," he says. "Design is about the human condition. What we are constantly researching and studying is the way humans interact and practice in their every day lives. When you combine that with what engineers do and what mathematicians do, you end up with a much more holistic approach."

Darren Petrucci,  
architect and a professor in The Design  
School within the Herberger Institute





## Driving both ways on a two-way street

Evan Tobias, an assistant professor in the School of Music, sees the relationship between art and science as a two-way street and looks for ways in which each area can inform the other, as well as the possibilities when the boundaries between the two can be blurred. For example, in teaching music classes, it can be as simple and direct as visualizing sound through waveforms.

"You have these connections where young people are using technology and there are so many teachable moments that can expand students' thinking about science and music," he says "We're helping our music education students think expansively about not only music, but also what technology brings to the table and how to work with colleagues to design collaborative projects to really engage students."

In teaching situations where students might not be so enthralled with science or math, music might help to capture some of their attention and finding ways of integrating arts with science and technology can propel students further than if each subject is taught entirely separately.

"When you look inside most arts classrooms, you will find very little lecture and a lot of engagement taking place and students learning," Tobias says. "There are countless possibilities for tighter connections and integration between science and the arts that we're on the cusp of. We can expand the idea of creative spaces and integrate new types of technology."

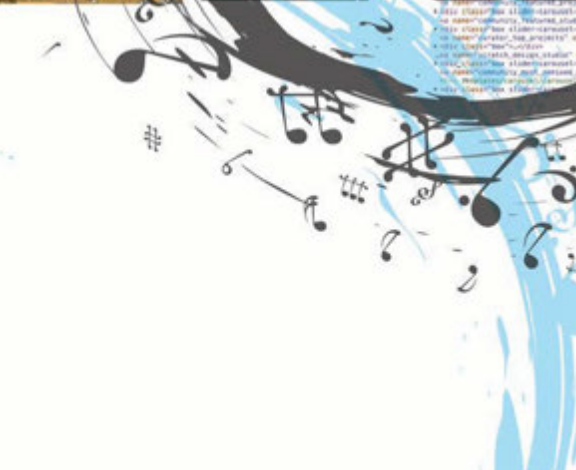
All of these STEAM-inspired efforts at ASU, plus many others, have the potential to turn out even more alumni who are capable of tackling the problems of the world. And this promise is the reason why the new approach is so significant, says Finn – it encourages more people to see themselves as able to contribute to a better world.

Almost everything the center does involves bringing together creative and technically grounded ways of thinking, he notes. "The arts give us a sense of agency. When you're responding creatively to one of these questions about the future, your perspectives, skills, and values become the heart of the question in a way that's really important, rather than assuming that people in lab coats will solve all these problems for us."

*Eric Swedlund is a Tucson-based freelance writer.*



Evan Tobias,  
assistant professor in the  
School of Music





# TAKING STOCK OF



Associate Professor Ben Minter and Professor Leah Gerber, School of Life Sciences



# NATURE

ASU researchers explore conservation markets as solution to eco-dilemmas

By Christopher Vaughan

Whaling nations and anti-whaling activists and their supporters have been in a standoff for decades. In the 1980s, the international whaling commission enacted a ban on whaling many species, but the ban had a loophole: under the guise of “scientific research,” Japanese whalers have killed more than 10,000 whales and sold the meat to Japanese consumers.

ASU Professor of Life Sciences Leah Gerber, a self-described “marine biologist in the desert” has been working on a proposal that may break the standoff: create a market in which rights to the whales can be bought and sold.

“Five years ago I was on sabbatical at UC Santa Barbara talking about international whaling issues, and I began interacting with an economist who was studying whether people were more likely to conserve a resource if everyone had a share in the resource,” she said.

Gerber is one of a number of ASU researchers exploring the frontiers of a new and controversial idea in conservation. In contrast to those who advocate for governmentally imposed bans or hard limits on resource use, these faculty members think that properly constructed markets for these resources, with the right incentives, actually might be more effective in accomplishing conservation goals. So instead of banning whaling or allowing a limited number of whales to be hunted, authorities would issue hunting permits that could be bought and sold on the open market.

If someone wants to keep a whale from being hunted, Gerber says, they could buy a permit that allows the holder to hunt a whale, and then simply not use it. “Last year we published a set of papers on how this would work, using real data on what stakeholders are willing to pay,” says Gerber. “We showed that, under a wide range of conditions, economic and conservation outcomes under the market scenario were much better than the status quo.”

At one point, a student working with Gerber summarized data on how much money Greenpeace spent on chasing whaling ships around the world, and how many whales were saved as a result. “Not a lot of whales were saved for the cost.” In contrast, under a market scenario, achieving outcomes is much more direct. “If whalers were willing to sell, conservationists might simply buy all the shares.”



Robert Stirling, techno-economic analyst, Swette Center for Environmental Biotechnology

## Bringing Mother Nature to market

Simply creating a market is not enough, however; several university faculty and staff members currently are studying the factors that make a market successful or not.

One of those involved in this effort is Robert Stirling, a techno-economic analyst with the Swette Center for Environmental Biotechnology, who studies the relationship between the design parameters and economic inputs of emerging sustainable technologies.

“What I do is a marriage of engineering design and economic analysis,” Stirling said. “I look at the design and performance parameters of a product or service and evaluate their economics.”

Whether people adopt sustainable technologies or not depends largely on policy and economics, with economics largely outweighing policy in the process, he says. For instance, an important factor in getting customers to use fuel-efficient cars is the price of gasoline going up.

Economic analysis is becoming increasingly important in both public and private sectors as a key factor in conservation and sustainability, Stirling noted. Governmental organizations are becoming less inclined to fund research if the end result would be environmentally sustainable but not economically sustainable.

“For instance, if you are working on photovoltaic cells, the funding agency wants to understand how your research would affect the price per kilowatt-hour to customers,” he says. “In the private sector, there is a demand for sustainable methods of creating things like plastic bottles, but the reality is that manufacturers are willing to pay zero or very little for that more sustainable bottle.”

In the struggle to change behaviors, whether whaling or using more sustainable soft drink containers, in the long term almost always it is economics that wins out, Stirling says. The positive side of this reality, he adds, is that a system or product with properly aligned economic factors can move mountains.

“Getting the economics right is extremely, extremely important,” Stirling said. “Things happen really rapidly when you cross that threshold.”

## Resolving water challenges, drop by drop

Water is one case where getting the economics right is exceptionally difficult, says Professor Michael Hanemann, the director of ASU’s Center for Environmental Economics and Sustainability Policy within the W. P. Carey School of Business and the Julie A. Wrigley Chair in Sustainability for the School of Sustainability. He has done extensive research on water use and conservation in the West.

One of the most basic features of water, he contends, is that no one pays for it per se. Water falls freely from the sky or sits underground, which makes it different than electricity. “Mother Nature didn’t leave electrons lying around the ground, so we basically have to create it in power plants,” he said. “But there is no cost for creating water. What people are paying for is essentially the plumbing – the cost of storing it and transporting it to the place of use.”

Another difference is that water is largely supplied by public entities while electricity largely by for-profit companies. This fact has put electricity and water on very different historical paths, with the electrical industry becoming highly regulated and monitored, while water was not treated this way. The biggest problem, Hanemann says, is that there is no governmental authority in the United States that regulates the efficient use or pricing of water.

“If the United States were to introduce a carbon tax, no one would say that this was beyond the power of Congress,” he said. “But water is controlled by individual states, and even in states there is generally no legal authority to set or review prices for water supplied by public entities.”

Historically, rights to water also have been loosely implemented in many Western states, according to Hanemann. “Economists argue that we would be more efficient with a market for water, and I think that is true, but they assume the property rights are out there, well defined and well enforced. Economists are just ignorant of the reality on the ground,” he said.

If it’s difficult to establish that you have a clear right to what you say you are selling, it’s hard to rely on a market for redistributing it. Adding to the property rights muddle is the fact that agricultural water use is often not measured





Michael Hanemann, director of ASU's Center for Environmental Economics and Sustainability Policy

accurately, and the fact that precipitation and therefore water supply in the West vary from year to year. Property rights for things like land are easier to deal with because land doesn't change its shape, Hanemann notes.

Although free markets in resources could make users more efficient, Hanemann is quick to point out the irony that in order to establish such a market we need well-defined property rights and a good regulatory framework, one that often doesn't exist currently for Western water.

"Fairness is an issue that looms large in many aspects of life, but it is particularly powerful in connection with water," Hanemann says. "It's about equity, and the political process doesn't want to touch that."

## Tackling the fairness issue

The issue of fairness touches on a dimension to markets that many find troubling or even offensive. By allowing a market to put a price on animals or life-giving necessities like water, it is assigning a value to things that some people feel should be priceless. It is a dimension that Associate Professor Ben Minter, who holds the Arizona Zoological Society Endowed Chair in the School of Life Sciences, has spent a lot of time exploring as an environmental ethicist working with Gerber on whale markets.

For Minter, on a planet where the population is hurtling toward 10 billion and ecosystems are increasingly stressed, the established regulatory method of listing protected species isn't always going to work. "If the traditional means are not producing the ends we seek, then we are morally obligated to find new ways," Minter says.

Although some environmentalists reject the idea of allowing a price to be put on a whale's life, Minter points out that, in practical terms, we effectively put a price on all sorts of things that we consider "priceless," like a human life. After an airline crash, for instance, economic values of lost passengers are calculated to compensate their families. Or when raising the speed limit or designing an airbag, the number of deaths that will result and the price of reducing that is framed in financial terms.

"The tension between the market and morality is very deep and operates in almost every domain of our lives," Minter said. "Our moral lives are very complicated and

probably wildly inconsistent in many ways."

But that inconsistency is no excuse to give up on the moral component of conservation, he says. "The danger is that when you bring species into the market sphere it can erode our sense of responsibility for them," he says. "If we are going to talk about markets, we have to be very clear that we are not dropping the ball in terms of our moral obligation to conserve biodiversity."

If market mechanisms are used to promote conservation, Minter thinks that we have to be very clear about why we are experimenting with markets and make sure that we "double down" on the moral reasons driving this activity. "We have to remember that markets are tools to accomplish ends, saving whales, for instance, that are valuable in and of themselves," he says.

Minter, like other ASU researchers working on market-based approach to conservation, cautiously supports giving them a try. There are many potential roadblocks to such an approach, and it's important to understand them. But if the required economic and regulatory elements are in place, the moral and ethical dimensions are considered, and if the market is structured correctly, it can be a powerful force for achieving conservation and sustainability goals, they say.

To continue exploring all possible avenues and facets of conservation, including markets-based mechanisms, Gerber and other ASU researchers recently launched the Center for Biodiversity Outcomes, a joint venture of the School of Life Sciences and the Julie Ann Wrigley Global Institute of Sustainability. Gerber will be the center's director. "The premise is that, in order to practice pragmatic conservation, we need to embrace a wide range of values and bring all of them to the table," she said.

And there's little time to waste in this endeavor, she asserts.

"Voltaire said that the perfect is an enemy of the good," said Gerber. "Activists have been lobbying for a complete ban on whaling, but by saying 'no compromise' we have lost a decade and thousands of whales."

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

## Dramatic advances

Theater program draws on modern technology, faculty collaborations to shine

By Oriana Parker



Jake Pinholster, director of the School of Film, Dance and Theatre, was the first full-time instructor of media design for performance in the United States.

Theater classes have taken place on Arizona State University's Tempe campus since 1920, when it was a component of the liberal arts curriculum. In more modern times, it has joined forces with other disciplines residing within the School of Film, Dance and Theatre, a part of the Herberger Institute for Design and the Arts. As one might expect, considerable interplay exists among the three components. Reflecting ASU's dedication to transdisciplinary "cross-pollination," theater faculty members and students also have become involved with the School of Earth and Space Exploration.

Although the discipline of theater is thousands of years old, ASU is taking the art of the stage into the future, incorporating new approaches and technologies as they ground theater students in the technical and artistic skills needed to produce and participate in cutting-edge works. This approach allows graduates of the program to find success both within the competitive world of theater, as well as in industries outside it.

### Getting students into the lab

Students learn their craft in part by participating in the theater program's Studio Series and TheatreLAB. The emphasis in both initiatives is creating and performing new dramatic works.

Productions of the Studio Series, which is part of ASU's MainStage programming, are often new works by student playwrights. TheatreLAB works typically are readings of new or devised plays by students or faculty in early stages of development. As is the case with the Studio Series, the focus is on helping the writers, directors and performers develop new works that can emerge as part of ASU's MainStage season or be seen in other professional venues. The overall goal is to train students to produce new cutting-edge theatrical works and innovative productions of established plays.

"It's called a 'lab' for very good reason," says Jacob Pinholster, director of the School of Film, Dance and Theatre. "It moves the creation of new works away from the conservatory model and much closer





Kevin Commons '14 B.A. (left) participated in transdisciplinary collaboration as a student actor in the play "Red Planet Respite."

to the model of research, development and discovery that you find in the sciences and technology. TheatreLAB is a great way for audiences to meaningfully participate in the creation of the theatre of the future."

Another key component of the theater program at ASU is transdisciplinary collaboration.

One recent popular MainStage production, 2014's "Red Planet Respite," was a joint venture between the school, the San Diego-based theater company Circle Circle Dot Dot, and the School of Earth and Space Exploration at ASU. Some 30 ASU scientists worked with the theater program and Circle Circle Dot Dot to craft the play, which follows the would-be crew of the first Mars space voyage, a team comprised of both scientists and elite citizens.

Kevin Commons '14 B.A., a recent graduate who performed in the ASU production of the play at the end of his undergraduate career, testified to the intensive involvement of the professors, the outside theatrical professionals, and other staff members. He noted that when he auditioned for the part, the script for the play had not been written yet.

"As a cast, we created the characters based on what we thought was needed for the story that we wanted to tell," Commons explained. "During the early rehearsal stages, before the characters were realized, the directors sat with every cast member, one on one, just to learn about us, our strengths and our weaknesses and what we wanted to get out of the experience."

## Training "emotional athletes" and creating digital co-stars

ASU theater students are grounded in traditional approaches to stagecraft, as well as exposed to the latest developments and currents in experimental and avant-garde theater.

Rachel Bowditch, an associate professor of theater and the head of the M.F.A. in theater performance program, uses her expertise as a certified instructor in rasaboxes actor training, developed by Richard Schechner, a "founding father" of performance studies and environmental theatre in the early 1990s.

Integrating ancient Sanskrit theories of theatrical expression with modern research into the neurobiology of emotion, the rasaboxes training system can include daily 45-minute yoga warm-ups, chanting and resonator vocal work and other elements designed to challenge a performer's limits and perceptions and, at times, even pushing them to physical exhaustion. It posits the actor as an "emotional athlete," and the training can be used with accepted acting methodologies; it is not a style but a training ground for any type of performance genre.

"The guidelines are completely flexible and adaptable, allowing both the performers and directors to discover new possibilities within the text and physicality of a specific play," points out Bowditch.



Associate Professor Rachel Bowditch is a certified instructor in rastaboxes actor training.

Another area in which ASU's theater department has made its mark is in the incorporation of digital elements on the stage. Associate Professor Lance Gharavi, who coordinates the M.A. program in theater and serves as artistic director of MainStage, has been a pioneer in this area, co-founding the Institute for the Exploration of Virtual Realities (or i.e.VR for short) before he arrived at ASU.

"I co-founded i.e.VR with Mark Reaney and Ronald A. Willis at the University of Kansas," Gharavi explained. "Together, we helped to pioneer the field of digital performance — the coming together of digital technologies and live performance." Flexible, changeable and easily adapted, digital technology swiftly can change sound and light as well as bring video and animation to a production.

Prior to joining ASU, Pinholster was a professional theatrical designer and consultant living and working in New York. He became the first full-time instructor of media design for performance in the United States. Media design in the theatre often centers on creating projections as part of the theatrical backdrop and experience. The deft use of still photos and film footage in these projected landscapes have helped expand the potential of what can be portrayed on stage while reducing the costs of sets and shipping.

Gharavi and Pinholster joined forces with theater students to create and present 2011's "Dreaming Darwin," one of

ASU's most popular MainStage shows of the past 10 years. Exploring the interior life of Darwin, the play featured economists, the libertarian novelist Ayn Rand, and numerous wild animals, in addition to the iconic hero.

"It was a [r]evolutionary new work of theatre – a kind of fantasy on a theme of Charles Darwin," said Gharavi. "This entirely unnatural confection (was) a live-action hallucination on the life, impact, and ideas of the man whose theories formed the very foundation of the life sciences."

## All the world's a stage ...

In many cases, theater students are able to turn their innovative ASU experiences into a springboard to very rewarding employment.

Pinholster is happy to share alumni success stories from graduates whose specialties are scattered across the theatrical disciplines – from an alum who found work as a projection engineer for Cirque du Soleil and a playwright who just optioned his first feature film script to an actor making her debut in the touring company for a Broadway musical and a young production designer who already has racked up credits that include a Broadway show and a couple of national tours and major concerts.





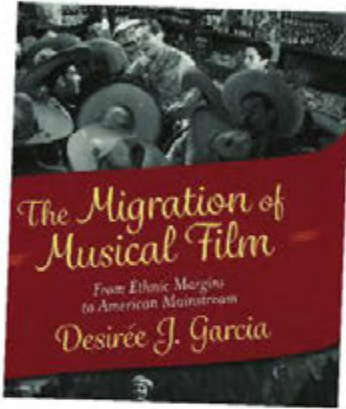
Lance Gharavi, associate professor, is a pioneer in the field of digital performance, which merges live theater performance with digital technology.

He credits the out-of-the box thinking in which the theater faculty and administrators engage with allowing students to succeed in the near term, and make it probable that they will thrive in the long term, as well.

“Our program completely re-engineers the modes in which students navigate curricula, enabling them to construct educational pathways even for careers that don’t yet exist,” he said.

*To view upcoming productions for the Studio Series, TheatreLAB and MainStage, visit:*  
**[herberger.ASU.edu/season](http://herberger.ASU.edu/season).**

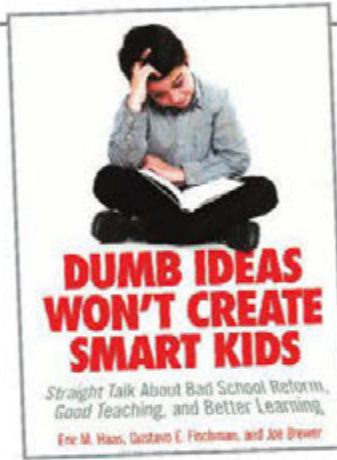
*Oriana Parker is a Phoenix-based freelance arts writer.*



**The Migration of Musical Film: From Ethnic Margins to American Mainstream**  
*By Desirée J. Garcia, Rutgers University Press, 2014.*

Movie musicals such as “Carousel,” “Fiddler on the Roof” and “The Music Man” combine story and music to transmit the character of a people and the tenor of a time. In “The Migration of Musical Film,” Desirée Garcia, an assistant professor of English in ASU’s Film and Media Studies Program, argues convincingly that “peoples who have occupied and contested the margins of culture and society played an important role in the evolution of the musical film.”

Focusing primarily on lesser known musical films of varied folk origins, Garcia demonstrates not only the efficacy of her argument, but also the gradual weaving of marginalized groups into mainstream society. The book illuminates several tensions that underlie movie musicals and that typically reflected concerns of the larger society at the time the movie was produced: romanticism vs. modernity, change vs. stasis, egalitarianism vs. segregation, communal contentment vs. personal desire, city life vs. closeness with nature, and cyclical vs. disrupted cyclical time, to name a few. Although focused on a particularly American art form, the implications of this work are broad in scope and provide new and useful perspectives.



**Dumb Ideas Won't Create Smart Kids: Straight Talk about Bad School Reform, Good Teaching, and Better Learning**  
*By Eric M. Haas '00 M.Ed., '04 Ph.D.; Gustavo E. Fischman; and Joe Brewer, Teachers College Press, 2014.*

In this slim volume, Eric Haas, an ASU alumnus who is an education researcher and educator; Gustavo Fischman, a professor in the Mary Lou Fulton Teacher College’s Division of Education and Leadership and Innovation; and Joe Brewer, the co-founder and research director of Culture2 Inc., condense complex processes related to education reform in order to make these processes quickly comprehensible and useful.

Catch phrases (“fast thinking,” “slow thinking,” “rightly wrong thinking,” “dumb ideas,” “MADness test”) are defined and intended to be a memorable language for discussing education reform in the future. Also discussed are dominant metaphors in education that have carried forward without close analysis from the Industrial Age. A notes section following the work’s main text helps to support and further explicate the ideas discussed.

Ultimately, this book advocates for an added level of careful and thorough analysis as the basis of future education reform decisions. Teachers, curriculum leaders, policy makers, parents and school administrators are likely to find useful concepts in this work. Readers and education reformers will decide for themselves if the catch phrases employed provide a useful shorthand for their efforts.



**Smart Cookie: Transform Store-Bought Cookies Into Amazing Treats**  
*By Christi Farr Johnstone '95 B.A., Running Press, 2014.*

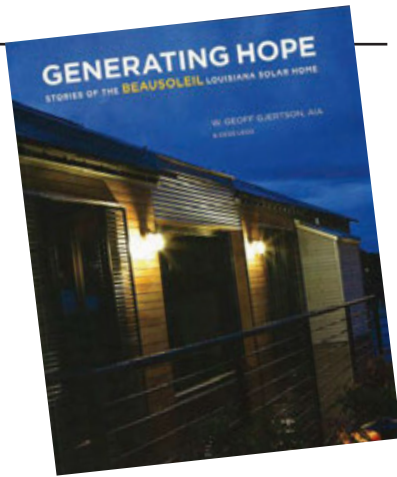
Say what you want about a book that takes pre-made cookies and uses them as the springboard for new recipe creations – those of us who have actually read “Smart Cookie” will be busy noshing on the fun, creative, tasty treats described within.

Johnstone’s book focuses on the fun of decorating cookies, and uses easy-to-obtain candy items plus store-bought cookies to help the reader create delightful desserts for a variety of occasions, including birthdays, engagement parties, baby showers, and holidays such as Thanksgiving, Hanukkah, Christmas, Halloween, Flag Day, and many others.

Johnstone takes the reader step by step through the construction of each cookie creation, and includes a brief but informative introductory chapter on the tools and techniques needed to successfully adorn the baked goods. Many of the cookie projects in the book truly are masterpieces of edible architecture, and the level of detail that the book goes into will remove the intimidation factor for almost everyone.

“Smart Cookie” is a great book if you have kids and want to entertain them with themed cookie treats, or if you want to do a cooking project together without firing up the oven. It’s also a great book if you’d like some ideas to work with the next time you want to play around and make something sweet in the kitchen.





**Generating Hope: Stories of the Beausoleil Louisiana Solar Home**  
*By W. Geoff Gjertson '89 B.S.D. and Dege Legg, University of Louisiana at Lafayette Press, 2014.*

A book about building a house, even a specific house built for a specific purpose, could easily descend into page after page of technical detail or even blueprints, limiting its interest for those outside of the construction industry. But "Generating Hope" is an exciting, multi-layered read for the general public.

Gjertson, a professor of architecture at the University of Louisiana at Lafayette, was the lead faculty advisor for a home that an interdisciplinary team at his university built for the U.S. Department of Energy's 2009 Solar Decathlon competition. This book gives a comprehensive look at how the team designed and assembled the 800-square-foot structure, then disassembled and re-assembled it on the National Mall in Washington, D.C. Drawing upon upon Canjun and Creole influences to reflect the geographic and historical context of its creation, the home won prizes at the decathlon for market viability and as a "people's choice" selection.

While Gjertson and his team generously share the sustainable design and construction tips that made the Beausoleil (French for "beautiful sun") home so influential and significant, the inclusion of interviews with many of the key team members also provide an oral history of the project. This makes "Generating Hope" doubly inspiring – the technical details leave a path for other sustainability minded designers to follow, and the interviews reinforce the idea that challenges involving environmental constraints can be surmounted by creativity, collaboration and the belief that solutions are possible.

## 2010s

**Jessica Hickam '11 B.A.** announced the release by SparkPress of her first novel, "The Revealed."

## 2000s

**Ruth A. Douthitt '05 B.A.** announced the release of her book, "The Children under the Ice," a work of fiction for middle readers available through Amazon.

**Sara DeTurk '04 Ph.D.**, associate professor in the Department of Communication at the University of Texas at San Antonio, announced the release by Lexington Books of her new book, "Activism, Alliance Building and the Esperanza Peace and Justice Center." The work is available online through the publisher.

## 1990s

**Julianna Deardorff '99 M.A., '04 Ph.D.** announced the release by Rodale Books of her book with Louise Greenspan, "The New Puberty: How to Navigate Early Development in Today's Girls."

**Roger Clyne '93 B.A. and P.H. Naffah '93 B.S.**, both members of the musical group Roger Clyne & The Peacemakers, announced the release of the band's new studio album, "The Independent." An exclusive album release event was held at Scottsdale's Talking Stick Resort.

**Craig Coppola '92 M.B.A.**, founding principal of Lee & Associates, announced the release of his new book, "The Fantastic Life: How to Get It, Live It, and Pass It On." The work is available on Amazon.

## 1980s

**Michael Sean Bolton '88 B.A., '93 M.F.A., '09 Ph.D.** announced the release by Rodopi of his book, "Mosaic of Juxtaposition: William S. Burroughs' Narrative Revolution."

**Robert McWhirter '83 B.A., '88 J.D.** announced the release by ABA Press of his book, "Quills, Bills, and Stills: An Annotated, Illustrated and Illuminated History of the Bill of Rights," which discusses the history behind the history of the Bill of Rights.

**Natasha Wing '82 B.S.** announced the October 2014 release by Grosset & Dunlap of her new book, "The Night Before Hanukkah."

**Chris Crowe '80 M.Ed., '86 Ed.D** announced the release by Houghton Mifflin Harcourt of his novel, "Death Coming up the Hill," that is set in Tempe in 1968.

## 1970s

**Walter C. Brown '76 M.A.**, retired radio and television broadcaster, announced the release by AuthorHouse of his book, "A Fly on the Wall," that is an insider's look at the sports and cultural history of little known, biographical incidents from famous lives.

**Gary G. McGinnis '76 B.S.**, a veteran of the Vietnam War, announced the release by Friesen Press of his book, "Good for One Ride," which is available through Amazon.

**David Lawrence Morris '76 B.S.** announced the release by Hartwood Publishing of his first novel, "Spots," a medical mystery. The work is available through Amazon.

**Jeremy Rowe '74 B.S., '77 M.A., '97 Ed.D.**, photography historian, collector, researcher and writer, announced the release of his book, "Arizona Stereographs, 1865-1930," which includes images from Rowe's personal collection. Arizona Humanities celebrated the release with an event in Rowe's honor on Nov. 6.

**Nancy Cole Silverman '74 B.S.**, formerly general manager of a radio station in Los Angeles, announced the release of her book, "Shadow of Doubt." The work is the first in the three-book Carol Childs Mystery Series published by Henry Press.

**Cynthia Stock '73 B.S.N** announced the publication of her first novel, "The Final Harvest of Judah Woodbine."

## 1960s

**George W. Anderson '63 B.S.** announced the release by Classic Day Publishing of his book, "Entitlements: Health of the American Economy and How It Affects You." The work is available at Changing Hands Bookstore in Tempe.

## Faculty and Staff

**Melissa Pritchard**, professor of English, announced the release by Bellevue Literary Press of her book, "A Solemn Pleasure: The Art of the Essay." The work is a collection of fifteen essays on varied topics and is the inaugural title in the publisher's Art of the Essay series.

**Marshall Terrill**, information specialist coordinator in public affairs on ASU's Downtown Phoenix campus, announced the recent release of his e-book, "Zora Folley: The Distinguished Life and Mysterious Death of a Gentleman Boxer." The work is available through Amazon.

## Awards and Recognitions

**Natasha Wing '82 B.S.** had three of her children's books on the Publishers Weekly Bestsellers list in August/September 2014: "The Night before Kindergarten," "The Night Before Preschool," and "The Night Before First Grade."

**Kenneth Dodd '72 M.S.**, an associate professor in the Department of Wildlife Ecology and Conservation at the University of Florida, received the 2014 Wildlife Publication Award-Outstanding Book Category from The Wildlife Society for his two-volume book, "Frogs of the United States and Canada." The work was published by Johns Hopkins University Press.

**My  
cool  
job**

Alumni demonstrate ingenuity in crafting their vocations

By Brian Hudgins



The path from childhood to ASU to a career can take many turns, ones that frequently challenge graduates to call upon their creativity. The Sun Devils profiled below answered that challenge in ways that were rewarding and sometimes surprising ... even to them.

**Rachelle LaCroix Mallik '06 B.S. – International food connections**

When Rachelle LaCroix Mallik moved to Australia with her husband, she started at square one, job wise. She knew she had interests in health and cooking.

She had opened a private practice in New York as a dietician. In Australia, the terminology associated with nutrition counseling and dietary needs was totally different. “How could I reach out to the community and build trust?” she said. “I went to professional events. I joined the American Overseas Dietetic Association. I reached out to a cooking school. People saw my face and heard my voice.”

That training halfway around the world helped Mallik when she and her husband returned to the United States. She is the founder of The Food Therapist, a global nutrition and food advocacy practice – an avenue Mallik uses to answer questions, post recipes and post articles, all aimed at helping people eat more healthfully and sustainably.

“The online platform is relatively new for me,” she said. “It provides flexibility for me and a client. You can talk to a dietician at 11 at night.”



**Karen Kao**  
'11 M.A. '13 M.SUS. –  
**Seeking sustainable  
solutions**

Karen Kao says her opportunities to inspire creativity and change show up on a daily basis. She was the first person to graduate from the ASU School of Sustainability with a practice-based master's degree in Sustainable Solutions, and is now the sustainability program coordinator at GreenerU, a Boston-based organization that works with colleges to help improve the institution's sustainability and efficiency.

"Based on what a college is looking for, we have sit-down discussions," Kao said. "It could be lighting upgrades or improving energy efficiency. We also try to focus on the faculty and staff aside from just students – so we can make it a campus-wide effort on the engineering side and the people side."

Kao's goal is to help give universities a game plan that will help get the ball rolling in terms of campus-wide discussion about ways to save energy and resources. "We want to turn intangible mission statements into more tangible goals," Kao said. "For each goal, there have to be realistic and measurable progress points."



Photo Credit: Michal Poterchin





**Mark Herman '06 B.I.S.**  
**– Assisting on the slopes**

Although Mark Herman is from Phoenix, he – and the skiers and snowboarders who have learned from him – is thankful that his dad is a skier from the East Coast. Herman's parents introduced him to skiing a week before his fourth birthday at Park City, Utah.

"It was the one athletic activity I was good at," Herman said.

That interest has been beneficial for Herman, giving him a livelihood, as well as for others. Herman was living in Portland, Ore., working in an office environment and periodically planning snowboarding trips when his wife spotted an internship opportunity with Breckenridge Outdoor Education Center in Colorado. After a handful of weeks of intensive training, Herman was able to assist a disabled instructor. He now works for the Aspen Skiing Company as a snowboard instructor. The company also provides instructors for Challenge Aspen – for which Herman serves as an adaptive snow sports instructor. He says that helping disabled persons participate in winter sports can be inspiring – both for him and for them.

"The motto of Disabled Sports USA is 'If I can do this, I can do anything,'" Herman said. "I have literally had people say this to me ... and I don't think they knew the motto."



**George Notaras '93 B.A.**  
**– Getting his motor running**

Two things fascinated George Notaras as he made his way through college and the beginning of his career: cars and stand-up comedy.

Cars won out. Notaras completed an internship at BMW while he was enrolled at ASU. He later jumped at an opportunity to write about cars – a passion which he developed into an online video series titled MotoMan.

Since the show's first episode in January 2010, Notaras has introduced viewers to electric cars, checked out Lamborghinis with them, and shown them the ins and outs of piloting the Goodyear Blimp. He also has sat down and discussed cars with people such as racing legend Parnelli Jones and automotive executive Bob Lutz.

"It's like 'Inside the Actors Studio' – but with cars," Notaras joked.



## Kevin Frei '07 B.A. – All the world's a stage

Kevin Frei's foray into revamping the world of youth theater started with a self-written musical, mailers and some marketing.

Frei is the founder of Go Musicals. His task is to create shows that schools and community theaters can perform that are age-appropriate and do not require extravagant wardrobes or big production budgets. He said that his shows are especially useful for small high schools, who really may have just a couple of kids, a teacher, and the determination to put on a show.

"I did mailers, I tried to get marketing lists. I just tried to get in touch with people," Frei said. "Amateur and youth theater are more about the people participating and performing more than the audience. I want to give them material to have fun."

Frei's efforts have included "Kevin Frei's Post-Modern Hipster Musical," "The Atomic Brain!" and "Final Vinyl: A Rock Invasion." Frei says he finds creative ways to give his input to those participating in the productions, whether they are located near or far.

"If there is a production that is close enough, I have gone up to California or to New Mexico (to help)," he said. "But if it's a long way and I can't get there, I allow teachers to print scripts and it's done digitally."

*Brian Hudgins is a freelance writer based in Lafayette, La.*

### ***Need some additional career inspiration?***

*The Alumni Association offers year-round guidance through its Alumni Career Resources program. You can strengthen your professional network with our networking mixers (held both in Maricopa County as well at select locations around the country), our professional development events, and our career blog. For more information, visit [alumni.asu.edu/services/career-resources](http://alumni.asu.edu/services/career-resources).*

*You also can connect professionally with more than 35,000 international Sun Devil alumni through our LinkedIn group: [alumni.asu.edu/linkedin](http://alumni.asu.edu/linkedin).*

# THE DIRT ON OOZEBALL

SAA's mud volleyball tournament still a crowd-pleaser



SAA's Oozeball team works to ensure the tournament is letter-perfect. (At right) To prepare the mud volleyball pits, the ground must be cleared, foot-deep pits dug, and the area filled with water.



Few things in life are as elemental as mud. Simply add water to dirt, and you have a slippery, squishy mess. SAA, the student arm of the ASU Alumni Association, has been offering current students the child-like fun of playing in the mud and presenting in the guise of playing volleyball. The name of this game is Oozeball, and it has been delighting student players and their fans for more than 30 years.

The Oozeball tournament has grown from 11 teams in 2007 to a whopping 64 in 2014. While the competition is open to anyone in the community, the majority of teams (who each have six to 10 players) are comprised of student groups. The squads vie for bragging rights, as well as a 3-foot-tall championship trophy.

Preparation for the tournament begins months before the spring tournament. Drew Watkins, a senior majoring in technological entrepreneurship and management at the Polytechnic School of the Ira A Fulton Schools of Engineering who served as SAA's Oozeball director last year, said that his team of volunteers began raising funds, securing sponsors for the event and scouting locations to put the mud volleyball pits in October. By the week before the event, SAA students are busy making gift bags for teams, preparing the "leader board" so attendees can follow the progress of their favorite teams throughout the tournament, and preparing the mud volleyball courts for play, which means digging foot-deep holes in the ground and filling them with water. That last part is a harder task than it might sound.

"As early as two weeks before the event, we dig the courts, so the water has time to seep into the tough desert ground," Watkins said. "The day before the event, student volunteers spend numerous hours pulling up rocks to help create a safe court ... the night before this past tournament, (student

programs manager) Dan Turbyfill and myself were out until 10 p.m. with a pickaxe breaking up rocks to get the courts ready."

Once the student teams take to the courts, there is a learning curve to figure out the best way to play volleyball. Patrick Dostal '02 B.S., '04 M.Ed., who played in the tournament as a student in the late 1990s and early 2000s, said the best strategy he found for playing Oozeball was to "keep your feet moving. If you stand still, you'll sink in the mud and will get stuck!"

Thomas Studdert '98 B.A.E., who worked as an advisor for SAA in the early 2000s and helped students manage the tournament in those days, said that the challenge of moving in mud was what helped make the event competitive among teams with players who had varying levels of skill in the game of volleyball itself.

"Even if you're an excellent volleyball player, you won't necessarily be great at Oozeball," he said. "Everyone is essentially on the same playing field – or (mud) pit, so to speak."

According to Alissa Pierson, vice president of programs for the Alumni Association, SAA students involved in planning the tournament receive a great education in how to manage a large-scale event. But the tradition has significance beyond its benefit to the student volunteers.

"Oozeball represents everything we strive for related to SAA – it's all about introducing Sun Devil students to our university traditions, having a good time, and working together to accomplish great things as an ASU community," she said.

*Liz Massey is managing editor of ASU Magazine.*





(Top) Sparky made an appearance at the 29th ASU Day at the Capitol in February. (Bottom) Dozens of Sun Devils turned out for the Alumni Association's fall and winter networking mixers.

## A balanced schedule

### ASU Alumni Association blends fun and significant events to serve Sun Devils

An ASU twist on the old cliché warning about dangers of over-earnestness might read, "All work and no play makes Sparky a dull Sun Devil." But Sparky and his alumni kin know better – Sun Devils are experts at mixing serious work and vigorous play, especially when they get together as a university family.

Here are a few of the events that the association has sponsored in the past few months. As you'll see, there's been a healthy balance between gatherings that advanced the university, events that boosted the lives of alumni participants, and get-togethers that were just plain fun for all.

## Alumni Association advances the university with key events

One of the programs of the ASU Alumni Association is the Sun Devil Advocacy Network, which helps ASU alumni and supporters become more effective advocates for higher education in Arizona. In January, the network hosted the university's annual **Legislative Advocacy Breakfast**, which was held at the studios of EIGHT/Arizona PBS at ASU's Downtown Phoenix campus. ASU President Michael M. Crow addressed nearly 150 advocates and outlined ASU's goals for the coming legislative session.

Support for higher education was also the theme of the **29th Annual ASU Day at the Capitol** on Feb. 17. The Alumni Association worked with more than 40 university partners to showcase some of ASU's most outstanding research projects and examples of social embeddedness. Attendance at the event, including visits by state lawmakers, was estimated at more than 450.

Finally, on March 5, the association partnered with the university to present its signature spring event, the **Founders' Day Awards Dinner**. More than 700 alumni, university representatives and community members converged on the Arizona Biltmore Resort & Spa to celebrate the accomplishments of the honorees, who all have contributed significantly to achieving a more sustainable world.

## Career-minded Sun Devils take advantage of mixers, workshops and more

Alumni Career Resources hosted a variety of events in late 2014, including a Nov. 18 **Career Branding workshop**, featuring alumna Kathleen Duffy Ybarra '81 B.S.; the first-ever **Sun Devil Business Expo**, held Dec. 2 at the Sheraton Phoenix Airport Hotel location in Tempe; and a pre-holiday **Maroon & Gold Professionals network mixer** held on Dec. 17 at The Handlebar in downtown Tempe.

After the start of the year, the program hosted a fun Jan. 10 "pizza and a game" event for members of the **Women In Business networking group** and ASU families involved with **Sun Devil Generations**, which blended networking over a meal with a trip to see the women's basketball team in action; a **LinkedIn Profile Tune-Up Workshop** on Jan. 29 that helped attendees make their professional profile stand out; and another **Maroon & Gold Professionals network mixer** held on Feb. 18 at Kelly's at Southbridge in Scottsdale. Attendance at the events ranged from 60 for the mixers and workshops to more than 200 for the business expo.

## Additional events

**Sun Devil Generations**, the Alumni Association program for ASU families with children ages birth to 13, kept little Sun Devils busy during the Valley's "cool season" by participating in ASU's **Night of the Open Door** on Feb. 28 and hosting the very popular **Fingerpaint the A** family gathering on "A" Mountain on March 21.

Throughout the winter, nearly 65 Sun Devils participated in the new **ASU Bowling League** sponsored by the Alumni Association. Teams gathered on Sunday evenings at the Main Event bowling alley in Tempe and enjoyed fellowship and friendly competition.

*Liz Massey is managing editor of ASU Magazine.*

## Reports from the Sun Devil Nation



Sparky celebrates the 20th annual Josiah N. Moore Memorial Scholarship Banquet with members of the Native American chapter.

### Austin

We had a great football and chapter event season – including the Pac-12 Tailgate, game-watching events at our own Rattle Inn, two pub crawls, our signature Boat Cruise event on Lake Austin, and an awesome Homecoming weekend.

But just because football season is over for the year, that doesn't mean the fun stops! Be sure to join your Austin Sun Devils for more fun this spring. Upcoming events include our popular round-robin golf tournament and ASU Cares event in March, the Austin Pat's Run Shadow Run in April, a wine tour in May and of course sending off our newest Sun Devils in style in July. There also will be after-work, informal networking events with the Alumni board where the first round is on us if you're a paid member.

Mark your calendars now and get involved today! It's great to be a Sun Devil!

Contact: Amy Olivares, [austin.sundevils@gmail.com](mailto:austin.sundevils@gmail.com).

### Barrett, the Honors College

Over the past few months, Barrett alumni have been connecting across the country. The Barrett regional connection chairs are alumni volunteers

who serve as the point person for regional alumni events and initiatives, and host Barrett alumni gatherings in key regional markets across the country. Current cities include Chicago, Dallas, Denver, Houston, Los Angeles and New York.

Contact: for more information on the Barrett Regional Connections, visit <http://barretthonors.asu.edu/regional>.

### Chicago

What an exciting season of football! Who can forget moments like the "Jael Mary" play during the USC game?!

This year's PAC-the-stockings event in December was a great way to meet up new faces in the Chicagoland area from all of the Pac-12 schools.

We have a lot of visits this year from Sun Devil Athletics teams, including the men's and women's basketball teams.

We currently are gearing up for another exciting spring and summer. Mark your calendars for our Pat's Run shadow run in April as we support the Pat Tillman Foundation.

Contact: Steve Mindel, [asuchicagoalumni@gmail.com](mailto:asuchicagoalumni@gmail.com).





(Upper left) Georgia alums celebrated Sun Devil victories at game-watching events in Norcross. (Upper right) The recipients of Hispanic Business Alumni chapter scholarships for 2014-15. (Lower right) ASU President Michael M. Crow (fourth from left) visited the Hong Kong chapter as a panelist for a discussion entitled "The Role of Business in Shaping the Future of Education."



## Colorado

What a winter it has been here in Colorado! After another great fall of football game watchings, our chapter was able to help provide a better holiday season to local Denver families in need through our canned food drive and Sparky's Giving Tree, both of which benefited the Action Center of Denver.

We kicked off 2015 with our annual Ski and Board day in Breckenridge, made the trip to Boulder and Ft. Collins in early February to cheer on the defending national champion ASU ice hockey team, and gathered another fun group to watch the ASU men's and women's basketball teams take on the Buffaloes in Boulder.

After a great winter, we are looking forward to upcoming events this summer that include a golf outing at Buffalo Run golf course, a Colorado Rapids game and another night out at the Colorado Sky Sox. Keep up to date with our events by going to: <http://alumni.asu.edu/chapters/colorado>.

Contact: Shaun Bainbridge, [Bainbridge@asu.edu](mailto:Bainbridge@asu.edu).

## Georgia

Georgia Sun Devils enjoyed an action-packed winter! We rooted on the

Sun Devil football team at our game-watching events, which were held in Norcross at the Tavern at Medlock. In between ice storms, we found time to decompress in some of Georgia's finest state parks – hiking, exploring and taking selfies, of course! Finally, we gave back to our community by volunteering at the Ronald McDonald House Gatewood in Atlanta. What an honor to serve those in need.

This month we are planning to hold an ASU Cares event at RiRa Irish Pub that will benefit the St. Baldricks Foundation, which fights childhood cancers. In April, we're hosting a Pat's Run shadow run – check our LinkedIn, Facebook, and Twitter pages for updates.

Contact: Kenneth Grambow, [grmbwk@gmail.com](mailto:grmbwk@gmail.com).

## Hispanic Business Alumni

Our chapter has been on fire this year! The 2014-2015 academic year started with 18 students in our scholarship program, we awarded a total of \$180,000 in scholarship monies, we hosted a record number of golfers during the Annual Bud Shootout, and inaugurated a new tradition, the HBA Tailgater, before the ASU-Washington State Game on Nov. 22.

Join us at the beautiful Arizona Historical Society Museum in Tempe on April 17 for our annual Noche De Loteria signature fundraising event. The event is a great chance to network, while enjoying games, food, local art, and much more!

For more information on our chapter visit: <https://wpcarey.asu.edu/alumni/business-alumni-chapter/about-us>.

Contact: Sergio Mendia, Sergio.mendia@asu.edu.

## Hong Kong

ASU alumni living in Hong Kong enjoyed hearing ASU President Michael M. Crow, when he was one of five panelists on a discussion panel titled "The Role of Business in Shaping the Future of Education." The evening was hosted by the Hinrich Foundation and the Asia Society. The panel explored the innovative ways companies are taking to put education at the core of their corporate strategy as well as the role of government in developing a more effective tertiary education. Our connection appreciated the opportunity to get together, as well as to hear from President Crow about what ASU is doing in this arena.

Contact: Mike Zamora, [mizamora@cisco.com](mailto:mizamora@cisco.com).

## Idaho

On April 25, our club will host our fourth annual Pat's Run shadow run. Last year we had record-breaking attendance, and we hope to top those numbers this year, providing that much more support to military scholars across the country through the Pat Tillman Foundation.

Running along the beautiful Boise River, our course is one of the prettiest shadow runs in the country. Please come out to participate in this wonderful event. For more information follow the Idaho Sun Devils on Facebook, Twitter or LinkedIn. See you in April!

Contact: Jennifer Froelich, [aztxorca@yahoo.com](mailto:aztxorca@yahoo.com).

## Las Vegas

We had an amazing turnout for our Fall Network Mixer at Aria FIVE50. Sun Devils of all graduation years came to meet and mingle. Plan to attend our upcoming Spring Network Mixer in April 2015!

Football game-watching events at Buffalo Wild Wings this past fall were outstanding, and we participated in the franchise's Eat Wings, Raise Money program. The funds generated will be used as a scholarship for a Nevada student attending ASU. Please keep a lookout for the scholarship details for your future/current Sun Devil. The scholarship will be awarded at the Send-Off event we'll hold this summer.

We're currently gearing up for our ASU Cares outing this month, an important event that we take seriously. Historically, we have cleaned trails and schools. Stay tuned to what other philanthropic events we will do this year! Also, we'll have another Pat's Run shadow run in April. If you want to be a runner, cheerleader, a helper, or spectator, you are all invited!

Contact: Crystal Keel, [asu.alumni.vegas@gmail.com](mailto:asu.alumni.vegas@gmail.com).

## Los Angeles

As we get ready for spring activities, we wanted to thank everyone for attending our winter events, which ranged from happy hour and networking events to cheering on the women's basketball team when they



The Idaho alumni club is gearing up for its Pat's Run shadow run in April.

came to town to play USC and UCLA.

During March, we'll be volunteering with the Ronald McDonald House again in support of ASU Cares. We'll hold our Pat's Run shadow run in Hermosa Beach in April; we're hoping to beat last year's record participation of 175 runners and walkers. New ASU baseball coach Tracy Smith and his team will be in LA to battle the USC Trojans May 22 through May 24. Help us welcome Coach Smith and the team to town with a big crowd.

More details on these events can be found on our website at <https://alumni.asu.edu/chapters/los-angeles>. We look forward to seeing you.

Contact: Eddie DeVal, [devall@aol.com](mailto:devall@aol.com).

## Leadership Scholarship Program

The Leadership Scholarship Program at ASU is turning 40 in 2017, and as we gain momentum for that anniversary, we prepared a video to get everyone joyous about this momentous celebration and showcased it during the LSP Homecoming Reception. Check out our "Happy" Video and other ways to get involved at our website, <https://alumni.asu.edu/chapters/leadership-scholarship-program> or on our Facebook page. If you want to be involved in the planning of our 40th anniversary celebration, contact Yesenia Barraza at [y@ybcompanycpa.com](mailto:y@ybcompanycpa.com).



Las Vegas alumni families enjoyed football game-watching at Buffalo Wild Wings.



Los Angeles alumni have had a busy fall and winter filled with events.

In the meantime, we're also looking forward to our more immediate upcoming events: Our Senior Wine Tasting event this spring, and a summer strategy session in June.

Contact: Art De La Cruz, [arturo.delacruz@asu.edu](mailto:arturo.delacruz@asu.edu).

## Mary Lou Fulton Teachers College

Want to know what's new at Mary Lou Fulton Teachers College? Keep up with our latest news, events and more by following us on social media. We have several ways for you to stay connected:

LinkedIn: Join our LinkedIn group, "ASU Mary Lou Fulton Teachers College," to network and develop as a professional in education.





A Pat's Run shadow run is one of several events hosted by the Twin Cities chapter this spring.



Singapore alumni rose bright and early to catch the ASU-USC football game!

Facebook: "Like" our Facebook page by visiting [facebook.com/educationasu](https://www.facebook.com/educationasu). Interact with us through this social channel about upcoming events and posts about our students, faculty, staff and programs.

Twitter: Prefer to keep your social media interactions short and sweet? Follow us on Twitter at @asueducation for information about the college that's presented in no more than 140 characters.

Not on social? Check us out online at <http://education.asu.edu>.

Contact: Sue Chretien, [sue.chretien@asu.edu](mailto:sue.chretien@asu.edu).

## Native American

Our chapter presented its signature event, the Josiah N. Moore Memorial Scholarship Banquet on Oct. 13 at Carson Ballroom in Old Main. The annual banquet honors the passion and dedication of the late Josiah N. Moore, former chairman of the Tohono O'odham tribe, for promoting Native education and excellence.

This year, the event celebrated its 20th anniversary and the night was filled with excitement, as alumni

reunited with familiar faces and met new ones. Native alumni, community members, students, and ASU staff networked and celebrated the six award recipients. We are proud to present yearly scholarships to two undergraduates, two graduates, one outstanding student leader, and the alumni of the year.

Thank you to everyone who made the event a success. We look forward to another year of supporting Native Americans who attend ASU!

Contact: Victor Begay, [vbegay@asu.edu](mailto:vbegay@asu.edu).

## School of Sustainability

Sustainability alumni hosted 16 students at their workplace during fall 2014 as part of our job shadowing program. We're pleased the program is off to such a great start.

Every month beginning in August, our alumni chapter has held a volunteer day at Escalante Community Garden. On average, about 10 School of Sustainability students and alumni have shown up to help each time.

In October, we held our annual Alumni Reception on the night of Lantern Walk, Oct. 31, and about 40 School of Sustainability alumni attended. This was followed by Homecoming on Nov. 1, where alumni helped at the School of Sustainability giveaway tables.

About 25 alumni and grad students attended SOS Mix & Mingle on Nov. 13 at La Bocca in Tempe, and we celebrated the successes of our graduates at the

School of Sustainability Convocation on Dec. 16. We salute our 40 new alumni and look forward to seeing you at future events!

Contact: Stephanie Quintero, [stephanie.quintero@asu.edu](mailto:stephanie.quintero@asu.edu).

## Singapore

Our alumni connection group gathered to watch the ASU-USC football game bright and early on Sunday, Oct. 5, at 7:30 a.m. local time! This was the first official ASU Alumni Association game watching event abroad, and we loved the intense competition and cheering on the Sun Devils! We also hosted our first alumni mixer last fall. If you live in our country or plan to visit, please get in touch with us!

Contact: Timothy Studlo, Timothy. Studlo@Huskymail.cis.edu.sg.

## Twin Cities

Sun Devils in the Twin Cities enjoyed our third annual wine-tasting event, known as Fork & Bottle, this fall. This is always a favorite event of our alumni to warm up in the cold winter months by trying new wines and meeting new friends.

As the weather starts to warm up, we are looking forward to a number of events in March and April. We are participating in ASU Cares by volunteering at our local food bank, Second Harvest Heartland. We also are planning to host a brewery tour at Flat Earth Brewing Company in St. Paul.

We are busy preparing for our annual Pat's Run shadow run in April. We had about 35 runners at last year's Run and are hoping to break the 50-runner mark this year. Our shadow run includes a variety of ASU alumni, community



ASU President Michael M. Crow and ASU Alumni Association President Christine K. Wilkinson made appearances at an "Evening with ASU" event hosted at the American Embassy in London on Sept. 30.

members honoring Pat Tillman and employees from a local sponsor, ATK. We'd love to see you there! Visit our web page at <http://alumni.asu.edu/chapters/twin-cities> to find out more about any of our events.

Contact: Kate Lycus, [twincitiessundevils@gmail.com](mailto:twincitiessundevils@gmail.com).

### United Kingdom

ASU President Michael M. Crow provided an overview of innovation in higher education and recent university developments at "An Evening with ASU" event on Sept. 30 held at the American Embassy in London. This event also included remarks by ASU Alumni Association President Christine K. Wilkinson. About 40 ASU alumni, friends, and future students were in attendance.

Contact: Ryan Gliha, [ryan\\_gliha@yahoo.com](mailto:ryan_gliha@yahoo.com).

### W. P. Carey School of Business

Our chapter rounded out its fall festivities with our annual Back to Class event at McCord Hall. Following a networking reception on the ASU Tempe campus, alumni had the opportunity to take one of three classes, each presented by an esteemed business school faculty member. Our alums had a great time being students again for a day!

Through the winter, we kept warm by gathering together for a day of volunteer work! Hearts and Hands Day at St. Vincent de Paul in Phoenix left our chapter members feeling great about giving back to the community. We participated in activities such as filling hygiene bottles with soap and shampoo, decorating dining rooms, creating thank-you cards for our volunteers, and making table centerpieces for the holidays.

For more information on upcoming events, check out our website at <https://wpcarey.asu.edu/alumni>.

Contact: Theresa DeLaere, [theresa.delaere@asu.edu](mailto:theresa.delaere@asu.edu).

### Western Pennsylvania

The year 2014 was a very exciting one for our chapter. Not only did we see an increased turnout for our game watches, but we also welcomed some new members to the area.



W. P. Carey School of Business alums lent a hand during Hearts and Hands Day at St. Vincent De Paul.



The Western Pennsylvania alums at their outing to a Pittsburgh Pirates game.

In September, we set a record for our new annual signature event, with 16 alums attending our event at a Pittsburgh Pirates game. PNC Park has been named by several publications as the finest baseball park in America. What better way to showcase our school, and the area we live in, than having Sun Devil alumni gather there for a day of fun?

For 2015, we'll do our ASU Cares event with the Western PA Humane Society in March, followed by our fifth annual Pat Tillman Shadow Run in April at a new venue. Our chapter is growing in numbers, and in enthusiasm, and we couldn't be prouder of the group we have. Join us!

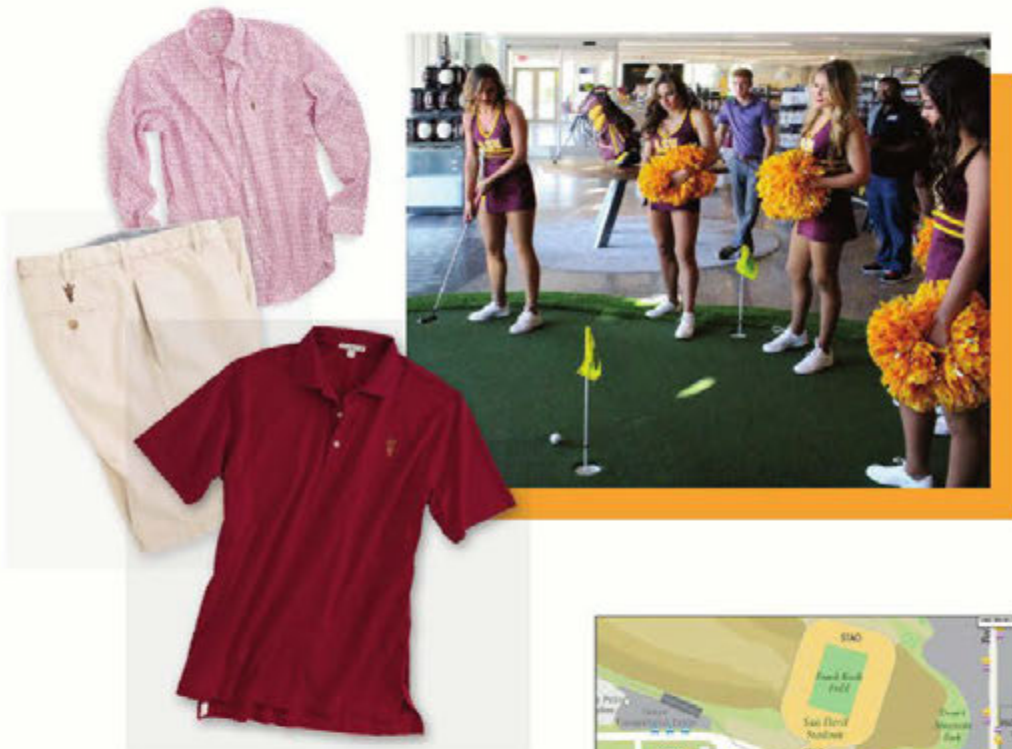
Contact: Tony Greco, [anthony.x.greco@gmail.com](mailto:anthony.x.greco@gmail.com).



*Get into the swing of spring at the*



## SUN DEVIL MARKETPLACE



The Sun Devil Marketplace is located in the College Ave Commons just across from the ASU Foundation Building.



660 S. College Ave., Tempe, AZ 85281 | 480-727-4499  
**[sundeilbookstores.com](http://sundeilbookstores.com)**



@sundeilbooks



/sundeilbookstores

## In like a Lion

Joe Preston  
'74 B.S.

By Kristi Eaton



Traveling to far-flung locales is a dream for many; but for Joe Preston, it is all part of his yearlong role as president of Lions Club International. Preston, a 1974 graduate of the W. P. Carey School of Business, became the leader of the service organization in July 2014 and has spent the months since then traveling all over the globe, meeting with government officials, as well as civic and religious leaders.

Preston, who is temporarily retired from the car industry during his presidential year, says he initially joined Lions Club right after graduation from ASU to help meet potential customers for his business and to expand his professional network. He quickly moved up the ranks, though, taking roles in the organization on the state, national and now, international levels.

“Pretty soon, you got engaged and saw you could make a difference in helping your community and being a positive influence,” he says. The U.S. Drug Enforcement Agency has recognized Preston for his work with Lions Club to combat drug abuse through Lions Quest, a curriculum that teaches young people to deal effectively with negative peer pressure, including pressure to participate in drug use. Preston’s work promoting Lions Quest continues to this day.

As president, he’s focusing on strengthening the association – to grow it in size, grow its leadership cadre and grow the service aspect of the organization. Lions Club recently kicked off a campaign to serve 100 million people around the world by 2017, which is the centennial anniversary for the organization.

“That’s a lot of service,” Preston admits, “so it takes Lions across the world, but it also takes the community’s involvement and support to be able to do that.”

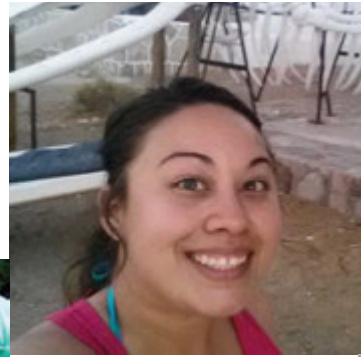
Preston believes his business degree from ASU was one of the best things that ever happened to him because it helped him excel in his professional career and with Lions Club. It taught him how to communicate effectively with leaders and try to make an impact on the world, he says.

*By Kristi Eaton, a freelance writer based in Oklahoma City.*





**William Tran '14 B.A.** accepted a position as special counsel in the Archer Norris law firm's Newport Beach, Calif., office. His practice focuses on financial services, intellectual property, litigation and real estate.



**Deziree Gaucin '12 B.I.S.,** participated in Miami University's summer 2014 Earth Expeditions global field course in Baja California. She studied the eco-systems, unique desert plants and the diversity of life at the Bahía de los Ángeles UNESCO World Heritage site and in the Sea of Cortez.

**Courtney Baxter '13 B.S.** participated in Miami University's summer 2014 Earth Expeditions global field course in Australia. She studied coral reef ecology and the conservation of marine systems along the Great Barrier Reef.



**Stephen Neff '12 B.S.,** a Tempe police officer, veteran and former Sun Devil wrestler, received the City of Tempe Life Saving Award and, subsequently, the National Law Enforcement Officers Memorial Fund Officer of the Month Award. Recognition for the latter includes a spring 2015 national award ceremony in Washington, D.C., and opportunity to meet President Barack Obama.



## 2010s

**John Ball '14 Ph.D.** accepted a position as assistant professor of architecture and design at Alfred State SUNY College of Technology, in Alfred, N.Y.

**Mahonri Stewart '14 M.F.A.** is the writer/director of "Evening Eucalyptus," which opened in November at the Echo Theatre in Provo, Utah. The play presents myths, magic and mayhem in a revealing tale, set against Australian culture and folklore.

**Mackenzie Woods '14 J.D.** has joined Carter Law Group as an associate in Phoenix. His legal practice is focused in the areas of charter school formation and compliance, charter management organization structuring and tax regulation, corporate law, as well as education law and policy.

**Trey Wilson '13 B.S., Justin Fultz '08 B.A.** and **Krystal Leyvas '07 B.S.W.** were selected by Phoenix Sister Cities to represent Phoenix for the 2014-15 Teach Abroad Program in Himeji, Japan.

**Jaqueline Cako '13 B.S.,** former ASU student athlete and Pac-12 Scholar Athlete of the Year, in tennis earned her way into the U.S. Open Mixed Doubles Tournament with her mixed doubles partner after winning the 2014 U.S. Open National Playoffs.

**Chelsey Davis '13 B.A.** recently participated as a guest artist in the nonprofit Gabriel's Angels art benefit fundraising event at the Allstate Appliance Showroom in Scottsdale.

♦ **Daniel Mills '13 B.A.** has launched *Sprawl*, an online nonprofit magazine supporting literary works about Arizona.

**Taja Towne '13 B.S.W.,** a student in the Masters of Social Work program at the University of Pennsylvania, is completing a field placement at the Pennsylvania Immigration and Citizenship Coalition.

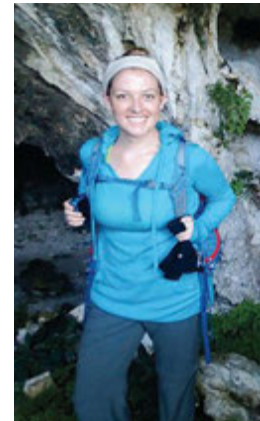
**Risa Kostis '12 B.S.** launched RISTYLE consulting, which offers services such as personal styling, wardrobe consulting, shopping, and closet organizing.

**Weston Phippen '12 B.A.,** a correspondent for the National Journal, received a \$15,000 grant established by the John S. and James L. Knight Foundation specifically for graduates of ASU's Walter Cronkite School of Journalism and Mass Communication. He will use the grant at the National Journal to implement an online program that simplifies the process of designing in-depth web stories involving a variety of multimedia, including videos, images, text and audio.

**LaDawn Yazzie '12 B.S.A.,** formerly associate director of nutrition and chef with a food service management company, accepted a position with Central Arizona College's Maricopa Campus as an instructor in the culinary arts program.

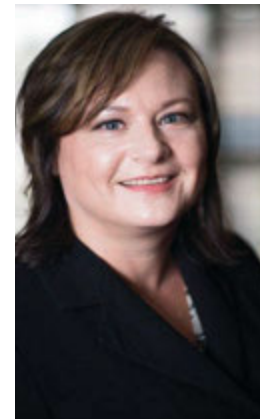
**Carrie Harding '11 B.A.E.** participated in Miami University's Earth Expeditions global field course in Thailand during summer 2014.

**Amber (Beckjam) Sepulveda '11 B.S.D.,** founder and owner of Mama Sew Happy, designs and sells bibdanas (baby bib bandanas), top-knot and leather-bow headbands, and infinity scarves online. The business grew from her young son's need for cute bibs when he was teething.



**Caitlin Sheedy '11 B.S.,**

a science teacher at McPherson (Kan.) High School, participated in Miami University's summer 2014 Earth Expeditions global field course in Belize in pursuit of her master's degree.



**Laura Carpenter '10 L.L.M.,**

an attorney and pharmacist, has been selected for inclusion in Best Lawyers in America 2015 in the category of health care law.



**Yu Cai '09 J.D.**

has been selected for inclusion in The Best Lawyers of America 2015 in the category of biotechnology law. She is an intellectual property attorney with the national law firm Polsinelli in its Phoenix office. She also handles international China practice matters related to patents, litigation, and corporate transactions.

---



**Rebecca Lumley '07 J.D.**

has been elected shareholder of the national law firm, Polsinelli, practicing in the area of commercial litigation.

---

**Tiffany Andersen '06 J.D.**

has been elected shareholder of the national law firm Polsinelli. She represents corporate policyholders in coverage disputes with insurance companies. Throughout her legal career she has focused her practice on insurance asset recovery with emphasis on pursuing complex coverage claims related to long-tail environmental and product liabilities.

---



◆ **Scott Jay Givaudan '06 B.I.S.,**

previously a crew leader with the city of Glendale (Ariz.), was promoted to supervisor in August 2014.

---



◆ **Ruth A. Douthitt '05 B.A.**

is a middle school writing and language arts teacher at Valley Academy Charter School in north Phoenix.

---



**Marsharne Graves '99 B.A.**

recently earned a master's degree in sports management from American Public University after completing a career in the NFL and working within the juvenile court and public school systems. His new brand of performance wear T-shirts, PLAYAHOLIC, launched online in fall 2014.

---



**Jonathan Brinson '03 B.S.,**

an attorney and shareholder in Phoenix office of the Polsinelli law firm, was honored by the Arizona Foundation for Legal Services and Education as a 2014 Top Pro Bono Attorney.

---



**Katie Peterson '10 B.I.S.**, owner of So Rad 34 in Kailua, Hawaii, designs and produces beach inspired and sourced jewelry.

## 2000s

◆ **Katie Burkhardt-Gooch '09 B.I.S.**, a pitcher for ASU's softball team from 2004 to 2008, is now the assistant softball coach for Tennessee State University.

**Ashley Hill '09 B.A.** and her sister, **Brittany Hill '08 B.F.A.**, have traveled across the country documenting iconic people, historic places, and landmarks that celebrate dreams "Made in America" as part of their American Legends: Artist Series. They are partnering with the renowned Aspen snow sports apparel outfitter, Obermeyer, on this project.

**Ruigang Wang '07 Ph.D.**, professor of materials chemistry at Youngstown State University (Ohio), was awarded a grant of more than \$200,000 from the National Science Foundation for his work on vehicle catalytic conversion systems.

**Phil Jabour '06 B.S.** has accepted a new position with the Philadelphia 76ers as director of scouting development.

**Brandon Quester '05 B.A., '12 M.M.C.**, executive director of the Arizona Center for Investigative Reporting (AZCIR), received a \$15,000 grant established by the John S. and James L. Knight Foundation specifically for graduates of ASU's Walter Cronkite School of Journalism and Mass Communication. He will use the grant to support the development of AZCIR's The Background Machine, an online application that uses crowdfunding to conduct background checks on public officials.

**Tony Solem '05 M.B.A.**, previously president and CEO of First Plan of Minnesota, has been named chief medicare officer for Santa Clara Family Health Plan SCFHP, where he will oversee all aspects of the Cal MediConnect program, including strategy, administration and operations.

**Jarrold Lauer '04 B.S.** recently transitioned from Vaco to Catapult Systems as an account executive. Catapult is a national Microsoft-aligned consulting firm, with a focus on systems management/virtualization and cloud solutions.

◆ **Jayson Matthews '03 M.P.A.**, previously the chief development officer at United Food Bank, is now the director of ending hunger at Valley of the Sun United Way.

**Justin Hawkins '02 B.S.** led the brand development and market launch of new product lines for Mattel Toys (BOOMco) and Asurion (SIMPLR). In addition, he was selected to appear in Nashville's Lifestyles Magazine as one of its 25 Most Beautiful People for 2014.

**Amanda Stanford '02 B.S.** participated in Miami University's summer 2014 Earth Expeditions global field course in Mongolia, where she studied key species re-introduction efforts in the great steppe area of that country.

**Scott Peacock '02 B.A., '02 B.S., '09 M.P.A.** was promoted to senior intelligence analyst for global investigations for Walmart Stores, Inc., at the home office in Bentonville, Ark.

**Cindy Blackmore '01 B.S.**, previously the acting public works director for the city of Avondale, Ariz., is now its new director of public works.

◆ **Frank Healy '01 B.S.**, president and CEO, **Eric Flottmann '01 B.A.**, chief operating officer, **Adam Carlson '07 B.S.E.**, chief technology officer, and **Meghan Prudencio '12 B.S.**, all with Tempe-based Higher Ed Growth, celebrated the company's recognition among the 2014 Inc. 5000 list of fastest growing, privately held companies in the United States. Higher Ed Growth is a full-service marketing agency that specializes in post-secondary education.

**Tophas Anderson '00 J.D.**, a senior associate of the Renaud Cook Drury Mesaros law firm, has been selected to receive the Dr. Charles R. Campbell Outstanding Alumnus Award from the Black Board of Directors Project.

## 1990s

**Brooke Carlson '98 B.A.E.**, a science teacher at Desert Horizon School in Glendale, Ariz., participated in Miami University's Earth Expeditions global field course in Costa Rica during summer 2014.

**James Guthrie '96 M.B.A.**, former director of marketing at DLA Piper, has been appointed by Perkins Coie as the law firm's new chief marketing officer.

**Jennifer Kaplan '96, B.A.; Kolby Granville '97 B.A.E.S.E., '00 M.Ed., '07 J.D.; and Kyrsten Sinema '99 M.S.W., '04 J.D., '12 Ph.D.** recently participated as guest artists in the nonprofit Gabriel's Angels art benefit fundraising event at the Allstate Appliance Showroom in Scottsdale.

**Ann Marie Downes '94 J.D.**, former executive director of the Indian Legal Program at the Sandra Day O'Connor College of Law at Arizona State University, was tapped to serve in the assistant secretary's office of the Bureau of Indian Affairs, part of the U.S. Department of the Interior, as deputy assistant secretary for policy and economic development. She will oversee the Office of Self-Governance and the Office of Indian Energy and Economic Development.

**Richard Laugharn '93 M.F.A.**, the owner of Fine Art Framing in Tempe, has collected vernacular imagery for decades. He held his sixth annual

Vernacular Photography Exhibition and Sale at Fine Art Framing on Dec. 6, where he shared some of his greatest finds with the public.

**Jeremy Levitt '93 B.A.**, formerly a professor at Florida A & M University, was named dean of the faculty of law at the University of New Brunswick. He is known for his work in the law of the use of force, international human rights law, humanitarian law, peace studies and African politics.

**Brent Davids '92 M.M.** had two world premieres of his musical compositions this year, including his concert opera entitled "Purchase of Manhattan" and a new flute concerto entitled "Fluting Around." Additionally, he recently opened a new music facility, Doodlebug Music Studio.

**Brian Gentile '92 M.B.A.** was inducted into the W. P. Carey School of Business Homecoming Hall of Fame on Oct. 30. He built and served as CEO of Jaspersoft Corporation until TIBCO Software acquired his company recently, at which time he became senior vice president and general manager of the TIBCO Analytics products business unit.

## 1980s

◆ **Robert Silverman '89 B.S., '91 M.P.A.** was promoted to professor and named director of the Ph.D. program in the Department of Urban and Regional planning at the University at Buffalo.

**Karina Bland '87 B.S., '97 M.M.C.** recently received the Arizona Newspaper Association's Story of the Year for "Strength of Love's Memory," an article about Yarnell Hill Fire widow Roxanne Warneke and her daughter, Billie Grace.

◆ **Lionel Hollins '86 B.S.**, a former Sun Devil basketball standout, is now the head coach of the NBA's Brooklyn Nets.

◆ **Col. David Lopez '84 M.Ed.** recently took the role of senior advisor in the Office of the Chief Information Officer with the Federal Emergency Management Agency.

**Craig Meyer '83 B.S.**, a veteran employed at Keller Williams Realty in Suwanee, Ga., has created a web page to assist veterans who are buying or selling homes in the North Atlanta area. He also designed and launched USAParatroopers.com, a website for current and former members of U.S. military airborne units.

**Maria Harper-Marinick '84 M.Ed., '89 Ph.D.**, executive vice chancellor and provost of the Maricopa Community Colleges, was re-elected as chair of the U.S. Advisory Committee on Student Financial Assistance. She was first appointed to the committee in 2012 by U.S. Secretary of Education Arne Duncan.



**Mark Svorinic '96 M.Ed.,** formerly vice president of consulting services, recently was promoted to president of Governet, a web-based company that creates and implements curriculum and program management software of colleges and universities. Additionally, he delivered a commencement speech to graduates of the Pima Medical Institute at a ceremony held in Chandler, Ariz.



**Christina Kelly '94 B.S.** has been elected shareholder of the national law firm Polsinelli. She practices in the area of insurance recovery.

**Timothy Doll '93 B.S.,** airport director at Eugene (Oregon) Airport, has been appointed to the policy review committee and the board of examiners of the American Association of Airport Executives (AAAE). Doll also serves on the board of the International Association of Airport Executives and has served as president of the southeast chapter and the northwest chapter of AAAE.



**Matthew Eschenburg '92 B.S.** accepted a position as special counsel with the business, litigation, product liability and real estate practice group of the Archer Norris law firm's Newport Beach, Calif., office.



◆ **Helene S. Fenlon '90 J.D.,** an attorney, received the Scottsdale Bar Association's 2014 Award of Excellence. The award is given annually to an individual who resides or works in Scottsdale and who has given outstanding service to the legal community.



◆ **Michael Pressendo '90 B.S.** accepted the position of director of communications with the United Network for Organ Sharing. He will work with leadership to produce a communications strategy for the organization and orchestrate the plan for sharing its lifesaving message.

**Karen Dickinson '87 J.D.,** an attorney and shareholder with the Polsinelli law firm and chair of the Arizona District Export Council, was recognized among the 50 Most Influential Women in Arizona Business by AZ Business Magazine. She also has been selected for inclusion in Best Lawyers of America 2015 in the category of information technology law.



**Kelly McCullough '82 B.S., '91 M.B.A.** general manager of EIGHT/Arizona PBS, was the 2014 inductee into the Alumni Hall of Fame at ASU's Walter Cronkite School of Journalism and Mass Communication.







Sun Devils who fly together enjoy a special camaraderie. **Greg Krochta '87 B.S.** (on right in both photos), a captain with Southwest Airlines and a retired U.S. Air Force lieutenant colonel, recently piloted flights with fellow Sun Devils and Southwest Airline first officers **Dale Estes '93 B.S.** and **Craig Jakubowski '03 B.S.** on separate Southwest flights.

## 1970s

**Eddie Zuleger '79 M.S.** was inducted into the Arizona Veterans Hall of Fame on Oct. 24 at the Phoenix Marriott Tempe at the Buttes.

**Larry Schweikart '72 B.A., '79 B.A., '79 M.A.** toured the United States with his film "Rockin' the Wall," which follows rock music's role in bringing down the Soviet Union. The tour stopped in Chandler and Scottsdale in November.

**Charles Robel '71 B.S.** was inducted into the W. P. Carey School of Business Homecoming Hall of Fame on Oct. 30. He served as chairman of the board of McAfee prior to its multi-billion dollar sale to Intel. He now serves on the boards of directors of Go Daddy, Jive Software, and several other public and private companies. He previously worked as chief operating officer at the venture capital fund Hummer Winblad Venture Partners.



Photo Credit: John Gessner

## Riding the rails

### Robert Menzies II '67 B.S.

As highways become more congested and the cost of fuel fluctuates, it's no surprise railroads are making a re-emergence as the more efficient mode of transportation.

ASU alumnus Robert Menzies, president and owner of the Aberdeen Carolina & Western Railway Company in North Carolina, has seen significant growth in his railroad, going from one locomotive when he purchased the railroad in 1987 to 21 today.

Menzies said he expects to see more freight railroads take over a greater share of the movement of freight because they are much more efficient.

"I see a tremendous future in railroads," he said. "Railroads are far more fuel-efficient than trucks and far more labor-efficient than trucks," he said. "They're kind of an answer to the congestion that's happening on the highways."

Menzies explained that to move 90 train cars full of corn, it would take a train 12,000 horsepower. To move that same amount of corn by truck would take 120,000 horsepower. This fuel savings, coupled with the deregulation of the railroad industry in the '80s, has allowed railroads to take off, Menzies said, especially small railways like his.

The Aberdeen Carolina & Western Railway Company line travels 150 miles across North Carolina. Its focus is to provide service directly to customers and offer options apart from the five large railroads that dominate the rail lines across the country. Menzies also is using the railroad to spur economic development. He purchased land along his line and uses the rail-served land to entice international companies to bring their businesses to the United States. He's even restored some of his 100-year-old vintage train cars and uses them to entertain prospective customers.

Purchasing a railroad and its adjacent land in the age of jet aircraft is a risk, but Menzies says his background and lifelong interest in transportation set him up for success. After graduating from ASU in 1967 with a degree in transportation, Menzies went on to attend graduate school at Michigan State University. He then taught transportation at Murray State University in Kentucky as well as Tri-State University in Indiana.

"Without that knowledge, I would have never taken the risk to buy a railroad," he said of his time at ASU. "Arizona State really started me in my transportation career."

Although he resides in North Carolina, Menzies is a true Arizona native. He grew up in Scottsdale, maintains a home in Carefree and enjoys camping in the Arizona desert.

*By Jenny Keeler, a Chandler-based freelance writer.*



**Laurie Fagen '79 B.S.,**  
a serial entrepreneur and president of Phoenix chapter of the Sisters in Crime group for mystery authors, recently sold the SanTan Sun News community newspaper in Chandler and continues to pursue work as an artist, jazz vocalist and an author of crime fiction.



**Paul Faith '75 B.S.,**  
managing attorney and founder of Faith, Ledyard, & Faith, PLC law firm, recently was re-elected to his fourth term on the Litchfield Park City Council. He was named to the 2014 national edition of "The Best Lawyers in America," AZ Magazine's "Top Attorneys in Arizona" and "Arizona's Best Lawyers."

◆ **Roxanne K. Song Ong, '75 B.A.,**  
the chief presiding judge of the Phoenix Municipal Court, was the recipient of the 2014 Judge Bob Jones Memorial Award for excellence in judicial education by the American Judges Association. She was awarded the 2014 State Bar Committee on Minorities and Women in the Law award for outstanding achievement in advancing equal opportunity in the legal profession. She received the 2014 YWCA Tribute to Leadership Award for Public Service and was named "One of the 25 Most Influential Minority Business Leaders in Arizona" by the Arizona Business Magazine. She was elected the 2014 president of the National Conference of Metropolitan Courts and was inducted into the Maricopa County Bar Association's Hall of Fame in 2013.



◆ **Larry Enyart '72 B.Arch., '77 M.Arch.,**  
a retired brigadier general in the U. S. Air Force, received the LEED Fellow Investiture achievement recognition on Oct. 23 at the International USGBC Green Build Awards Event. He also won the Arizona Forward Governor's Award for Energy and Technology Innovation in October. He is currently working with Herberger Institute for Design and the Arts architecture students and faculty.



## 1960s

**Leonard Berry '68 D.B.A.** was inducted into the W. P. Carey School of Business Homecoming Hall of Fame on Oct. 30. He is a Regents Professor at Texas A&M University and a well-known author, whose research into the marketing and quality of services is currently examining how to improve the service experience of cancer patients and their families.

◆ **Howard Pink '66 B.Mus.,** a 52-year alumni member of Phi Mu Alpha Sinfonia, presented his solo performance, "Howard Pink and His Musical Garden Hoses," to Sinfonians in April 2014 for the Province 15 Sinfonia Workshop in Memphis, Tenn., and in July 2014 for the Phi Mu Alpha Sinfonia National Leadership Conference in Evansville, Ind.



**Jane Jackson '65 B.S., '66 M.S., '70 Ph.D.,** co-director of the Modeling Instruction Program in ASU's Department of Physics, and **Colleen Megowan-Romanowicz-Rom '03 M.N.S., '07 Ph.D.,** executive officer with the American Modeling Teachers Association, received the 2014 Excellence in Physics Education Award from the American Physical Society for their work in high school modeling instruction. A third co-recipient of this award was David Hestenes, an emeritus professor at ASU.

◆ **Michael Daly Hawkins '67 B.A., '70 J.D.,** a senior judge on the U.S. Ninth Circuit Court of Appeals, was inducted into the Arizona Veterans Hall of Fame in recognition of his service as a Marine from 1970 to 1973 and his subsequent service to veterans.

**Daniel Conway '60 M.S.,** and  
◆ **Karl Pfitzer '68 B.A.** were inducted into the Arizona Veterans Hall of Fame on Oct. 24, at the Phoenix Marriott Tempe at the Buttes.

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



### How to submit class notes

**Online:** [alumni.asu.edu/classnotes](http://alumni.asu.edu/classnotes)

**Email:** [alumni@asu.edu](mailto:alumni@asu.edu)

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





The ASU Ring Collection  
REPRESENTING  
your **past**,  
LIGHTING THE WAY  
to a  
**BRIGHT FUTURE.**



Save \$50 on ASU Gold rings by using promo code: SWgrad

Display your diploma with pride!




Available in the Sun Devil Campus Stores and online!

[herffjones.com/ArizonaState](http://herffjones.com/ArizonaState)

Follow us

 [facebook.com/ASUGraduation](https://facebook.com/ASUGraduation)

 480-219-3247

 @HerffJonesAZ

 [HerffJonesAZ@yahoo.com](mailto:HerffJonesAZ@yahoo.com)





## A taste of success

### Adam Lowy '08 B.S.

Moving to a new home involves working with real estate agents, packing up the old house, hiring movers... and making a contribution to hunger relief? That last part is becoming a new part of the process, according to Adam Lowy, who started the social venture Move For Hunger five years ago to connect those two seemingly disparate events.

Lowy's family has owned a moving company in New Jersey for more than 90 years, and Lowy saw tons of food go to waste when people moved. He decided to do something about it.

"We started by asking our customers if they wanted to donate their food when they moved. In a month, we collected 300 pounds of food," Lowy says. He took the goods to a local food bank and learned that 100,000 people in his county were struggling with hunger. "If we could divert the food from those moving to food banks instead of landfills, we could feed a lot of people," Lowy realized. And Move For Hunger was born.

To date, more than 600 moving companies have adopted the Move For Hunger model and are making food collection part of their everyday business. The Neptune City, N.J.-based nonprofit has helped deliver more than 3.8 million pounds of food, providing more than 3 million meals.

It's a rapid success story, with deep ASU roots. Lowy credits his business marketing degree and his involvement as a student in the ASU Programming

and Activities Board (PAB) with helping launch his entrepreneurial side.

"Through PAB, I found myself negotiating contracts, working with vendors, organizing logistics, navigating red tape, marketing events, and creating a template for success ... These skills have prepared me to build the organization Move For Hunger is today," Lowy says.

The organization's success has not gone unnoticed. In 2011, Lowy was honored as a finalist by VH1's Do Something awards, receiving a \$10,000 grant. ("It was surreal," he says of the experience, where he walked the red carpet with Will Ferrell, Jane Lynch, and David Beckham.) And in 2014, he was named to Forbes' prestigious 30 Under 30 list.

It's likely Lowy will continue to garner accolades. Future plans include expanding the Move For Hunger model to the self-moving market segment (think U-Haul and Penske), and working to foster greater collaboration among hunger relief organizations. He's confident that his seven-person organization, with the help of soon-to-be homeowners, can make an impact on the challenge posed by hunger.

"Hunger is a symptom of poverty and can be fixed. But we need to work together to achieve that," Lowy says.

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

## sun devil marriages



Melody and Todd Elkin

**Melody Elkin '02 B.S.** and **Todd Elkin** were married on Oct. 11, 2014, in Livermore, Calif.



Chris Wells and Kelly (Yang) Wells

◆ **Chris Wells '03 B.S.** and **Kelly (Yang) Wells '02 B.S.** were married on Nov. 11, 2013, in Maui, Hawaii. The couple is now at home in San Diego.



Jim Robichaud and Jeanne (Gonseth) Robichaud

**Jim Robichaud '75 B.S.** and **Jeanne (Gonseth) Robichaud** were married on Nov. 3, 2012, at the Pueblo Del Sol Country Club in Sierra Vista, Ariz. The couple is at home in Concord, N.H.



# sun devil births



Emma Sofia Estrada

Emma Sofia Estrada was born to Linda (Portillo) Estrada '09 B.S. and Ramon Estrada '10 B.A.E. on May 23, 2014.



Colton Wade Givaudan

Colton Wade Givaudan was born to Lindsay (Josephson) Givaudan '09 B.S.N. and Scott Wade Givaudan on May 31, 2014.



Augustus Ivan Lindenfelser

Augustus Ivan Lindenfelser was born to Peter Lindenfelser '09 B.S. and April Walter on Aug. 30, 2014, in Minneapolis, MN.



Noah Cruz

Noah Cruz was born to Alex Cruz '07 B.S. and Elizet (Mendoza) Cruz '01 B.S. on July 28, 2014.



Abigail Iris Griggs

Abigail Iris Griggs was born to ♦ Courtney Griggs '05 B.A. and Daniel Griggs on Oct. 10, 2014.



Kanon Boucher Kirkpatrick

Kanon Boucher Kirkpatrick was born to Hannah Kirkpatrick '05 B.I.S. and Chris Kirkpatrick on Aug. 4, 2014.



Gavin Hersh Cassman

Gavin Hersh Cassman was born to ♦ Scott Cassman '02 B.S. and Erica Cassman on July 27, 2014, in Sacramento, Calif.



Bennett Thomas Leadley

Bennett Thomas Leadley was born to Erin Hart Leadley '01 B.S. and Gabriel Leadley '01 B.A. on April 30, 2014.



Avery Beth Reeder

Avery Beth Reeder was born to ♦ Charles Reeder '97 B.S. and Amber Reeder on July 8, 2014.



Shelby & Gracelyn Vu

Shelby MaryAnn Vu and Gracelyn Marie Vu were born to ♦ Allison Davis Vu '05 B.S. and Michael Vu on June 30, 2014.



Elle Aurora Sutherland

Elle Aurora Sutherland was born to Sara (Wolff) Sutherland '09 M.B.A. and Dane Sutherland on August 11, 2014.



Parker James Primak

Parker James Primak was born to Amy (Hirni) Primak '93 B.S. and Tony Primak '89 B.S. on May 18, 2014.



### Breaking new ground

Feb. 26, 1986, was the culmination of a dream for supporters of Arizona State University who had desired a campus on the west side of the Valley of the Sun. On that day, several state lawmakers, including State Sen. Lela Alston and State Rep. Sterling Ridge, stood with ASU President J. Russell Nelson on a large plot of empty land at 47th Avenue and Thunderbird Road and broke ground for the permanent location of ASU's West campus.

The event capped efforts launched in 1972 to bring ASU to that side of town. Sterling's wife, Barbara, spearheaded the Westside Citizens Committee for Higher Education, which lobbied for a convenient location for adults in west Phoenix and Glendale to study upper-division classes and complete their degrees at ASU. In 1984, Gov. Bruce Babbitt signed S.B. 1245, which officially established the West campus at ASU.

On the day of the groundbreaking, the West campus began one of its first traditions by ringing a bell that had been donated to the campus by university supporters Herb and Betty Bool and the Arizona Historical Society. State Sen. Anne Lindeman rang the bell for the first time with the help of two students, Angela Kubiak and Andrew Graham, from Sweetwater Elementary School, which is located adjacent to the ASU West campus.

Digital copies of memorabilia from the groundbreaking ceremony and the early years of West campus are available by visiting the ASU Digital Repository at <http://repository.asu.edu> and searching for "ASU West Groundbreaking."



# Alma Matter.

**Make a difference with every swipe.**

Gear up and give back with an ASU MasterCard® Check Card from MidFirst Bank. A portion of every qualified purchase goes to support ASU.



**602-801-5000**  
**[midfirst.com/asumag](http://midfirst.com/asumag)**  
Member FDIC

 **MIDFIRST BANK**  
Proud to be the exclusive banking partner of ASU.

# ASU ALUMNI

ARIZONA STATE UNIVERSITY

PO Box 873702, Tempe, AZ 85287-3702



## Sun Devils! Get exclusive hotel deals here!



**Are you heading back to ASU or Arizona for a big game, graduation or catching up with old friends?**

Check out the ASU Alumni Travel Portal for local hotel deals exclusive to ASU alumni.

Visit: [alumni.asu.edu/travel-portal](https://alumni.asu.edu/travel-portal)

**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY