

**asu** magazine

May 2015 volume 18 number 4

**ASU shapes national  
policy with DC  
programs**

**The sky's the limit:  
ASU as you've never  
seen it before**

**Arts organizations  
ponder data-driven  
strategies**

# **Rekindling the “House of Heat”**

**Ray Anderson  
reinvents Sun Devil Stadium**



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## President's Letter

While the nation's capital may be more than 2,300 miles away from Arizona State University, this issue of ASU Magazine showcases the many ways in which the university brings ASU's expertise to bear in solving the nation's challenges and provides students, faculty and alumni access to a

wealth of new opportunities. Sun Devils are playing key roles in shaping federal policy, nurturing the next generation of leaders and providing Arizona-focused media coverage of events in Washington, D.C.

Closer to home, work has begun on the reinvention of the iconic Sun Devil Stadium. The project will transform the game day experience for Sun Devil fans with enhanced features and amenities, and a new video board and sound system. Students especially will enjoy the enhancements, which will include a "Double Inferno" student section.

Speaking of students and sports, we also take a look at an athletic experience that has been shared by thousands of students over the years at ASU – intramural sports. In addition to providing a healthy study break, the programs, which include sports ranging from soccer, softball and volleyball to bowling and Ultimate Frisbee, also help build confidence and stamina, qualities that prove useful to our students (and later alumni) long after the games are over.

Clearly, ASU is devoted to providing an environment enabling success for students attending the institution. It now fills the pipeline to college with prepared, engaged students, as demonstrated by the success of the first graduating class of ASU Preparatory Academy-Phoenix. The school will be graduating its first class of high school seniors on May 28. The class boasts a 98 percent four-year graduation rate, with 76 percent having been accepted to four-year universities. The success of our academy supports the university's mission, stated in its charter, of assuming fundamental responsibility for the economic, social, cultural and overall health of the communities we serve.

As the semester drew to a close earlier this month, we congratulated ASU's newest alumni, and kicked off our Sun Devil Send-Offs event series, which welcomes incoming ASU students to the Sun Devil family. It's a privilege to be present at the beginning and the end of a student's career with ASU, and we invite all of you to become involved, by joining a chapter, club or connection group, and spending time this summer in the company of fellow Sun Devils!

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



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### The Sky's the limit

Aspirations are rising at ASU, and this photo essay showcases activities and landmarks that define that ambition — across all four campuses, and beyond.

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### Capital Opportunities

Although ASU is 2,300 miles from Washington, D.C., the university has a strong and growing presence in the nation's capital. The university has expanded its initiatives in Washington, with a host of educational, research and policy leadership programs that bring ASU's expertise to bear in solving the nation's challenges and give students, faculty and alumni access to a wealth of new opportunities.



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## 1 President's Letter

Christine Wilkinson discusses how ASU is impacting communities both far and near its home base in the Valley of the Sun, with projects ranging from the ASU Preparatory Academy-Phoenix to the enhancement of university programs for students, alumni and community members in Washington, D.C.

## University News

University researcher participates in development of a prosthetic that can sense like a real hand; ASU leads the nation in hires of female and minority female faculty; Global Security Initiative aims to address emerging security challenges.



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## Rekindling the "House of Heat"

Sun Devil Stadium is now in the first phase of a comprehensive reinvention process, one that will propel the structure and its athletic department into the future. The renovation will integrate the latest in seating comfort and technology into the stadium, as well as improved amenities for student-athletes.

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## Pointing in the right direction

Project aims  
to develop  
prosthetic that  
senses like  
real hand



ASU neurophysiologist Stephen Helms Tillery is part of a nationwide research collaboration that seeks to enable users to control and sense a prosthetic hand through the same neural signaling pathways used by intact hands and arms.

**One of the major challenges in prosthetic technologies is to create an artificial hand capable of the same tactile sensations and motion perception as a natural hand. ASU neurophysiologist Stephen Helms Tillery will have an opportunity to contribute to progress toward that goal.**

He will be a member of one of the teams involved in a nationwide research collaboration to pursue technological advances to produce systems and devices enabling users to control and sense a prosthetic hand through the same neural signaling pathways used by intact hands and arms.

Called HAPTIX (Hand Proprioception and Touch Interfaces), it is the first program for the new Biological Technologies Office of the Defense Advanced Research Projects Agency (DARPA), a part of the U.S. Department of Defense.

DARPA is undertaking the project as part of its mission to provide support for wounded U.S. military veterans, but the program, if successful, is expected to have significantly broader impacts on the development of next-generation prosthetic technologies.

“We want to make a prosthetic hand that can do all the amazing things a normal hand can do,” said Helms Tillery, an associate professor in the School of Biological and Health Systems Engineering, one of ASU’s Ira A. Fulton Schools of Engineering.

That means finding ways for a prosthetic hand to be able to sense the shape, texture and weight of whatever it touches, and to be able to perceive how much or how little pressure or force is needed to grasp, lift or manipulate objects, he said. The teams will work to help figure out how a prosthetic hand could do all of this wirelessly, so that it can be operated solely with internal controls. ASU researchers will then focus on testing the use of the system’s performance in providing tactile sensation.

The first phase of DARPA’s HAPTIX program endeavor is planned to last a year and a half, which includes time for testing prototypes of the new prosthetic hands with selected amputees. Helms Tillery said prototypes will be equipped with data-collection devices enabling researchers to assess how the neural interface system is functioning and how users are adapting to the new prosthetic hand technology.



ASU's faculty leads the nation in hires of women and minority women, compared to 16 peer institutions.

## Hire power

### ASU faculty diversity at top and growing

Boasting the most diverse tenure-track faculty in its history, Arizona State University now leads the nation in hires of women and minority women, when compared to the 16 institutions designated as peer institutions by the Arizona Board of Regents (ABOR).

The uptick in faculty diversity is a reflection of strategic shifts in targeted hires, training of faculty and staff involved in academic hiring and expanded efforts to broaden application pools, said Barry Ritchie, vice provost for academic personnel at ASU.

According to 2013 data from the Integrated Postsecondary Education Data System, 620, or 36.7 percent, of ASU's 1,664 tenure-track faculty were women. Minority women made up 25.6 percent of female faculty members and 9.4 percent of all faculty members, putting ASU at the top of its ABOR peers.

"Excellence is blind to zip codes, gender, orientation, ethnicity or race," said Ritchie. "We want the most qualified people. The only way you can hire the best is by encouraging and reviewing the broadest pool of applicants."

"It is important for students to see faculty members in front of them that break traditional expectations, or shatter stereotypes about who can be at the top of the field," Ritchie said.

An increasingly diverse faculty is a major part of ASU's mission to transform higher education.

"Faculty members are some of the largest human investments we make toward building the ASU of the future," said Robert E. Page, Jr., university provost. "The fact that our hiring is in line with the ASU core values of access, excellence and impact speaks volumes. It underscores that emphasizing and seeking diversity supports these values and empowers our students and our communities."



Students celebrate at the unveiling of the Super Bowl XLIX Legacy Field on ASU Prep-Phoenix's campus in downtown Phoenix.

## Head of the class

### ASU Prep celebrates achievements, new field

In 2009, Arizona State University set out to transform a group of underperforming public schools in downtown Phoenix into a single, college preparatory K-12 charter school. The school would focus on serving the existing members of that community and ensuring them an equal opportunity to obtain the kind of high-caliber education that would set them on the path to a college degree.

They have had terrific success. This year, ASU Preparatory Academy-Phoenix will be graduating its first class of seniors on May 28. The class boasts a 98 percent four-year graduation rate, with 76 percent accepted to four-year universities and more than \$2 million in scholarship money awarded.

Arriving at this achievement was no small task. School administrators worked in partnership with University Public Schools Inc., a nonprofit organization that works in affiliation with ASU, to implement a new curriculum that aligns student outcomes to match college entrance requirements. They also initiated a family engagement program and worked with the local community to establish partnerships that supported going to college for every student.

Since its founding, ASU Prep-Phoenix has been recognized as an Outstanding STEM School in Phoenix; it has been the recipient of an Investing In Innovation Fund from the U.S. Department of Education; and it has been part of an exclusive school partnership with the Phoenix Symphony in developing the Mind Over Music program.

Most recently, ASU Prep-Phoenix was chosen by the Arizona Super Bowl Host Committee in partnership with the NFL Foundation and Arizona Cardinals to receive a newly refurbished football field and scoreboard. On Jan. 14, the Arizona Super Bowl Host Committee, UnitedHealthcare and Playworks held the World's Largest Recess there, and set the Guinness World Record for the world's largest game of Red Light, Green Light. A total of 1,100 children participated in the event, which was designed to promote a healthy lifestyle for youth.

To learn more about ASU Preparatory Academy's locations in Phoenix and Mesa, visit [asuprep.asu.edu](http://asuprep.asu.edu).



## Thunderbird School to offer ASU undergrad degree in global management

Allen Morrison, director general of Thunderbird School of Global Management, announced earlier this year that the school will begin offering an undergraduate degree in fall 2015.

The expanded offering emerges from Thunderbird's new alliance with Arizona State University and combines the strengths of both institutions.

"Bringing Thunderbird's global management instruction to the undergraduate level will contribute to ASU's ability to produce global-ready graduates well-versed in the business world," said ASU Provost Robert Page, Jr.

The bachelor of global management will be delivered at ASU's West campus in northwest Phoenix, less than three miles from the Thunderbird campus. It is expected to attract prospective students who are interested in a business degree with a global focus, as well as a focus on language. Through a strong language and inter-cultural focus in Arabic, Chinese, English or Spanish, students will develop the advanced communication skills demanded by international employers.

Morrison said the bachelor of global management degree at Thunderbird will be different from the experience at ASU's highly regarded W. P. Carey School of Business. The curriculum's focus and depth, as well as its peer-to-peer structure, will make the program unique, he added.

"The class structure will pair both native and second language learners in the same classroom," he noted. "And that's just the beginning. A required semester-long applied learning experience, such as an international internship, will allow students to put the skills they have learned into practice in real-world settings."

The senior capstone course requires students to propose and complete a project of their choice that draws upon the skills they have developed throughout the program. At the same time, they will develop an online portfolio articulating their skills, qualities and work experience for potential employers as part of their professional development plan.



Nadya Bliss will lead ASU's new Global Security Initiative, which will serve as a university-wide interdisciplinary hub for global security research.

## Global Security Initiative to address emerging challenges

Challenges such as resource security, the health of an entire nation's population, climate change, economic/political instability, and other emerging challenges are complex, interconnected and interdependent problems that impact many countries worldwide. Developing positive solutions to these problems takes collaboration among a diversity of experts across the globe.

To address this need, ASU announced the launch of a new Global Security Initiative (GSI), which will be headed by Nadya Bliss, who also will become a professor of practice in the School of Computing, Informatics, and Decision Systems Engineering within the Ira A. Fulton Schools of Engineering.

GSI will serve as a university-wide interdisciplinary hub for global security research, and is the evolution of ASU's Security and Defense Systems Initiative, according to Sethuraman "Panch" Panchanathan, senior vice president for knowledge enterprise development at ASU.

"GSI was born from the observation that global security is really national security, and that our current challenges require imagination, collaboration, and exploration," he said.

The initiative was developed with a focus on openness, inclusiveness and connections to the global defense, development and diplomacy communities. It will address the types of challenges characterized by complex interdependencies and conflicting objectives, where there may not be obvious solutions.

ASU's Foresight Initiative, funded by a \$20 million National Geospatial-Intelligence Agency cooperative agreement, serves as the foundation for the GSI. The Foresight Initiative is a five-year effort to develop research products, tools and processes for decision-making in the context of environmental change and national security dynamics.





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## President Crow authors “Designing the New American University”

Michael M. Crow, president of Arizona State University, conceived the New American University model when he moved to Arizona State in 2002. In order to explain better the New American University model to a broader audience, Crow’s book, “Designing the New American University,” was published by Johns Hopkins University Press in March.

Co-authored with William Dabars, a senior research fellow in the Office of the President and a research professor in the School of Historical, Philosophical, and Religious Studies, the book examines the emergence of America’s research universities, discusses how they have become entrenched in a model that no longer accomplishes their purposes, and puts forth an imperative for developing a new model for higher education.

Crow recently sat down for a video interview related to the book. Here are a few excerpts:

### **Please give us an overview of the book.**

*President Crow:* What we’re trying to do is lay out the basic philosophical argument for the fact that it’s time for a new kind of major research university in the United States. It’s time for the emergence of a new design. We’ve had several waves of change in the U.S. since colonial days. We’ve had research universities emerge. We’ve had land grant universities emerge. We’ve had colleges emerge.

Now those schools are having a hard time scaling. They’re having a hard time moving quickly. They’re having a hard time innovating. They’re having a hard time moving at the speed of both social and technological change, and so it’s time for a new model.

### **What new ideas does the book present that are significant for today’s students?**

*President Crow:* I think the most important thing that we outline in the book is that we believe that universities that operate on the basis of elite separation out of high school are counterproductive to our broad social outcomes.

We need universities which, like the research universities of the past, were inclusive. They were able to draw students from a broad range of families. They were able to draw students from a broad set of types of intelligence. What we’re doing is basically constructing the logic, the rhetoric, and the idea for this new kind of American university.

### **Why is this book so significant in the current educational environment?**

*President Crow:* We’re in a global high speed, high tech, knowledge driven economy. We can’t have just a few people that have access to that. We’ve got to find a way in which the discovery oriented university has the ability to be very broadly engaged with society, to be very deeply representative of all the talent from society, and to find a way to advance all of that talent to some level of success.

To learn more about the book, visit <https://jhupbooks.press.jhu.edu/content/designing-new-american-university>. The full video interview with Crow is available at <https://vimeo.com/121802968>.

# Celebrate the Sun Devil football season with us!

## Sparky's Touchdown Tailgates

Join us for these special away-game tailgates filled with lots of maroon and gold!

### Sept. 5 Advocare Texas Kick-Off :

ASU vs. Texas A&M @ NRG Stadium in Houston

### Oct. 10 ASU @ UCLA

### Oct. 17 ASU @ Utah



To learn more at [alumni.asu.edu/stt](http://alumni.asu.edu/stt).

## Sun Devil Homecoming 2015

Friday, Nov. 13

### Legends Luncheon

This spectacular event honors the players and coaches who have made a significant impact on the amazing Sun Devil football program.

### Lantern Walk

Join Sun Devils as we light up "A" Mountain in this symbolic tradition which dates back to 1917.

Saturday, Nov. 14

### Homecoming Parade, Block Party and Game

The celebration features a parade with ASU floats followed by the block party with an autograph session with Sun Devil football legends. Then, head to the game to cheer the Sun Devils to victory against the Washington Huskies.

### Special bonus:

Exclusive gifts for members of the Alumni Association at the block party.

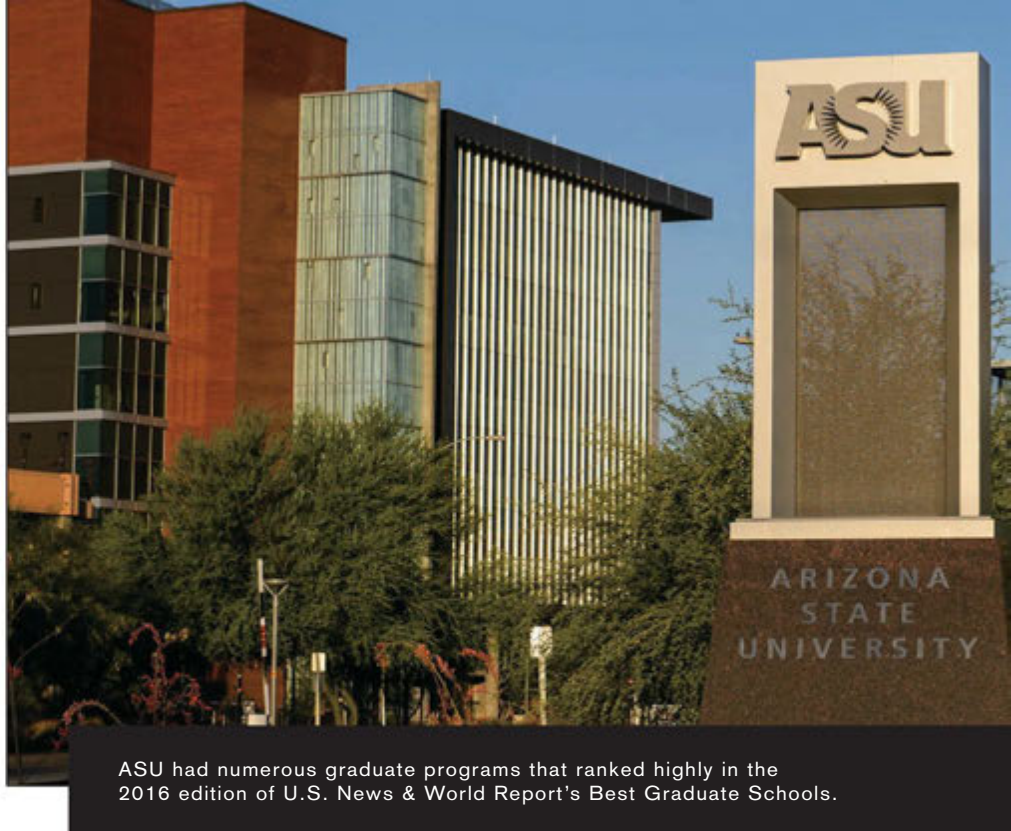
Learn more at [alumni.asu.edu/homecoming](http://alumni.asu.edu/homecoming).

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Elizabeth Cantwell brings more than two decades of experience in leading large research projects and business development to ASU.



ASU had numerous graduate programs that ranked highly in the 2016 edition of U.S. News & World Report's Best Graduate Schools.

## Cantwell joins ASU to advance research enterprise

Elizabeth (Betsy) Cantwell has been appointed deputy vice president in the Office of Knowledge Enterprise Development (OKED) at Arizona State University. With more than two decades of experience in leading large research projects and business development, Cantwell will help accelerate ongoing efforts to advance the university's research enterprise.

Cantwell joins ASU from the Lawrence Livermore National Laboratory in Livermore, Calif., where she most recently served as director of the Office of Economic Development. In this role she led a variety of activities that enhanced programmatic growth and strengthened partnerships with industry and academia.

Cantwell spearheaded many large and diverse research projects while at Lawrence Livermore National Laboratory, including the High Performance Computing Innovation Center, California Energy Systems in the 21st Century and the California Network for Manufacturing Innovation.

At ASU, Cantwell will work closely with faculty, academic leaders, institute and initiative leaders and center directors to help strategize large project conceptualization, pursuit, acquisition and execution of strategic projects. She will also be responsible for developing and enhancing strong relationships with various funding agencies.

"I am truly energized and inspired by ASU's vision of inclusion combined with scientific and research excellence. I see OKED as a significant engine in making this possible," says Cantwell. "The notion of the 'knowledge enterprise' really creates an environment for building challenging and innovative research portfolios for faculty and staff that allows ASU to lead."

Before joining the Lawrence Livermore National Laboratory, Cantwell served as deputy associate laboratory director of

the Global Security Directorate at the Oak Ridge National Laboratory in Oak Ridge, Tenn.

Cantwell also spent three years at Los Alamos (N.M.) National Laboratory, where she served as director of the Office of Strategy, Threat Reduction Directorate and division leader in the International Space & Response Division.

## Graduate school programs lauded as among the nation's best

Arizona State University's graduate schools rose higher this year in national rankings compiled by U.S. News & World Report, moving ASU further in one of its charter missions of attaining national standing in the learning value added to the university's graduates.

Among the fast risers were:

- ASU's Mary Lou Fulton Teachers College, up one spot to 17th;
- The Sandra Day O'Connor College of Law, which climbed five spots to 26th;
- The Ira A. Fulton Schools of Engineering reached its highest mark ever at 42nd.

"ASU continues to elevate its national standing in the quality of our academics and the impact our schools have in every field," said University Provost Robert E. Page Jr. "We are pleased that progress has been recognized, but the greatest confirmation is in our graduates – the leaders of tomorrow."

The 2016 edition of U.S. News' Best Graduate Schools analyzed more than 1,300 graduate programs from several academic disciplines to compile the annual report.

Among other high water marks for ASU:

- The W. P. Carey School of Business ranked No. 3 in supply chain/logistics. The school was ranked No. 30 among top



ASU President Michael M. Crow was appointed to the Committee on Coherence at Scale earlier this year.

full-time MBA programs and No. 27 among part-time MBA programs for its evening MBA offering.

- The Sandra Day O'Connor College of Law is now in the top 13 percent of the 198 accredited law schools evaluated, as well as No. 9 among law schools west of the Mississippi River.
- The College of Public Service and Community Solutions claimed several high rankings this year: No. 2 for its city management and urban policy graduate program, No. 2 for its criminology and criminal justice online graduate program, No. 12 for the criminology and criminal justice program, and 16th overall for the public affairs master's programs.
- The College of Nursing and Health Innovation at ASU placed 24th in the country for its master's programs in nursing, making it the highest-ranked in Arizona. Under the College of Health Solutions, audiology was ranked No. 17 and speech language pathology was No. 21.
- The School of Earth and Space Exploration holds its rank among the top 20 graduate schools in the country. Its earth sciences program ranks 20th among public and private graduate programs, making it the highest-ranking science program at ASU.
- The School of Art in the Herberger Institute for Design and the Arts is ranked 22nd among the graduate schools of fine arts in the country. The school's printmaking program ranks fifth nationally, the ceramics program seventh and the photography program eleventh.

The rankings underscore the university's push to become the leading university nationally in at least one department or school within each of the university's schools and colleges.

## ASU president appointed to committee on digital design

As digital technology pervades an increasing number of aspects of human life, a national committee of academic leaders is working to enhance the emerging digital environment wherein scholarly research, teaching and learning can thrive.

With a goal to transform higher education, the Committee on Coherence at Scale has appointed ASU President Michael M. Crow to help lead the development and management of this emerging digital ecosystem.

Crow, one of three new committee members, was selected for his innovation, strategic vision and leadership in higher education, according to a statement made by Chuck Henry, president of the Council on Library and Information Resources.

"I look forward to many productive years ahead guided by their experience and vision," Henry said.

Together with Vanderbilt University, the Council on Library and Information Resources created the Committee on Coherence at Scale in 2012 to examine emerging national-scale digital projects and their ability to help higher education institutions be more efficient, productive, cooperative and sustainable.

Comprised of leaders in higher education, the committee aims to encourage academic leaders to see their institutions as part of a larger digital ecology, and to connect and coordinate existing large-scale projects so they can integrate all facets of the knowledge cycle. Crow will be part of the committee's initial development of a series of business models for operating analog repositories more coherently and efficiently at scale.

For more information on the Committee for Coherence at Scale, visit <http://coherence.clir.org/>.

# Sun Devils for life

We welcome the following individuals, who joined the ASU Alumni Association at the Gold Devil Life or Life level between Nov. 19 and Feb. 22, 2015.

## New Gold Devil Life Members

Kendall V. Ameduri '88 B.S., '91 M.M.C.  
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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.



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## The thrill of victory

Sun Devil intramural programs provide entertainment, life lessons

By Brian Hudgins



Aluma Mattie Rodrigue uses the skills she picked up playing intramural soccer at ASU in her demanding master's program in Maine.

**When Mattie Rodrigue '14 B.S. faces the struggle of catching and sorting through thousands of pounds of fish in Maine ... she remembers her time spent on soccer fields at ASU.**

Rodrigue moved to Maine to enroll in a marine biology master's degree program at the University of Maine. She does commercial fishing in the Gulf of Maine as part of her thesis.

"During my summer research sampling season, it is a physical job," Rodrigue said. "Catching thousands of pounds of fish and sampling those species – it's almost like a soccer tournament in the desert. You want to hang in there and do the best you can for your teammates."

Maine residents may marvel or giggle when they hear about the size and scope of the ASU intramural sports programs. The intramural programs at the University of Maine are much smaller and the participants have to move inside roughly around the month of November. But it is a life experience that has served Rodrigue well.



## Getting in the game

Thousands of ASU students get those twin thrills of competition and recreation through Sun Devil intramurals. The offerings include a handful of staple sports, such as basketball, flag football, soccer, softball and volleyball. There are also other options to satisfy a variety of different interests and skills: including bowling, racquetball, spike ball, even Ultimate Frisbee and the occasional Xbox tournament.

"We survey students and ask them about intramurals," said Tamra Garstka, the director of Sun Devil Fitness on the Tempe campus. "Much of our staff is (comprised of ) student staff members. We also have a growing international student body. We have to see if an idea would fit at ASU. Sometimes, it's trial and error."

Sometimes, the process of moving from request to game play is a quick one. During Spring Break last year, a group of students inquired about playing cricket, a bat and ball game first played in England in the 16th century. The next day, 12 separate teams of bowlers and batsmen were ready to go.

"If students come to us, we know they will work hard to make it happen," Garstka said.

## Choose your own sports adventure

Students can decide how much time and sweat they want to put into intramurals. A person can pay to play a sport individually, or an intramurals membership covers unlimited intramurals participation for \$15 per semester or \$25 for both the fall and spring semesters.

Would-be intramuralists also have a variety of choices when it comes to competitive level and skill level. People who want to pick up the basics can do Learn to Play. Non-competitive participants can go for the Recreational divisions. Those who want to experience a playoffs and championship game can choose Competitive A, Competitive B or Elite. And students who want to experience the officiating side of sports can go through the training process to fulfill that goal.



Nick Heiar is ASU's coordinator of competitive sports and kids camps.



Tamra Garstka, director of Sun Devil Fitness at the Tempe campus, says her office surveys students frequently to understand better which intramural sports to offer each semester.

## A built-in stress reliever

Nick Heiar, ASU's coordinator of competitive sports and kids camps, says that for students who might only have a few hours a week to devote to a team sport, playing an intramural game or two can help people with packed schedules.

"People say they are so stressed out," Heiar said. "For a Ph.D student with no time, it is a huge stress reliever."

There are other benefits for freshmen or transfer students who may be coming to campus without a social network of friends, he said.

"Some of my best friends today are from (playing) intramurals," Heiar said. "It's not a huge time commitment. With a game or two a week for two hours, you can mentally refresh."

## From playing hard to speaking out

Many students have experienced this particular brand of mental refreshment during the just-completed spring semester. Heiar said nearly 200 basketball teams and 200 outdoor soccer teams were part of the program. But in the long run, the games can do even more than provide a healthy time-out.

Seeing how sports lessons and career responsibilities relate to each other has been a fun process for Rodrigue. She says her participation in many intramural sports helped her tackle a tough task related to her current work: public speaking.

"I have had to give presentations along the Maine coastline to people who are much more powerful than me," Rodrigue said. "I get nervous with public speaking, but I think back to that is how I felt before a game and I listen to 'Pinball Wizard' by The Who and I'm good."

"I never would have thought that captaining a soccer team would have helped me relate to and speak to people in Maine," Rodrigue said. "(But) you are leading people to a common goal. That confidence I got has helped me in graduate school exponentially. Out of everything I experienced at ASU, intramurals were my favorite. If you win, you have fun with that, but in general, I had the best time."



## Sun Devil basketball great James Harden's jersey retired

Olympic Gold Medalist and 2008-09 First-team Consensus All-American James Harden became the seventh Sun Devil to have his number and jersey honored in the Wells Fargo Arena rafters, in a ceremony held before a home game against UCLA on Feb. 18. Harden's No. 13 jersey joined those of Eddie House (5), Jumpin' Joe Caldwell (32), Byron Scott (11), Lionel Hollins (33), Alton Lister (53) and Fat Lever (12) in the rafters.

Harden entered the arena to loud cheers and a standing ovation from the those in attendance. He took the opportunity to take pictures with the 942 Crew, who had donned James Harden beards for the occasion. During the halftime ceremony, Harden received a framed jersey, as well as a standing ovation from the fans.

Harden joined Arizona State as the most coveted signee in school history and left after two years as the most decorated, as he was the first Sun Devil to earn consensus first-team All-America honors with his play in 2008-2009. He became the third Sun Devil to earn Pac-10 Player of the Year and earned first-team All-America honors from Associated Press, Sporting News, United States Basketball Writers Association, the National Association of Basketball Coaches and Basketball Times.

"Arizona State was an amazing place for me to grow as a basketball player and as an individual, and to begin my road to the NBA. The ASU staff played a huge part in my progression," said Harden.



Soccer powerhouses Aly Moon (left) and McKenzie Berryhill.



ASU's rugby club has been in the top 15 nationally for the past eight years.

## Taking possession

Soccer coach looks forward to potential-laden season

Arizona State continues to make significant strides on the soccer field, and the Sun Devils are putting more focus on signing players from an Arizona high school talent pool that appears to be getting deeper each year.

Greg Boyd, who begins his ninth season as the coach of the Sun Devils when the season begins in late August, returns all but a handful of players from last season, and has added seven new players, six of them from within Arizona.

"We're getting better and better," Boyd said of the team, which had a 12-6-4 record last year. "We are building a reputation of being where the top recruits want to go to find success."

ASU returns its top two scorers from a year ago, senior forward Cali Farquharson (14 goals, 4 assists) and sophomore Aly Moon (10 goals, 6 assists).

The top defender will be senior McKenzie Berryhill. Farquharson and Berryhill are local products, from Phoenix Shadow Mountain and Phoenix Greenway, respectively.

New additions include goalkeeper Sydney Day (Monroe, Wash.); midfielder Kylie Miniefield (Chandler's Hamilton High School); midfielder Adriana Orozco (Buckeye's Verrado High School); forward Jaime Salas (Hamilton High School), forward Natalie Stephens (Anthem's Boulder Creek High School) and defender Maddie Wolf (Tempe's Corona del Sol High School).

Boyd calls his team a "possession-oriented team, skillful ... with players who are comfortable with the ball at their feet."

## Into the scrum

Rugby club makes international connections

ASU rugby is evolving into one of the top club teams in the nation, and continues to build its resume with strong international ties.

The three squads who make up the club total 87 players are led by eight coaches. The team plays with a smaller group – called 7's – in the fall, then switches to the traditional 15-man brand in the spring (January through April).

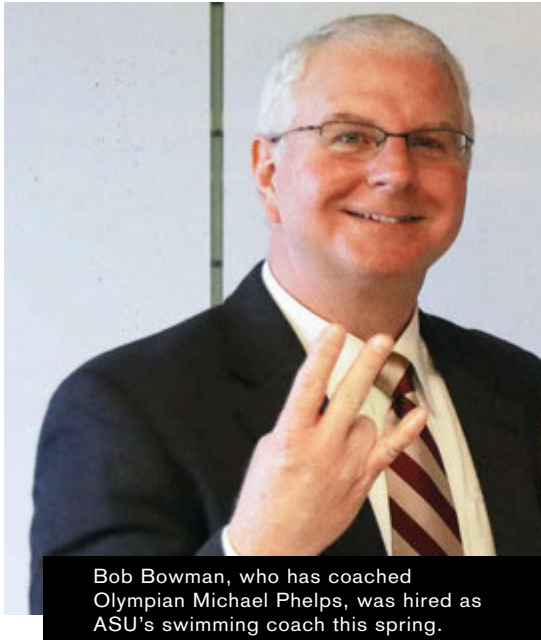
Gary Lane, in his 13th season coaching the team, said most players coming into the program have prior experience, but there are some who start from scratch and are sent to a rugby academy to get them up to speed. Whatever their level of experience when they join the club, the players have united to be a formidable playing force. Those who come out and watch, Lane said, "will see one of the most exciting sports in the world."

"We're proud to say that in the last eight years, our teams have been in the top 15 nationally," he continued.

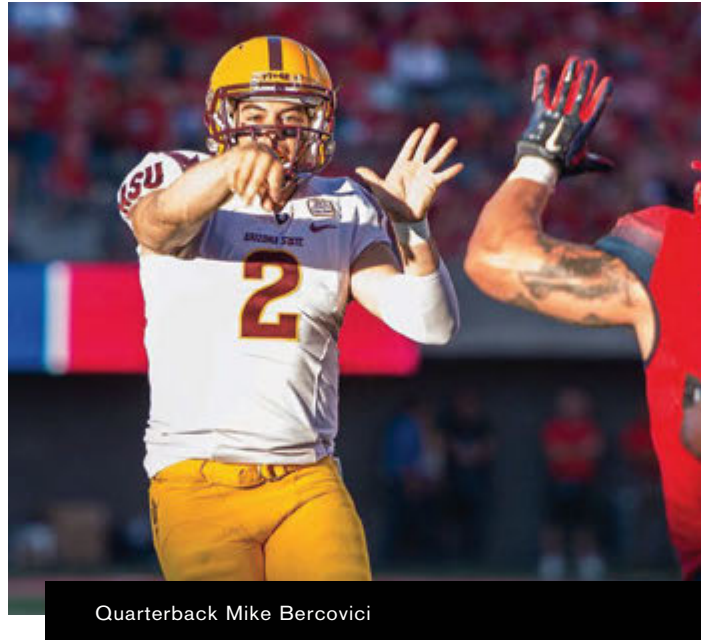
Funding for the club comes from donations and corporate sponsorships, and the team has formed an affiliation with the Canberra Brumbies, one of the most popular clubs in Australia.

Games are played at the ASU Soccer Stadium, the ASU Polytechnic campus in Mesa, and a field at the Sun Devil Fitness Center in Tempe.

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



Bob Bowman, who has coached Olympian Michael Phelps, was hired as ASU's swimming coach this spring.



Quarterback Mike Bercovici

## Making a splash

ASU hires Hall of Fame coach Bowman to lead swimming program

Arizona State University recently hired Bob Bowman, mentor of 18-time Olympic gold medalist Michael Phelps and two-time Big Ten Coach of the Year, as head men's and women's swimming coach, Vice President for University Athletics Ray Anderson announced.

"Today marks a seminal moment in the Sun Devil Swimming program," Anderson said. "Bob is an icon in this sport and one of the most respected coaches in the industry. Under Bob's guidance we will compete for individual, conference and national titles, produce All-Americans and Olympians, and create the most expansive developmental swim program in all of collegiate sports."

Bowman is the third head coach in ASU history to direct both the men and women's swimming teams, and is the sixth head coach of the men's program and the seventh of the women's program.

Bowman is the longtime coach of Phelps and has served as assistant coach in three different Summer Olympics, including 2004 in Sydney, 2008 in Beijing and 2012 in London. His swimmers have set 43 world records and more than 50 American records under his guidance.

"I am very honored and excited to lead the Sun Devil Swimming program," said Bowman.

A 2010 inductee into the American Swimming Coaches Association (ASCA) Hall of Fame, Bowman is a five-time ASCA Coach of the Year. He has earned USA Swimming Coach of the Year honors six times, the USA Swimming Foundation's Golden Goggle Award four times, and was the 2002 USA Swimming Developmental Coach of the Year.

## Closer to enlightenment

Senior quarterback ponders football success

In January, just a few days after ASU defeated Duke in the Sun Bowl to finish at 10-3, quarterback Mike Bercovici wanted to make sure the first day of offseason workouts was productive.

"Pretty soon, it will be March and spring football, then more workouts after that and then fall camp and then the season," said Bercovici at the time. He's a fifth-year senior, who already has earned his degree in business management and is now working on a master's.

Bercovici saw his first extensive playing time in 2014. He started several games after Taylor Kelly was injured and played in several others. Bercovici threw for 1,445 yards and 12 touchdowns, including a 5-TD effort in a big road win over USC, the game where he connected with Jaelen Strong on a game-winning 46-yard Hail Mary to score with no time left on the clock.

"The season was enlightening for me," Bercovici said. "It was unfortunate about Taylor's injury, but my teammates and coaches believed in me and that instilled confidence in me."

As the team transitions from spring ball to the fall season, it will help that the Sun Devils will have a large number of starters returning on both sides of the ball. They also will be motivated, no doubt, by the goal of returning the Territorial Cup to Tempe after last season's loss to Arizona.

"There is no worse feeling than losing to those guys down south," Bercovici said.

Arizona State University is a place of soaring ambitions — as the institution pursues its mission to be a New American University, its faculty, staff, students and alumni are engaged in projects that aim to make it an integral part of the community in which it is embedded, and which further ASU's commitment to access, excellence and inclusion.

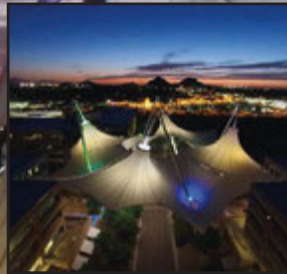
ASU Magazine recently set out to give readers a comprehensive view of life at the university's four campuses. The result is this photo essay, which provides glimpses of ASU's day to day operations, as well as a look at a few other affiliated locations.

# THE SKY'S THE LIMIT

Taking another look at the many sides of ASU

# SKYSONG

Known for its iconic shade structures, Skysong - The ASU Scottsdale Innovation Center has become an incubating hub for cutting-edge companies. The 42-acre mixed-use development includes shaded and landscaped pedestrian scale boulevards with public gathering places, open spaces, water features and bike paths.



# BIODESIGN

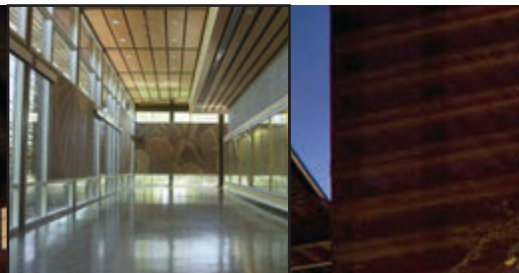
Established in 2003 to address global challenges in healthcare, sustainability and security, the Biodesign Institute at ASU develops solutions inspired from natural systems and translates those solutions into commercially viable products. It has attracted more than \$400 million in external funding since its inception and fostered more than a dozen spinout companies.



Located inside the ASU Chandler Innovation Center, TechShop Chandler is a for-profit prototyping studio with more than \$1 million dollars worth of equipment. Full-time ASU students are eligible for complimentary memberships at TechShop and part-time ASU students, faculty and staff receive discounts on membership.





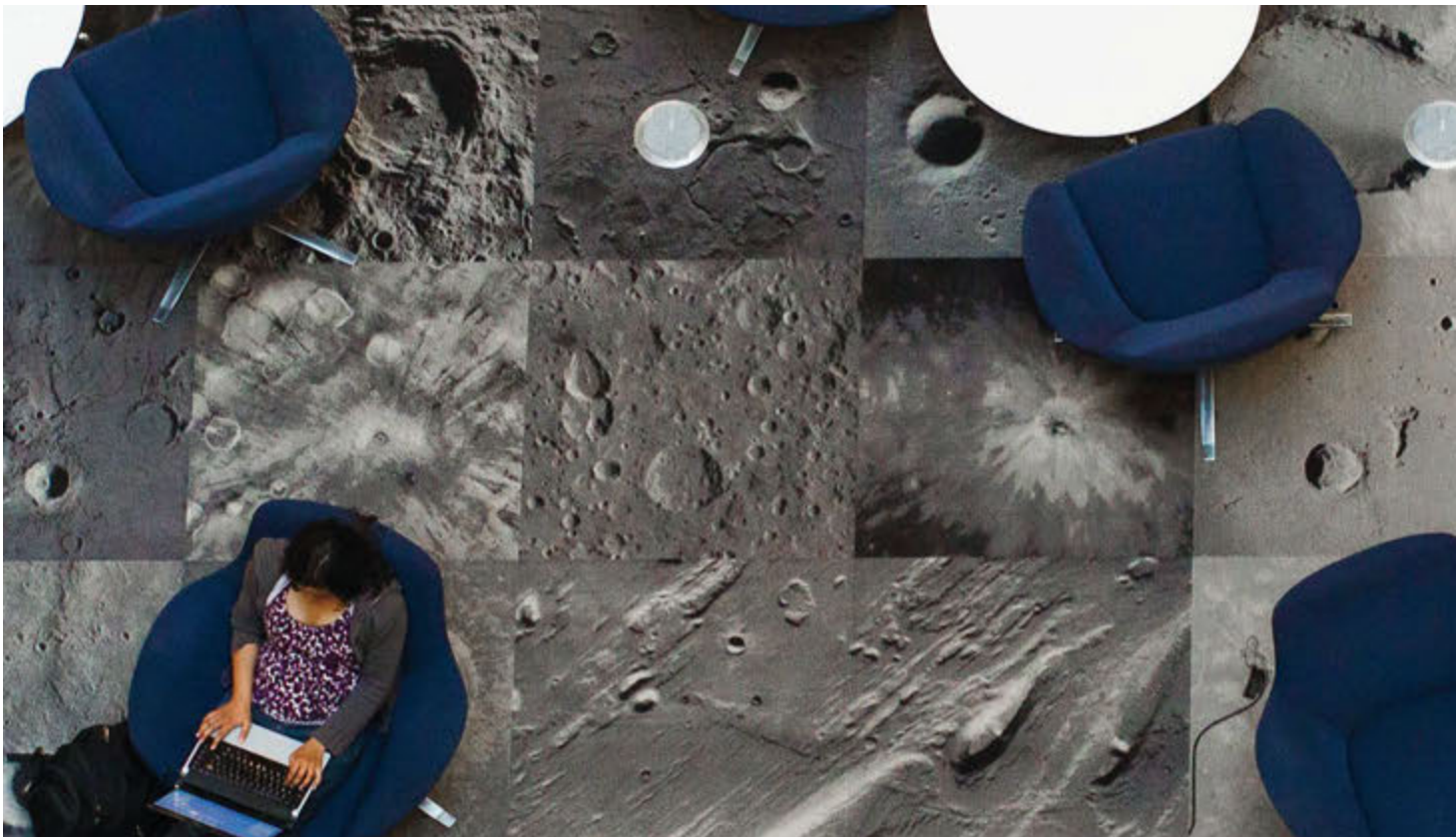


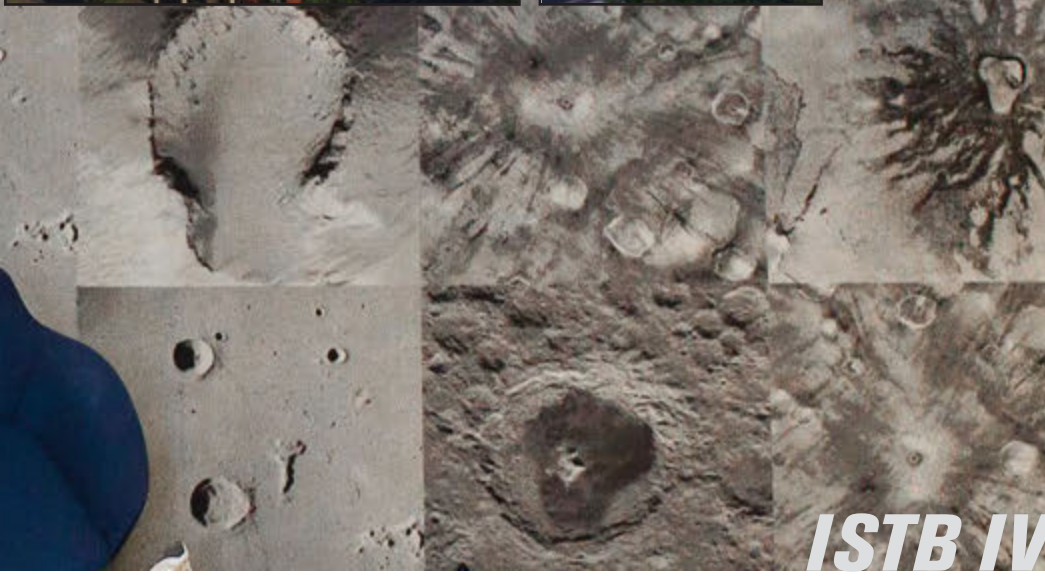
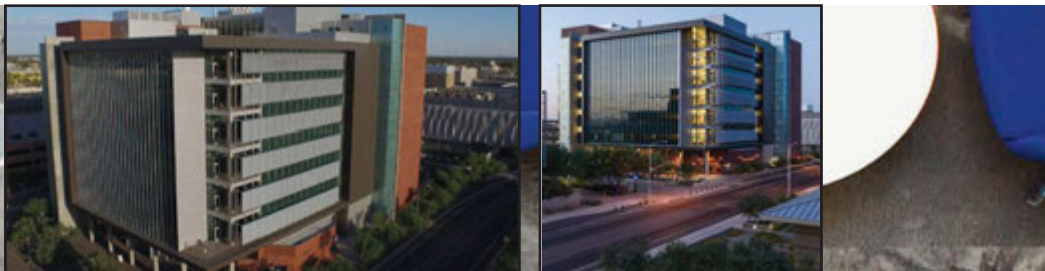
**APPLIED ARTS PAVILION**

Students learn to dance, draw, perform, and sing in the Applied Arts Pavilion, which is adjacent to Santa Catalina Hall on the Polytechnic campus. Also inside is a "black box theater" that is used as a performing arts venue for community, faculty and student theater groups and bands.

Opened in 2013, this West campus facility includes a six-acre multipurpose field, a pool, a weight and fitness area, and two multipurpose studios for group fitness classes. The center also offers a demonstration kitchen and a Sunrise Yoga Terrace.

# SUN DEVIL FITNESS CENTER





**ISTB IV**

The Interdisciplinary Science and Technology Building IV is a seven-story, 230,000-square-foot facility, which boasts a multi-story atrium with a unique lunar carpet at its base on the third floor. The building includes more than 160 lab modules, the Marston Exploration Theater, and a gallery of scientific exploration that is open to the public.

# Capital opportunities

Though ASU is 2,300 miles from Washington, D.C., the university has a strong and growing presence in the nation's capital.

In the last several years, the university significantly has expanded its initiatives in Washington, with a host of educational, research and policy leadership programs that aim to bring both ASU expertise to bear in solving the nation's challenges and give students, faculty and alumni access to a wealth of new opportunities.

Overall, the programs help to raise Arizona State University's U.S. and international profile – spurring innovative partnerships, providing a national platform for faculty research and facilitating ASU's participation in high-level debates and policy discussions that will reverberate across the next generation.

Using both new technology and tried-and-true personal networking, ASU's Washington Center is the hub for the ever-expanding university activity inside the Beltway. The Walter Cronkite School of Journalism and Mass Communication and Sandra Day O'Connor College of Law offer specific real-world educational opportunities for students, while the Capital Scholars Program lines up valuable student internships. The Consortium For Science Policy Outcomes and the McCain Institute for International Leadership apply ASU expertise to policy challenges. And alumni from a wide variety of fields have embarked on Washington careers with day-to-day influence on the future of the United States.



Kurt Volker

**Sun Devils  
extend  
ASU's  
influence all  
the way to  
Washington**

By Eric Swedlund

Ben Freakley

## Organized to make a difference

“ASU is an amazing, huge, capable university,” says Kurt Volker, executive director of the McCain Institute. “It’s very well known out West, it has all sorts of innovative things and leadership. It’s not as well known on the East Coast, but it’s getting there. Enhancing the physical presence of the university in D.C. will do a lot to really get ASU the attention it has earned but not really achieved yet. In that context, the McCain Institute can be a big help in that process,” he says.

Founded in 2012, the McCain Institute is active in targeting human trafficking and promoting human rights, training emerging international leaders and sponsors a popular public debate series. Volker, a former U.S. Ambassador to NATO, came to ASU from the Center for Transatlantic Relations at Johns Hopkins University because of the unique nature of the institute.

“We’re a very unusual institute in Washington. We don’t think of ourselves as a think tank, more of a ‘do tank,’ ” Volker says. “We are a university-affiliated policy institute, while the other Washington policy institutes you see tend to be stand-alone nonprofits. Many think tanks and organizations in Washington have a partisan slant. We are specifically nonpartisan. We steer away from hot-button partisan political issues and stick to where we can make a concrete contribution. We’re not trying to be a think tank with senior experts on all issues. We organize our programs based around desired outcomes.”

In its 2014 global think tank report, the University of Pennsylvania named the McCain Institute as one of the best new think tanks and placed it on the list of think tanks to watch.

“Because we are named to honor Senator and Mrs. McCain and their family’s history of service, because we have a strong political and policy network, and because we have a focus on national and international policy, we have quickly gotten a high profile around town,” Volker says. “This in turn helps ASU to strengthen its engagement in national policy discussions and to connect in a other ways. For example, through our Policy Design Studio, we offer a full-semester of credit for ASU students who take an intensive class in foreign policy making and do internships around Washington.”





Mahmud Farooque

Another significant program offered by the McCain Institute is a mini-version of ASU's Decision Theater for the visualization of complex policy problems.

"The Decision Theater has fantastic potential," Volker says. "When I worked in the government, at meetings you'd check your electronics at the door and it was back to 1850s. You had smart people, good experience, and pen and paper. The Decision Theater allows you to bring technology into the room and allow everybody to see, through modeling, the impacts of various courses of action."

Ben Freakley, a senior advisor at the McCain Institute, an ASU professor of practice, and a special advisor to President Crow for leadership initiatives, is the executive director of the Decision Theater in Washington. Freakley, who retired as a lieutenant general in 2012 after nearly 37 years in the Army, says the capabilities of the Decision Theater exceed what he's seen in some command posts, and he's excited about bringing the power of visualized data to Washington.

"ASU's Decision Theater is linked with this tremendous research arm of the university," Freakley says. "The idea in Washington was to extend out the ASU hub into the nation's capital, for ASU to create a presence for complex problem solving, but also use the Decision Theater and the McCain Institute to convene policy leaders. So instead of scientists, it's adding another aspect to considering policy issues."

The unique qualities of the Decision Theater can help inspire new levels of cooperation, he noted.

"You can bring people into an immersive environment and by showing them facts and data, you move them off an anchored position and help people change their minds and make better, more collaborative decisions," Freakley says. "What we would aspire to achieve is actually putting a Decision Theater event on in a hearing where the members (of Congress) could really see the complex (nature) of a problem and the choices they have. You can really get people off the emotion and get people into making decisions based on data, showing the best-case scenarios and the worst-case scenarios."



Steve Crane

## Found in translation

Bringing problem-oriented and solution-focused analysis to science policy in particular is the aim of ASU's Consortium For Science Policy Outcomes' (CSPO) Washington office, says associate director Mahmud Farooque. From the time it opened in 2008, CSPO's D.C. office has been developing its programming, focusing on new tools and methods to change the way science and innovation policy is developed and implemented.

"We have a very small operation here, but we tend to believe the impact has been quite significant in terms of growing our portfolio and presence," Farooque says. "Part of our effort is to cultivate a network and community of like-minded science policy and program managers. It takes time, and we engage in a variety of ways, which has led to quite a few innovative working relationships and fruitful collaborations."

CSPO's D.C. office focuses on translational research, bringing new knowledge and discovery from the

researchers directly to policy makers. One of the initial areas the D.C. office got involved in was energy innovation to address the problems created by climate change. By aiming to bring pragmatic solutions to policy makers, scientific research can have a bigger and more direct impact than simply publishing research papers.

"For the research that happens in Tempe, we try to act as a conduit to link that up with policy and decision makers in Washington, and at the same time create a feedback loop back to our scholars, so our research is grounded in problem solving," he said.

"A lot of times, we do science without much attention to the information that science produces," Farooque says. "Normally, we talk about the output of science – how many graduate students, how many papers, how many patents we are producing. But at CSPO, we are focused more on outcomes than outputs and making science more useable for decision-makers."



## Reporting on D.C. with an Arizona flavor

Working out of the ASU Washington Center, students with the Cronkite News Bureau cover public policy issues in Congress, the White House and in federal agencies that affect Arizona. The print and broadcast stories reach Arizona audiences, just as any wire service reports would.

“You’re a student and you’re a reporter, but you’re not a ‘student reporter,’” says Steve Crane, professor of practice and director of Washington operations for the Cronkite News Bureau. “Our students are credentialed by the congressional press gallery. They have the same rights and responsibilities as the professional reporters, and as far as I’m concerned, that’s who they’re competing against.”

On a recent January week, Crane had students covering the March for Life, Phoenix Mayor Greg Stanton discussing climate change at the Conference of Mayors, the president of the National Congress of American Indians giving the State of the Nations Address and more. He noted that the Cronkite Bureau is the only specifically Arizona-based news bureau in Washington, D.C.

“There are people at the wire services who focus on this area or that area, but to my knowledge, we’re the only ones who are here reporting on news with an Arizona look or an Arizona flavor,” Crane says. “A lot happens in D.C. that does not get reported, in Arizona or anywhere else. Sometimes that’s innocuous, but sometimes that’s not a good thing. What reporters do is shine light, and we’re here shining light on things in Washington that can affect things in Arizona.”

In terms of reporting experience, nothing else, either in terms of classroom instruction or covering local governments, can match what students receive at the Cronkite Washington Bureau.

“You may learn how to write a story in class and that’s great, but here you do it under deadline and it’s going out on the wire. Pick any other field, any other endeavor that the university is involved in, you have to have the classroom, but at some point the archaeologist has to get out and dig in the dirt, the student teacher has to get out in the classroom. This is it for journalists. It’s remarkable,” Crane says.

“We run the bureau as much like a professional news operation as we can. We throw them into the deep end and hope they swim. If you’re at a press conference with reporters from The Hill, the Post, the networks, which we often are, it ups your game and allows you to see how the pros do it.”



## Capital Scholars catch “Potomac fever”

While many Cronkite News students also hold internships at Washington news organizations during their bureau semester, other ASU students land summer internships in Washington – with Congress, federal agencies, advocacy groups, the media, nonprofit organizations, think tanks and policy research groups – through the Capital Scholars Program. The program began in the political science department, but expanded to meet students’ needs from across the campus. Students obtain internships on their own, while the program links them to resume and interviewing skills and lists of organizations and contacts where ASU students have interned before, according to the program’s director, Richard Herrera, an associate professor in the School of Politics and Global Studies.

Since 1998, the program has provided opportunities for up to 25 ASU undergraduates each summer, many who have leveraged those internships into jobs in the capital.

“There’s a growing number of former Capital Scholars in Washington, D.C.,” Herrera said. “Some get ‘Potomac fever’ and definitely want to go back.”

Regardless of their major and their internship assignment, students come back from the nation’s capital with enhanced thinking, leadership and presentation skills, Herrera asserts.

“From my perspective teaching lots and lots of students, I can see the real difference and how the experience affects students across an array of areas, personally, academically, their ability to look at things critically,” Herrera says. “I’ve had students who’ve come back in my class and they stand out. They’re demonstrably more confident about their abilities and their views after nine weeks, able to speak in front of a group of people, to assert their views about political issues, to analyze situations and policies,” Herrera says.

“They’re constantly being challenged there. They’re expected to hit the ground running and that’s why they’re chosen. Most of them relish it.”

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



## Bridging the

**Sun Devil alums  
collaborate  
to promote  
bipartisan  
cooperation**

Collaborating on water and tribal issues, two ASU law school alumni were able to bridge the partisan divide as Senate staffers to make progress on important legislation.

Allison Binney and Ryan Smith knew each other at ASU, but were surprised to find they were both working in the Senate in 2005 – Binney for Democratic Sen. Byron Dorgan of North Dakota and Smith on the staff of Arizona Republican Sen. Jon Kyl.

“I was working on a number of water and tribal issues. I didn’t know Allison was also out there until I ran into her in the hallway,” Smith says.

Binney, general counsel to the U.S. Senate Committee on Indian Affairs from 2005 to 2007 and staff director and chief counsel of the Committee from 2007 to 2011, says



divide

she and Smith forged a relationship knowing they could use their connection as Sun Devils to work in a bipartisan manner.

"We could go to our senators and show them the issues and the bills and show them how they could work together. They worked together to find compromise that could get legislation passed by both parties," she says.

Over the next five years, the common ground forged by Binney and Smith served Dorgan and Kyl well as they achieved a string of complicated water settlements, passed the Tribal law and Order Act and ended 14 years of litigation by reaching a settlement in the Cobell class-action lawsuit.

"I don't know if either of the senators would necessarily call themselves moderate, but both were senators who took their jobs seriously," Binney says. "They are both hardworking people who viewed their jobs as being elected by their constituents to work, legislate and get things done. Ryan and I, as we

talked, realized our bosses were similar in that way, hardworking and looking for solutions. We talked through to see where we could find common ground and work together to get things done."

Binney, who earned her law degree from ASU in 2000, now works for the Akin Gump firm in Washington, D.C. She credited the university with preparing her well for real-world legal work.

"At ASU, you'll learn the legal theories, but you'll also learn how to be a real pragmatic and practical lawyer and that has served me incredibly well in my legal career, whether my clients are tribal governments or a U.S. senator," Binney says. "One of the things that I liked most about ASU and what I think is really valuable – I see it in a lot of ASU alumni – is when I was looking at law schools, somebody said go to a school where alumni are doing something you want to do."

After graduating law school in 1998, Smith worked in private practice in Phoenix for a number of years and in 2004 went to work for the Arizona Department of Water Resources, working on issues related to the Colorado River and Arizona's American Indian tribes, which put him in touch with Sen. Kyl's staff. He went to Capitol Hill a year later, serving as Kyl's senior legislative advisor for Indian tribe and natural resources issues from 2005 to 2010. He's remained in Washington since then, working at the firm Brownstein Hyatt Farber Schreck.

"Sen. Kyl was a water attorney, so he has that expertise and water issues were important to him. Also, Arizona has 22 tribes and the largest reservation in the country, so that constituency was very important to Sen. Kyl, both the impact on and off tribal land," Smith says.

"From a policy perspective, Sen. Kyl, through my relationship with Allison, was able to move bills that were Arizona-related. She had a very good understanding of the issues and the importance to Arizona. It was her job as the staff director to move good legislation and she was very good at."

At the time, Democrats were the majority party in the Senate, while Kyl rose to a role in the Republican party leadership in 2007 as Minority Whip.

"Together, given that both senators were respected in their parties, Allison and I were able to help move a number of bills, water bills, law enforcement bills relating to tribes," Smith says.

Both alumni have been guest speakers at the Sandra Day O'Connor College of Law Semester in DC program, lecturing on the same day about their experiences and how they were both able to put aside partisan concerns and use their ASU connection to enact positive change.

"Our work together based on the initial connection at ASU really helped the relationship that we developed and gave us the ability to pass a number of bills that we probably wouldn't have otherwise," says Smith.





# UNIVERSITY REKINDLES "THE HOUSE OF HEAT"

**Sun Devil Stadium  
enters first phase of  
ambitious reinvention  
process**

**By Joe Healey**

Ray Anderson, ASU vice - president for university athletics



Beginning with a futuristic vision first unveiled to the public in 2012 and followed by revolutionary planning by athletic and university leadership, one of Arizona State University's greatest landmarks, Sun Devil Stadium, is now undergoing a total reinvention to help propel the structure and its athletic department into the future.

Sun Devil Stadium, originally built in 1958, has undergone a number of expansions and remodels over the years, but this is something more. Phase one of this current project will implement functional upgrades - including plumbing and electrical enhancements - but also will integrate the latest in seating comfort and technology into the stadium, as well as improved amenities for student-athletes.

## Getting skin — and dollars— in the fundraising game



Morgan Olsen, ASU's executive vice president, treasurer and chief financial officer

The entire reinvention of the stadium has a projected price tag of \$256 million. Fundraising began early last year to raise nearly \$85 million toward the renovations, part of what's known as the Sun Devil Stadium Momentum Campaign. Not a penny of stadium renovation funds will come from taxpayer dollars. University officials are confident that the appeal of the stadium itself - during renovation and especially upon completion - will spike revenue to boost the structure's long-term financial landscape.

"We believe that the new, improved stadium will generate new revenue by itself - with increased ticket sales, revenue from concessions and also the possibility of securing a naming rights revenue stream either from a gift or sponsorship agreement," said Morgan Olsen, ASU's executive vice president, treasurer and chief financial officer.

The project's fundraising received a strong shot in the arm in September 2014, when head football coach Todd Graham and his wife Penni joined with ASU's Vice President for University Athletics and Athletics Director Ray Anderson and his wife Buffie to commit to a \$500,000 donation per couple, to provide a total of \$1 million overall for the campaign.

"As we learned people were enthusiastic to help us reach the vision for the reinvented stadium, we realized that if we are going to go out in a fundraising capacity and ask others to support this financially, then we need to have 'skin in the game' in the sense



# Burning up opponents with the “Double Inferno”

of practicing what we preach,” Anderson said. “We have to be able to look people in the eye and say that we’re ‘all in.’ That commitment has paid off and people have realized that we are very serious about this.”

Following the project’s introduction in 2012, multiple renderings were released to excite Arizona State supporters about the future home of their Sun Devils, and in April 2014 the first formal construction steps were taken when several thousand seats were removed in the north upper deck.

Not long after the 2014 football season concluded, the stadium timeline would mimic the momentum generated by ASU’s first set of consecutive 10-win football seasons in more than 40 years as the first phase of construction approached. This step was made official in February, when the Arizona Board of Regents approved the sale of revenue bonds to finance the first construction phase, a budget consisting of a reported \$60 million in bonds and \$5.7 million in private donations.

A key component of the first phase is to expand Sun Devil Stadium’s raucous student section into a two-pronged force—or “Double Inferno” as dubbed by Graham—with the students being relocated from their previous southeast station to areas in both the north and south end zones.

In addition to hosting these new inhabitants, the south end zone will undergo structural improvements as the existing steel bleachers, and nearby concession stands will be removed to make way for new concrete treads and risers, creating a concrete lower bowl seating area that continues through the entire stadium. Further up, the south end zone loge section will be removed, with the exception of the area that is attached to the Carson Student-Athlete Center.

Anderson explained that these adjustments to the seating plan are intended to make the game-day experience for Sun Devils, especially student fans, a more intimate and intense experience. By concentrating Sun Devil fans in particular areas of the



venue, Sun Devil Athletics hopes to amplify the electric home-game atmosphere for which ASU is famous.

“One of our primary objectives in this reinvention is to create an intimate experience for all fans and specifically our students when it comes to the first phase this offseason,” he said. “Students are what make collegiate athletics such a unique experience and our student section is incredible, so we are thrilled at the home field advantage they will continue to provide.”

Due to the seat removals in the corners of the stadium’s upper bowl, this first phase of the stadium’s reinvention is expected to reduce seating from approximately 65,000 at present to a maximum capacity of around 57,000 to 60,000. This downsizing has several big advantages, most notably an increase in air circulation within the stadium and better aesthetic value, as the changes will lead to improved views of the buttes surrounding the stadium.

adjustments to the current structure, will look.

The construction process will occur in three phases, with phases two and three to occur after each of the next two football seasons. After the first phase is complete, there will be incremental renovations within the stadium, as well as the construction of what is expected to be a state-of-the-art student-athlete facility. The fully reinvented Sun Devil Stadium is expected to debut with the 2017 football season.

Despite how much will change about the stadium, both during the first phase as well as the phases to follow, much about the structure will remain the same. The structure will retain its position between the Tempe/Hayden Buttes, will continue to offer a scenic view of Tempe Town Lake, and it will continue to provide an open-air “roof” that will allow for celebratory fireworks. The inspirational Tillman Tunnel, through which the team walks from the locker room area to Frank Kush Field, also will remain an integral part of the stadium.

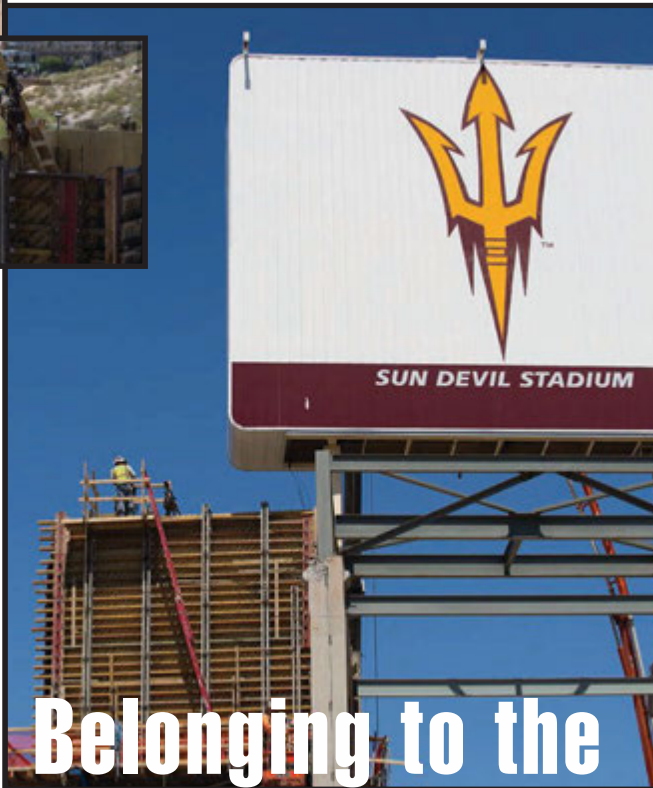
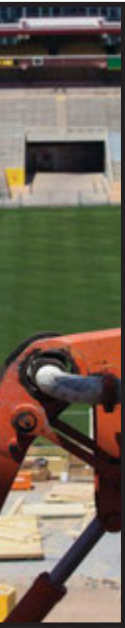
Additionally, after weighing possible temporary alternatives, the decision was made for the Sun Devils to continue to play on their home field during the construction in 2015 and 2016 and not move to an offsite location. Olsen said that decision was reached to avoid interrupting the traditional game-day fan experience and to avoid negatively impacting the surrounding Tempe community that thrives on Arizona State football crowds.

“We’ve been playing football on campus in Tempe about as long as the university has been playing football, and we are committed to continue to do that,” said Olsen. “We know how important Sun Devil football is to all the people who come in to be a part of game day, as well as businesses that are supported by and benefit from ASU’s presence in Tempe.”

Emblematic of the inventive outlook that has become the cornerstone philosophy of Arizona State University, the advancements on the horizon between the buttes for Sun Devil Stadium echo the priorities of collaboration, diversity and forward-thinking embodied by every stretch of the university.

Anderson said, “We want this project to be a gathering of the best thinking that Arizona State has to offer in terms of innovation, sustainability, and involving the athletic and academic communities at ASU. This will not just be a stadium for football and Sun Devil athletics, this is an experience and a venue that really belongs to the whole university and the whole community.”

*Joe Healey '06 B.I.S. is a Tempe-based freelance sportswriter.*



## Belonging to the entire community

An updated sneak-peek rendering of how officials expect Sun Devil Stadium ultimately to look was released in early March. It provided a glimpse of how the seating arrangements, facility buildings and multimedia screen, among other noticeable

## By the numbers

Data-driven research strengthening arts and culture organizations

By Oriana Parker



“Real-time data and comparative data can be game changers” for organizations, says Andrea Whitsett, an analyst at ASU’s Morrison Institute for Public Policy who is a liaison to the Arizona Cultural Data Project.

The raw numbers for arts organizations over the past two decades don’t paint a pretty picture. Audiences involved with the fine arts have been steadily declining since the early 1990s, a trend that’s been exacerbated by the recent “Great Recession.” According to a 2015 National Endowment for the Arts (NEA) report, in 1992, at least 41 percent of U.S. adults attended at least one benchmark art activity annually. A decade later, that figure had shrunk to 33 percent.

While art lovers may mourn the aesthetic losses represented by this declining percentage of audience participants, falling arts attendance also has major implications in terms of a region’s economic health. According to NEA, the arts contribute \$698 billion annually to the U.S. economy and the arts/cultural sectors employ 4.7 million workers.

Locally, the Arizona Arts Commission states that nonprofit arts organizations in Arizona contribute more than \$500 million in annual economic impact. And arts and cultural spending produces an economic ripple effect; for every 10 jobs created directly by the arts, an additional 62 jobs are generated in such areas as hospitality, travel, retail, car rental, etc.

All of these numbers point to the fact that the health of the arts and cultural sectors are of primary importance to this state as well as the nation in many ways. Because of this, arts organizations have greeted the advent of data-driven research with growing enthusiasm.

## Moving from reactive to proactive

ASU's Morrison Institute for Public Policy has participated in the creation of a powerful online management tool designed to strengthen arts and cultural organizations. Launched in 2011, the Arizona Cultural Data Project (CDP) was inspired by a program that originated in Pennsylvania in 2004. Using the CDP, financial, programmatic and operational reporting are streamlined, and organizations can quickly and easily track trends in their own performance, as well as benchmark themselves against groups of a similar nature and locale.

The Arizona CDP augments the dedication and leadership provided by the university's Lodestar Center for Philanthropy and Nonprofit Innovation, which is helping organizations, including those serving the arts, modernize their operations, as well as providing next-generation training to nonprofit leaders and board members.


"Not only is accountability to sponsors and key stakeholders a reason to employ such measures, but any board and leadership committed to meeting its missions should see a plan for data collection, analysis and dissemination as a key ingredient for success," said Robert Ashcraft, the ASU Lodestar Center's founding executive director, who is also a professor of nonprofit studies with the university.

His opinion was enthusiastically echoed by Andrea Whitsett, a Morrison Institute analyst who is the liaison between the institute and the Arizona Cultural Data Project's Task Force. One of her roles on the task force is to address potential research uses for data generated by the project.

"Real time data and comparative data can be game changers, enabling organizations to be proactive instead of reactionary," she said.

SRP, the Arizona Commission on the Arts, the Tucson Pima Arts Council and the city of Phoenix's Office of Arts and Culture are among the grant makers participating in the Arizona CDP.

"Applicants to our organization must participate in this program," said Dwight Walth '85 M.M., '94 D.M.A., an ASU alum who is the director of grants services and community initiatives for the city of Phoenix. "It's important that organizations know who their



Dwight Walth '85 M.M., '94 D.M.A. is director of grants and community initiatives for the city of Phoenix.



existing audience is, as well as who is not attending, and identify barriers such as location and false perceptions, and develop strategies to target audiences beyond their core.”

## Blending data and gut feelings

Does this newfound interest in quantitative data essentially eclipse the use of qualitative data considerations?

While acknowledging the importance of employing quantitative methods, Ashcraft points out that relying on quantitative data alone could leave some gaping holes in truly understanding aesthetic qualities of arts and culture and how they relate to community life.

“I’m not sure knowing how many patrons attend an orchestra performance adequately tells the whole story, without looking at the aesthetic quality of the performance and the extent to which it affected the audience,” he says. Ashcraft noted also that qualitative measurements of success can be featured in outreach stories that position arts and cultural nonprofits as instrumental in improving quality of life in various communities.

“I argue for mixed-methods approaches to data collection and analysis that draw on rigorous quantitative and qualitative methodologies to reveal true insight,” Ashcraft said.

Walth asserted that using a data-driven approach was simply a fact of life once an arts organization has reached a certain size.

“None of the established major arts and culture providers that I work with use a ‘seat of the pants’ approach, as they simply wouldn’t survive,” he said. This is due, in large part, to the sources of contributed funding being quite small for a city the size of Phoenix.

However, Walth continued, qualitative and quantitative approaches didn’t necessarily have to be in conflict.

“A blend (of approaches) is necessary and the use of either depends on whom you are trying to influence, and what

their priorities and interests are," he said. "In the city of Phoenix, for example, some of our authorizers value the economics of arts and culture, while others respond to the powerful stories of the impact that arts experiences have on individuals and communities."

## Building capacity and income

Whitsett said one reason that arts nonprofits increasingly are driven to become data-centric is the fact that in recent years, funders significantly have increased expectations related to outcome measurement. What, precisely, does that mean in terms of bottom lines being enhanced?

"As for tracking increases in donations, there is no one answer," stresses Ashcraft. While data gathering plays an important role in institutional grants, he points out that it does not necessarily motivate other types of donors.

"An individual donor who loves the mission and activities of an arts organization may care less about such data. They are to be moved to give based on aesthetic reasons," he said.

One area in which data gathering can strengthen arts/culture organizations – both in terms of donations and increased attendance – is when it is used for capacity-building initiatives Walth said.

"When the depth of the recession was evident, several organizations did some very sophisticated data analysis," he explained. "This resulted in very intense discussions with board members and staff to identify new contributed and earned income opportunities as well as justify existing programs and services."

So, in the end, applying the analysis of the numbers to arts organizations can sometimes lead to improving the numbers of the bottom line. And that, over time, may prove to be a good way to turn those disheartening NEA statistics around.

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

## 2010s

**Christine Holm '14 M.F.A.** announced the publication of her "Two Poems" in the winter 2015 issue of Narrative magazine.

**Adrienne Celt '12 M.F.A.** announced the publication of her story, "Go Back," in the January-February 2015 issue of the Kenyon Review.

♦ **Kitt Keller '11 B.A., '14 M.F.A.** announced the publication of her story, "Go Back," in the January-February 2015 issue of the Kenyon Review.

## 2000s

**Joseph Abruscato '08 B.A., '10 M.A.** announced the release by McFarland of the essay collection that he edited with Tanya Jones, "The Gothic Fairy Tale in Young Adult Literature: Essays on Stories from Grimm to Gaiman."

♦ **Alexis Bass '06 B.S.** announced the release by HarperCollins of her debut novel, "Love and Other Theories," for young adults.

**Brian Tayloe '00 B.S.** announced the release by Tate Publishing of his book, "Within the Parables: Silent Years of Jesus Revealed," that investigates Jesus' life between the ages of 12 and 30. The book is available on Amazon.

## 1990s

**John Shufeldt '95 M.B.A., '05 J.D.,** a physician, attorney and business entrepreneur, announced the release of the short e-Book, "Ingredients of Outliers: Woman Game Changer Jenny McClendon." This work is the fourth to be released in the series "Ingredients of Outliers: Women Game Changers" and is available on Amazon.

**Christy Whitman '93 B.S.,** CEO and founder of Quantum Success Coaching AcademyTM, announced the release by TVGuestpert Publishing of her latest book, "The Art of Having It All: A Woman's Guide to Unlimited Abundance." The book is available on Amazon.

**Craig Coppola '92 M.B.A.,** founding partner with Lee & Associates, announced the release of his third book, "The Fantastic Life," that discusses setting and achieving self-identified goals. The book is available on Amazon.

## 1980s

**David Caruth '88 B.A.,** founder and president of God's Perfect Timing Ministries, announced the release by WestBow Press of his book, "6 Keys of Spiritual Transformation." Another of his books, "God's Perfect Timing: Breaking the Cycle of Poverty with Education and Faith," was released by the same publisher in 2011. Both are available on Amazon.

**Roger Medd '80 B.S.E.** announced the release by CreateSpace Publishing of his book, "The Voiceprint of God: Recognizing and Following His Voice," that offers an engineer's perspective on a spiritual topic. The book is available on Amazon.

## 1970s

**David J. Peck '76 B.A.E., '81 M.Ed.** announced that his book, "Or Perish in the Attempt – Hardship and Medicine of the Lewis and Clark Expedition," was selected for production as an hour-long documentary to be directed by Emmy winning filmmaker Craig Wirth. The project is sponsored by the Lewis and Clark Foundation.

**John L. Romano '76 Ph.D.,** professor of educational psychology at the University of Minnesota, announced the release by the American Psychological Association of his book, "Prevention Psychology: Enhancing Personal and Social Well-Being."

**Aleta You '75 Ph.D.** announced the release of her book, "Biblical Solutions for Daily Living – Developing a Vital and Personal Relationship with God." The work is available on Amazon.com.

**George Constantz '73 M.S., '76 Ph.D.,** previously a fish ecologist at the Academy of Natural Sciences and watershed planner at the Canaan Valley Institute, announced

the release by the University of Utah Press of his second book, "Ice, Fire, and Nutcrackers: A Rocky Mountain Ecology."

**Jeff Figler '72 B.A., '73 M.B.A.**, a nationally recognized collectibles expert and former sports columnist, announced the release of his latest book, "Picker's Pocket Guide to Sports Memorabilia." The book offers practical information for collectors.

◆ **Robert N. Llewellyn, Sr.**

'72 B.S.E. announced the release by Tate Publishing of his book, "Leadership for the Recovering Quantoid," that addresses the often difficult transitions faced of quantoids (people who delight in solving equations) into leadership positions. The work is available on Amazon.

## 1960s

◆ **Daniel C. Lorti '66 B.S.E., '67 M.S.E.** announced the release of his second novel, "The Avignon Legacy," that is available on Amazon.

**Al Michaels '66 B.A.**, award-winning sportscaster and currently the play-by-play voice of NBC's "Sunday Night Football," announced the release of "You Can't Make This Up: Miracles, Memories, and the Perfect Marriage of Sports and Television." The work is co-authored with L. Jon Wertheim and is available on Amazon.

## Faculty and Staff

**Aaron Baker**, associate professor of English, announced the release by Wiley-Blackwell of the collection of essays that he edited, "A Companion to Martin Scorsese."

**Tara Ison**, associate professor of English, announced the release by Soft Skull Press of her recent work, "Reeling Through Life: How I Learned to Live, Love, and Die at the Movies," which is a collection of essays.

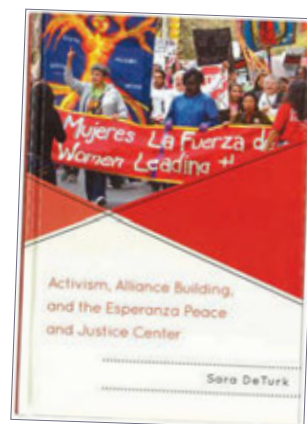
**Devoney Looser**, professor of English, announced the release by Cambridge University Press of the collection of essays that she edited, "The Cambridge Companion to Women's Writing in the Romantic Period." The book is part of the Cambridge Companions to Literature.

**Bradley D. Ryner**, assistant professor of English, announced the release by the University of Delaware Press of his essay collection with co-editors Darlene Farabee and Mark Netzloff, "Early Modern Drama in Performance: Essays in Honor of Lois Potter."

**Robert S. Sturges**, professor of English, announced the release by Michigan State University Press of his edited volume, "Aucassin and Nicolette: A Facing-Page Edition and Translation."

## Awards and Recognitions

**Francine J. Harris '97 B.A.**, poet and creative writing instructor at Interlochen Arts Academy (Michigan), was awarded a \$25,000 National Endowment for the Arts fellowship in poetry to support her writing, research travel and career advancement.



### Activism, Alliance Building, and the Esperanza Peace and Justice Center

By Sara DeTurk '04 Ph.D.,  
Lexington Books, 2015.

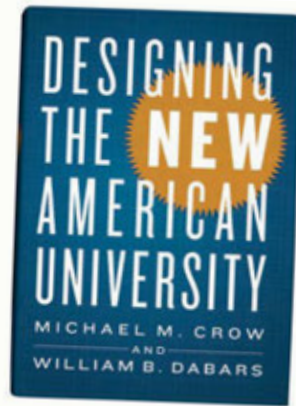
The Esperanza Peace and Justice Center in San Antonio, Texas, was founded in 1987 as a place where progressive activists of differing identities and social movements could come together in their efforts to effect lasting social change. By blending a multiplicity of discourses, utilizing the arts and storytelling, and insisting on thoughtful use of language, the center has succeeded in raising social consciousness in the region and empowering individuals and marginalized groups. Esperanza gained respect and attention from local officials and is considered a model for social change organizations beyond the state. In this book, Sara DeTurk, associate professor of communication at the University of Texas at San Antonio, recounts her ethnographic research with the staff, collaborators and volunteers that comprised Esperanza during its 25th year. Using established methods of participant observation, DeTurk conducted structured and semi-structured interviews, attended staff and volunteer meetings, participated in center-sponsored events and recorded her own reactions as they occurred. Accounts of these findings enliven this work that serves the dual purpose of informing and equipping activists in their quest for a more just and peaceful world and in honoring those who work to make the world a better place.



### **The Art of Having It All: A Woman's Guide to Unlimited Abundance**

*By Christy Whitman '93 B.S.,  
TVGuestpert Publishing, 2015.*

Christy Whitman, best-selling author and founder and CEO of the Quantum Success Coaching Academy, believes that it is possible to have it all in every aspect of life—health, career, marriage, motherhood and finances. Based on the premise that “having it all is a process of attraction that happens from the inside out,” this book uses examples from Whitman’s practice as a Master Law of Attraction coach and from her own life to illustrate the universal laws of deliberate creation. These laws are believed to follow from the principles of deliberate manifestation that delineate the use of energy to magnetize the desired qualities in life to each individual. This work presents exercises and examples that assist readers’ exploration of what exactly they desire in their lives and in allowing those circumstances to enter their lives. “The Art of Having It All” is written for women who are living full lives, but who desire more joy and less struggle in the lives they continue to seek.



### **Designing the New American University**

*By Michael M. Crow and  
William B. Dabars, Johns Hopkins  
University Press, 2015.*

Alumni of Arizona State University and regular readers of ASU Magazine are no doubt familiar with ASU President Michael M. Crow’s transformation of the university over the past dozen years into what Crow has called “The New American University.” This new book, co-authored by Crow and William B. Dabars, who is a senior research fellow in the Office of the President and a research professor in the School of Historical, Philosophical and Religious Studies, takes the reader on a deep dive into the intellectual underpinnings of the New American University concept. Beginning with a comprehensive look at how institutions of contemporary American higher education evolved and ending with a call for ASU’s academic experiment to be repeated and expanded upon at other universities, the book underscores the fact that Arizona State’s transformation has been a well-thought-out process. The changes at ASU have been informed by what has worked in the past, but has broken with traditional structures and behaviors when they no longer serve the institution or the community in which they are embedded. Those who have championed ASU’s reorganization will find validation in this book; those who want to understand better why these changes have been necessary will find edification.



### **Caliburn: Merlin's Tale**

*By Virgil Renzulli,  
Bagwyn Books, 2015.*

Whatever you think you’ve heard about the legends surrounding King Arthur, think again: this fast-paced novel by Virgil Renzulli, currently a professor of practice in the Walter Cronkite School of Journalism and Mass Communication, introduces all sorts of “what if” questions into the mix. “Caliburn” features a spectral creature (an old man who may be Merlin’s ghost) recounting to his two companions a very different version of Arthur’s rise to power. It’s one that’s focused on the knight and future king initially rejecting his destiny related to Caliburn – the Sword in the Stone that traditionally Arthur was said to have removed to become leader of the Britons – before embracing it.

The book is the first of a planned trilogy by Renzulli, and he gets out of the storytelling gate with great flourish. Lovers of the Arthurian legend will appreciate the frequent battles with outside invaders, the young Arthur’s romantic yearnings, and Renzulli’s attention to descriptive detail, which add to the authenticity of the work. The rest of us will enjoy the way the story moves and the interesting existential questions posed by a tale of someone who rejects how he’s been told his life is destined to turn out.

**Work,  
serve  
and play**

ASU Alumni  
Association  
events showcase  
diverse  
engagement  
opportunities

By Liz Massey



Women in Business networking mixer

The old cliché asserts that “All work and no play makes Jack a dull boy,” and it’s true. All work makes one a drudge, all play makes one superficial, and all service deprives others of the chance to do a good turn.

Here are a few of the events that the association has sponsored in the past few months. The calendar was filled with a nice balance of career-boosting gatherings, volunteer and service-oriented events, and playful get-togethers for Sun Devils of all ages.

**Alumni Association benefits local communities, honors Golden Sun Devils at spring events**

The Alumni Association sponsored two events during the spring months that exemplified the New American University design aspiration of social embeddedness: ASU Cares and the Pat’s Run shadow runs. ASU Cares events were hosted in more than 28 locations across the country; Sun Devil alumni performed service activities ranging from hiking trail cleanups and delivering meals to homebound clients to stuffing backpacks for less fortunate children. Alumni in 36 cities participated in Pat’s Run shadow runs, honoring ASU football legend Pat Tillman’s legacy by hosting fun runs held at parks, schools and recreation areas.





ASU Cares. Top Middle: ASU Bowling, Bottom Middle: Pat's Run shadow runs, Top Right: Fingerpaint the A, Bottom Right: Arts and Crafts Day.

In May, nearly 75 alums from the Class of 1965 and their families returned to the Tempe campus for their Golden Reunion. They were treated to a special luncheon, went on tours to learn what's new on campus, participated in Spring Commencement, and celebrated their 50 years of alumni achievement in a special Golden Circle Induction ceremony.

### Career-minded Sun Devils start spring with networking and more

As the days grew warmer in the Valley of the Sun, professionals with an ASU connection had plenty of opportunities to further their career through activities sponsored by the Alumni Career

Resources program. They were able to expand their professional network at a March 26 Maroon & Gold Professionals mixer at The Graduate Hotel in Tempe and at an April 16 Women in Business networking mixer held at Scottsdale's Wine Warehouse. On April 20, Suzanne Peterson, an associate professor in the W. P. Carey School of Business and the school's faculty director of executive education, made a return appearance to Old Main to host another popular career workshop, this one on how to inspire high-performance teams. About 190 people attended the lunch workshop by Peterson and 60 to 80 Sun Devils participated in each networking mixer.

### Events for kids, students, and alumni-to-be celebrate next-generation Sun Devils

The increasing sunshine of the spring months provided a wonderful opportunity for more than 100 children from ASU-affiliated families to climb "A Mountain" near the Tempe campus on March 21 for Fingerpaint the A, a popular annual event hosted by the Alumni Association's Sun Devil Generations program. Children were greeted by Sparky at the base of the mountain, and met the SAA "A Team" for a lesson in proper care of the "A" when they reached the staging area for the painting party. Sun Devil Generations Day also hosted a delightful Arts & Crafts Day event on



On April 4, 64 teams competed in the annual SAA Oozeball mud volleyball tournament.



May 16 that provided ASU-themed art projects for about 60 children to express their inner artist.

On April 4, 64 teams of ASU students and their friends splashed in the mud as part of SAA's **Oozeball Mud Volleyball Tournament**. This popular event attracted crowds who cheered their favorite teams on to victory and praised those who were the best at bumping, setting and spiking in the slippery goo.

At the end of March, representatives from the Alumni Association met with thousands of graduating seniors and welcomed them to the alumni family as part of the **Grad Fair** experience. Those participating in Spring Commencement had the option of adding a one-year or life membership to their package of graduation-related purchases.

## Additional events

Members of the Alumni Association's U Devils group for faculty and staff had several events on their spring schedule, including participating in a Staff Appreciation BBQ at each campus from February through April, as well as an ASU Baseball event on May 16. About 50 U Devils watched the Sun Devils take on the Washington State Cougars.

The winter version of the **ASU Bowling League**, sponsored by the Alumni Association, was so popular that it spawned a spring season! Teams with a total of 64 individual members gathered on Sunday evenings at the Main Event bowling alley in Tempe and enjoyed the friendly competition.

*Liz Massey is managing editor of ASU Magazine.*

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## Going for the (maroon and) gold

How to train your little Sun Devil to love ASU

By Liz Massey



Sun Devil Generations is the ASU Alumni Association's program for Sun Devil families with children ages birth through 13 years.

If you went to ASU and enjoyed the experience, you have to admit you think about it: how nice it would be for the children in your life – be they your son or daughter, grandchild, niece or nephew, or godchild – to follow in your footsteps.

While you can't *make* your kids attend the university, there are plenty of ways to encourage their curiosity about ASU. One of the most fun is Sun Devil Generations, the ASU Alumni Association's program for ASU families with children ages birth to 13 years.

Sun Devil Generations creates a lifelong ASU connection by involving children in various traditions and events catering specifically to youngsters. Popular Generations events have included family focused activities at Homecoming, the Sparky's Sprint fun run, a holiday-themed Storytime with Sparky, movie watching festivals in the summer, and the Fingerprint the A event.

We asked a few adults who have a child enrolled in the Sun Devil Generations program for "training tips" for raising a kid who loves ASU, and here is their advice.

### Tip #1 – Let your child feel the pride of taking part in ASU activities.

"We have immersed our daughter at an early age to all things ASU, and the Generations program enhances the essence of ASU and the community that ASU embodies," says Michael McClendon. "Painting the A is a signature event for our family and has been a fond memory for our daughter. At the age of two, we took her to her first Painting of the A, and we have been going every year since. Each time she sees the A, she says, 'Dad look it is GOLD! We painted the A Gold.' This brings a sense of pride for us as ASU parents and a sense of accomplishment for her to say she has painted the A gold each spring."

### Tip #2 – Encourage your little one's love of Sparky!

Kathleen Duffy Ybarra reports that her 7-year-old nephew, Jacob, met Sparky for the first time at a Sun Devil Generations event in September. "Jacob met Sparky for the first time and got his autograph. Jacob has the paper in a plastic folder to protect the autograph," she said. "Jacob is determined to attend ASU and be Sparky, so he is very focused on doing his best in school."

Ybarra is pleased that her nephew's passion for ASU's mascot is so intense, because she is hopeful it will fuel a love of learning, as well.

"The most important thing about Sun Devil Generations is exposing Jacob to college and getting him excited about learning," she asserted. "ASU provides many opportunities, such as the Night of the Open Door to help our young people see how to turn what they are passionate about (like video games) into a career."

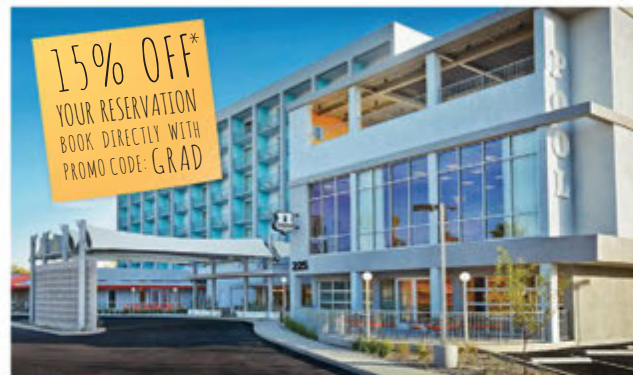
### Tip #3 – Expose your child to life on campus.

Jennifer Broatch brings her son to Sun Devil Generations events along with her mother, who is also an alumna. She says that because of their participation in activities such as Fingerprint the A, her son now is able to recognize common ASU landmarks on the Tempe campus.

"It is a great way to get involved with the Sun Devil community," Broatch says. "My son recognizes A mountain, Old Main and many other physical parts of the campus. Similarly, he already has sense of belonging and pride in the university."

### Tip #4 – Realize that there are many ways to be a Sun Devil.

While all of the Sun Devils interviewed for this article were hopeful that the children they enrolled in Sun Devil Generations would attend ASU, Patricia Thiele-Keating, who has two young daughters in the program, said that even if her girls did not go to ASU, she hoped



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Michael McClendon says that the Generations program "enhances the essence of ASU and the community that ASU embodies" for his family, shown here with Sparky.

that the experiences they have now will help them better understand ASU's role in the community.

"I certainly hope our children will choose to attend ASU when they are older, but even if they don't, I hope they will see and understand the impact ASU has in our community and the bond we have as a family because of our mutual love for all things ASU," she said.

Annual and life members of the Alumni Association can enroll a child in the Sun Devil Generations program for only \$25 for the first child and \$15 for each additional child annually. Gold Devil Life members of the association may enroll children in Sun Devil Generations at no additional charge.

For more information on how to enroll or upcoming events, visit <https://alumni.asu.edu/groups/generations>.

Liz Massey is managing editor of ASU Magazine.

## Reports from the Sun Devil Nation



The Austin chapter co-hosted a Pac-12 Doggie Pub Crawl as their ASU Cares service project.

### Austin

**For ASU Cares in March, we partnered with University of Washington alumni in the area to put on a Pac-12 Doggie Pub Crawl. About 50 participants – 30 whom were Sun Devils – met with and without their furry friends. With help from four different bars on Rainey Street, we were able to raise money for Austin Pets Alive by selling wristbands for discounted drink specials. What a gorgeous day to drink and mingle with our Pac-12 friends and their dogs! It was a huge success benefiting this amazing animal shelter.**

These past six months have been filled with so many fun events for our chapter. In honor of ASU's hockey club becoming a NCAA-sponsored team, we decided to get into the spirit and watch the Austin Stars play at Cedar Park Arena. We had about 25 friends and family join us at this event. Additionally, Pac-12 trivia returned this year, and we had the best turn out of all the schools, but we had to give our trophy to UCLA. We will get it back next time!

In April, we had about 30 participants running around Lady Bird Lake for our Pat's Run shadow run event, with a breakfast taco awaiting them at the finish line. In May, we had our annual golf tournament and opened it up to the rest of the Pac-12 schools. Great weather, great fun!

Coming later this season, keep an eye out for a Round Rock Express game or an Austin Aztex game, our annual wine tour and game-watching events during ASU's 2015 football season. Let's get ready for a little road trip, Austin Sun Devils – Houston here we come! We are going to beat those Aggies! Forks up!

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



(Upper left) Chicago chapter alums enjoy some in-town sightseeing at Millennium Park during a busy spring filled with events. (Upper right) Georgia Chapter President Kenny Grambow and Secretary Luke Birkrem pose with members Terry, Jessica, Adam, and Seth of the local chapter after Kenny and Luke shaved their heads for childhood cancer research. (Lower right) Las Vegas alums enjoyed a visit from Sun Devil football great Juan Roque (third from left, front row) at a 2014 game-watching event.



## Chicago

We made it through the winter! After a very snowy season, our chapter hosted its annual bowling league, with many participants playing in top form.

We kicked off March with ASU basketball game watching with the Colorado alumni and then presented an alumni networking mixer. For that event, we were fortunate to welcome students from the W. P. Carey School of Business and the Herberger Institute for Design and the Arts while they were in town learning more about jobs in their career field. For the ASU Cares day of service event, we provided help to the Lakeview Pantry to help families in need.

We kicked off April watching the ASU spring training football game at the Cubby Bear and finished off the month paying tribute to Pat Tillman at our Pat's Run shadow run event. We look forward to seeing everyone soon at our annual Cubs game outing and at the Sun Devil Send-Off in July, where we'll welcome the newest generation of Sun Devils to ASU.

Contact: Steve Mindel,  
asuchicagoalumni@gmail.com.

## Georgia

In early March, ASU and Thunderbird School of Management alumni in Atlanta had their first speaker series event, an activity held at UPS headquarters in Sandy Springs. Gerard Gibbons, president of U.S. sales, and Mark Wallace, president of global logistics and distribution, headlined a panel discussion that also included Avnet Professor Joseph Carter, chairman of the Department of Supply Chain Management at ASU. The panelists gave the audience insights into their careers, an outlook on global business and shared how UPS and supply-chain management continue to enhance the business world.

Also in March, we participated in the 2015 St. Baldrick's event in Atlanta as our contribution to ASU Cares. St. Baldrick's Foundation is a global brand of charitable fundraisers that focus on finding a cure for childhood cancer. The Shave Devils were able to raise nearly \$5,000 toward cancer research, as some of our ASU alumni not only shaved their heads for a great cause, but everyone had a blast meeting and speaking with other local groups within Atlanta.

Contact: Kenneth Grambow,  
grmbwk@gmail.com.

## Las Vegas

Our club had amazing game-watching events at Buffalo Wild Wings during football season, including a special appearance by football great Juan Roque! More than 170 people participated in the Eat Wings, Raise Money TM program, and we raised more than \$400 for scholarships to assist Nevada students attending ASU. The funds will be awarded at the Sun Devil Send-Off event in July.

Our local Pat's Run shadow run in April was great, once again! We enjoyed supporting the Tillman Foundation, and we love that we had locals and visitors participate in the Shadow Run!

If you are planning on traveling to Las Vegas, be sure to look us up on our alumni webpage at <https://alumni.asu.edu/chapters/las-vegas> for any upcoming events. We are a town that loves tourists and you are always invited to any of our events!

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



Arturo Nikolas Rojas was recognized by the LGBT Devils' Pride chapter at its March 14 scholarship dinner in March as the 2015-2016 Community Leadership Scholarship recipient.



Fans from the Los Angeles and Orange County chapters attended the Sun Devil women's basketball game at USC in February to watch a thrilling double-overtime victory over the Trojans.

## LGBT Devils' Pride

We had a great spring semester! Thanks to everyone for supporting our scholarship benefit dinner in March. We had the honor of listening to a keynote speech by the award-winning author Bill Konigsberg, an ASU alum. We also awarded our third Community Leadership Scholarship to Arturo "Niko" Rojas. Rojas is pursuing a bachelor's in the life sciences program at the New College of Interdisciplinary Arts and Sciences at the West campus and is actively involved on campus and within our community. We'd also like to thank our premium sponsor, the Greater Phoenix Gay & Lesbian Chamber of Commerce, and all the artists, performers, businesses, and ASU campus partners for their support and sponsorships.

To learn more about our chapter, visit [alumni.asu.edu/chapters/lgbt-devils-pride](http://alumni.asu.edu/chapters/lgbt-devils-pride). We would love to see you at our End of the Year Brunch this summer.

Contact: Gabriel Escontrías Jr., Gabriel.Escontrias@asu.edu.

## Los Angeles

The L.A. Sun Devils had a busy winter and spring cheering on the ASU women's basketball team against USC in support of one of their best starts in team history. In March, we volunteered with the Ronald McDonald House as

part of ASU Cares. In April, we hosted our annual Pat's Run shadow run in Hermosa Beach, which resulted in another awesome turn-out of alumni, friends and supporters. In May, we welcomed ASU's new baseball head coach, Tracy Smith, and the team to town as they battled the UCLA Bruins over Memorial Day.

This summer, we will head back to Dodger Stadium and look to host another meet-n-greet with Sun Devil Andre Ethier, and host three new student Sun Devil Send-Offs around the metro area. We will also head back to the Hollywood Bowl for a picnic and concert under the stars.

Looking even further ahead, mark your calendars for Oct. 3 as the Sun Devils battle the UCLA Bruins in the Rose Bowl. We'll be there to host a pre-game tailgate party!

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

Contact: Eddie DeVall, devall@aol.com.

## Leadership Scholarship Program

As Leadership Scholarship Program alumni, one of our favorite things to do is come back to campus and reconnect with current students in the program. In early February we had our annual

career night for the students, and what a success it was! There were students from every cohort present, along with more than 20 alums. We were all able to share and learn from each other. Afterwards, the alums and the junior cohort of LSP students met at the Tempe Transportation Center Don Cassano Room for conversations and dinner! We hope more alums can join us next year to even further expand our resources and networking to current students!

Contact: Art De La Cruz, arturo.delacruz@asu.edu.

## Old Pueblo (Tucson)

Thank you to everyone who made our holiday Winterhaven event a huge success! We partnered with Shooter's Steakhouse to host a dinner before a stroll through the holiday light displays in Tucson's iconic Winterhaven neighborhood.

As we've transitioned into the New Year, our chapter is seeing a number of new faces. The excitement is high as our membership continues to expand in Tucson. Please get the word out and be sure to "like us" on Facebook to receive the latest information on meetings and events.

Contact: Todd Canale, desertheartcpr@comcast.net.





Tucson's Old Pueblo chapter, shown here at a recent game-watching event, continues to expand the Sun Devil presence in Wildcat country!

## Orange County

This spring was a very busy time for our chapter. In early February, we hosted our annual networking mixer at The Center Club, which was an evening filled with enchanting connections. Later in February, a group of local Sun Devils made the one-hour trip north to Los Angeles to watch the ASU women's basketball team take on both USC and UCLA. Both games were well attended and the alums were proud to cheer on the lady Sun Devils.

In March, we hosted the annual ASU Cares beach clean up in Newport Beach, during which alums came together to show their Sun Devil pride by cleaning up the local beach and making it a nicer place to visit.

In May, ASU Vice President for University Athletics Ray Anderson and Head Football Coach Todd Graham, along with several other Sun Devil coaches, visited Orange County for our golf tournament held at the Black Gold Golf Club in Yorba Linda, Calif. The tournament was sold out and the event was a huge success!

Contact: Jeff Daniel, jeffreysdaniel@gmail.com.

## Twin Cities

Our chapter celebrated spring with Twin Cities Sun Devils at a number of events, including our annual Fork & Bottle wine-tasting gathering. Our local wine expert, Tyler, provided us with five delicious food/wine pairings.

Our Pat's Run shadow run at Lake Calhoun in April brought together ASU alums, military veterans and admirers of the late Pat Tillman to run/walk 4.2 miles in order to benefit the Tillman Foundation. We are preparing as you read this to host our signature event – a boat cruise on Lake Minnetonka. This is our biggest event every year and we look forward to meeting new ASU alums on the cruise.

Further down the road, we are looking forward to hosting our summer Sun Devil Send-off for ASU-bound students. And, believe it or not, football season is just a couple of months away! We're excited to be back at Runyon's in downtown Minneapolis to watch our games during the 2015 football season! Visit our web page (<https://alumni.asu.edu/chapters/twin-cities>) or our Facebook page (<http://www.facebook.com/twincitiessundevils>) to find out more about our events.

Contact: Kate Lyons, twincitiessundevils@gmail.com.

## W. P. Carey School of Business

Highlights during this spring for our chapter included networking at The Duce in downtown Phoenix, competing together as the W. P. Carey Alumni Race Team for Pat's Run in Tempe, and touring San Tan Brewery's production facility in Chandler, as well as several other alumni networking and professional development events. The school also held successful regional alumni networking mixers in Chicago, New York City, and Atlanta.

The first-ever Sun Devil Select luncheon took place in March. This recognition event celebrated the achievements of Sun Devil-owned and Sun Devil-led businesses across the globe. In April, the W. P. Carey Alumni Board was proud to host WPC Talks, an event that featured Arizona business leaders speaking on a variety of topics.

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

## Answering the call

Mark Killian  
'81 B.S.

By Julie  
Newberg



**From the days when Mormon leader Brigham Young asked Mark Killian's ancestors to settle in Arizona to today, he follows a long family tradition of answering the call to serve.**

Killian has served his state in numerous capacities, from the Arizona Legislature where he was Speaker of the House and Majority leader to heading the Arizona Department of Revenue as its director after then-Gov. Fife Symington requested he take the helm. He currently chairs the Arizona Board of Regents (ABOR), after being appointed by then-Gov. Jan Brewer in 2010, and was tapped by Gov. Doug Ducey in April to become the director of the Arizona Department of Agriculture.

"My family jumps in and tries to help, and doesn't sit on the sidelines complaining. When the governor calls, we answer," he said.

During his tenure in the Arizona Legislature in the 1980s and 1990s, he was instrumental in passing groundbreaking legislation in a number of areas, most notably the creation of the former ASU East that is now the Polytechnic campus. Killian began his legislative career in 1982, a year after graduating from ASU in 1981 with a business degree specializing in real estate. While working for his district, he started a career in real estate through Sunny Mesa Realty and simultaneously shared his time working the family's farming and ranching operations.

"My family has been in the ranching and farming business for over 100 years in Arizona," he said. His passion for agriculture is equally shared with his current work for the state's universities.

Before joining ABOR, Killian served the ASU Alumni Association as an at-large board member and promoted the university through the association's Sun Devil Advocate Network. Killian's family has a strong connection to ASU: from his father, who represented ASU President John W. Schwada through his law firm, and his mother, who graduated from the institution, to his children, of whom two have graduated from the university (plus one son-in-law) and one daughter is currently enrolled. Killians are ardent ASU football fans, cheering the Sun Devils on to victory in the same seats for generations.

"Over the years, my family has had a very close relationship with ASU," he said.

Killian first set foot on campus when he was just a little boy. "My real education at ASU started in 1959 in nursery school," he said.

Not surprisingly, Killian's first date with his future wife, Nancy, was at an ASU football game in the fall of 1973. As the mother of his six children, he says that Nancy is his sounding board on issues and the "rock" in his life without whom he couldn't have accomplished all that he has done.

*By Julie Newberg, a Phoenix-based freelance writer.*

## 2010s

**Rich Phiboonphanuvat '14 M.A.**, previously a senior counterintelligence subject matter expert with the Washington, D.C.-based federal government contractor, Prescient Edge, was appointed a counterintelligence special agent with NASA at the Goddard Space Flight Center in Greenbelt, Md.

**Gregory Rudolph '14 B.S.** is the founder and CEO of Board Blazers, a company that sells multi-colored, adhesive lights for skateboards. He recently was named one of Arizona's "Top 35 Entrepreneurs under 35" by the Arizona Republic.

**Brandon Zaucha '13 B.L.S.** is a co-founder of UndergroundCellar.com, which has raised \$1.3 million in seed funding from Y Combinator and from "Shark Tank"'s Barbara Corcoran through her AngelList syndicate. Customers of his company are able purchase package deals that include random, free upgrades to premium, rare, and private-stash bottles from a number of wineries.

**David Adams '12 M.F.A., Lauren Strohacker '11 M.F.A. and Steven Yazzie '14 B.F.A.** are recipients of the Artist Research and Development Grants for 2015 from the Arizona Commission on the Arts. This highly competitive grant program awards funding to Arizona artists practicing in a variety of artistic disciplines in support of research and development leading to the creation of new works of art.

**Anthony Gonzales '11 B.S., '14 M.B.A.** received the 2014 Spirit of Enterprise Student Entrepreneur Award from ASU's W. P. Carey School of Business. He is a finalist in Entrepreneur magazine's College Entrepreneur of the Year competition with his ongoing development of FITGuard, a mouthguard designed to indicate levels of head impact for athletes, as well as a smartphone application that can provide data to a diagnosing physician.

**Geoffrey Prall '11 B.S.** is combating malaria in the west African nation of Benin by increasing access to malaria testing and treatment in his community. During an eight-day workshop, Prall and his local counterparts tested more than 2,000 community members for malaria and treated nearly 700 individuals who tested positive for the disease.

**Sherry Rankins-Robertson '11 Ph.D.** has been appointed associate vice chancellor for student success, retention and online/extended learning at the University of Arkansas at Little Rock.

**Rhoshawndra Carnes '10 M.N.P.S.**, a community advocate and director of family services for Pilgrim Rest Baptist Church, was honored at the 2014 Architects of Change Gold and Silver Gala.

**Matthew Watkins '10 B.A., Stephen Christensen '10 B.A., and Joya Scott '11 M.F.A.**, co-founders of Orange Theatre, took first place at a regional fast-pitch grant program sponsored by the Arizona Commission on the Arts, the Arizona Art Tank, on Jan. 20, 2015.

## 2000s

**Caitlin Przeniczny '09 B.A.** was hired by Taylor & Ring, a Los Angeles-based trial law firm, as an associate attorney. She focuses her practice on matters involving personal injury, wrongful death, sexual abuse, products liability, civil rights, employment law and medical malpractice.

**Sheila Fram '08 Ph.D.** has accepted a position as a senior training specialist/curriculum developer at General Dynamics Information Technology in Silver Spring, Md.

**Katie Gardiner '08 B.A.**, a marketing manager at Taco Bell, recently participated alongside late night TV host Conan O'Brien in an improvised tour at Taco Bell's corporate headquarters in Irvine, Calif.

◆ **Meghan Cox '07 B.A.** was named a finalist for the Greater Phoenix Chamber of Commerce's Athena Awards in the Young Professional category in October, and recently was appointed to Valley Leadership's and the Detour Theatre Company's boards of directors.

**Capt. Jacob Lussan '07 B.A.** has been involved in the Striker Pathfinder internship program through the U.S. Air Force Global Strike Command Manpower and Personnel unit. The internship has allowed Lussan to fill two different staff positions in addition to attending advanced educational training at a number of locations, including the Sandia Labs at Kirtland Air Force Base in New Mexico.

**Tony Bouie '05 M.B.A.** was appointed by Gov. Doug Ducey as director of the Arizona State Lottery.

◆ **Patrick Dorey '05 B.A.** is now the owner at Arizona Mutual Insurance.

**Timothy Holladay '05 B.S.E.** and his brother, Sean, are co-founders of Crowd Mics, a smartphone application that turns a smartphone or tablet into a microphone for use in auditoriums and meeting rooms by connecting with the room's sound system and wireless router, eliminating the need for traditional microphones.

**Martha Daniels '05 B.A.E., Zenaida Estrada '06 B.A.E., Stephanie Lund '09 M.Ed.** and **Nancy Rhodes '09 M.Ed.** were named Rodel Exemplary Teachers, an honor in which those who are selected are recognized for producing outstanding student achievement in high-need schools, their ability to mentor new teachers, and the recommendation of their principals and Rodel's observation team.

**Ricardo Araiza '04 B.A.** is the artistic director for Teatro Bravo, which took second place at the Arizona Art Tank, a regional fast-pitch grant program sponsored by the Arizona Commission on the Arts, on Jan. 20, 2015.



### Tony Garcia '95 B.S.D.

managing principal of A<sup>2</sup> Studios, is the recipient of the 2014 AIA San Diego Chapter Young Architect of the Year Award. He also is a recipient of a 2015 City of San Diego Historical Preservation Award for contributions to the architectural rehabilitation of the George & Kathagene McCormack House, located adjacent to Morley Field and the Balboa Park Golf Course in the community of North Park.



### ◆ Rick Erslund '14 M.B.A.

received the Overcoming Adversity Award in the 2014 Spirit of Enterprise Award competition, sponsored by ASU's W. P. Carey School of Business. His landscape maintenance company, Erslund Touch Landscape, started as a one-man, one-mower operation run out of a garage. After 30 years in business, it now has more than 400 residences and 20 homeowner associations as clients.

**Matthew Bingham '03 B.S.E.** has been named legal director for HudBay Minerals, Inc.'s, Arizona business unit. His duties will include drafting and negotiating corporate and commercial agreements.

◆ **Kevin Litwin '03 B.A.**, senior vice president with the L&R Group of Cos. in Los Angeles was quoted in November 2014 in the Los Angeles Business Journal on his opinion regarding a city proposal requiring all parking lot operators to accept credit and debit card payments.

◆ **Adolfo Maldonado '03 B.S.E.**, a community organizer and a senior engineer for APS, was honored at the 2014 Architects of Change Gold and Silver Gala.



**Timothy Fontes '04 B.S.**

has joined the national law firm Polsinelli in its Phoenix office as an associate. He draws upon his combined background of business and technology to provide a broad spectrum of guidance in the areas of trademark, copyright, patent and other forms of intellectual property law.



**Brian Lee '07 B.S.**

is the new chief financial officer for Landings Credit Union.



◆ **Jennifer Kabrud '06 B.A., '13 M.Np.S.**

is now the major gift officer at the Grand Canyon chapter of the American Red Cross.



**Ioanna Morfessis '96 Ph.D.**

recently received the International Economic Development Innovation Award, presented by GIS Planning Inc. of San Francisco. Morfessis is president and chief strategist of the Phoenix-based international consulting firm IO.INC.



**Monica Thompson '02 M.S.W., '14 J.D.**

has joined the national law firm Polsinelli in its Phoenix office as an associate practicing in the area of insurance recovery.



**Nickolas Jensen '02 B.S.**

has joined the national law firm Polsinelli in its Phoenix office as an associate. A real estate attorney and certified public accountant, Jensen will be assisting clients with real estate and finance transactions.



◆ **Julie E. Maurer '98 M.P.A.**

formerly vice president of consulting recently accepted a position as an attorney with Jennings, Strouss & Salmon, PLC. Maurer also was recently listed in Arizona's Finest Lawyers and was named for the fourth consecutive year as a 2014 Southwest Super Lawyer Rising Star.

# Legal eagle

## Tom Ajamie '82 B.A.

Internationally recognized trial lawyer Tom Ajamie is at the top of his game. In fact, there's hardly a legal accolade that Ajamie, founder of the Houston and New York-based business litigation firm, Ajamie LLP, hasn't amassed recently: The Scottsdale native is one of The National Law Journal's "Top 50 Litigation Trailblazers," has been included in the Lawdragon 500 (an annual guide featuring the best of the legal profession) for seven consecutive years, and has won two of the largest awards ever handed down by an arbitration panel for investors, including a \$429.5 million award. His cases have been covered by the New York Times, Wall Street Journal, Fortune and Forbes, and he appears regularly on television including ABC and CNBC.

Ajamie's legal ambitions were inspired by his uncle, an attorney whom Ajamie, 54, wanted to emulate. "I was drawn to his intellect, his ability to speak clearly and logically, and his knowledge of all issues and subjects. He was intelligent and articulate, and I wanted to become like him," Ajamie says.

As the eldest of five children and the first in his immediate family to attend college, Ajamie was drawn to ASU because, he says, "I wanted to have the 'live on campus' experience while also being close to my family." With both an academic tuition waiver and a Leadership Scholarship in tow, he excelled quickly at ASU; at 19, Ajamie was elected the youngest student body president in ASU's history. The university left a lasting impression. "ASU taught me to ask questions, manage my schedule, and seek to learn. That has helped propel me in my legal career," Ajamie notes.

He maintains a scholarship endowment at ASU which awards student scholarships to "students with good academics, promising leadership potential, and a willingness to promote tolerance and diversity in society," and who participate in the Leadership Scholarship Program.

Today, Ajamie splits his time between his Houston and New York offices, working on complex business litigation cases that span the globe. He's also written a successful book, "Financial Serial Killers: Inside the World of Wall Street Money Hustlers, Swindlers and Con Men." One thing he doesn't do much of is relax. Asked how he fits it all in, Ajamie replies, "I work most weekends and don't sleep too much!"

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





◆ **Kelly Zitlow '94 B.S.**

is a certified mortgage planning specialist and vice president at the Scottsdale offices of the Cherry Creek Mortgage Co., as well as a certified Arizona Department of Real Estate instructor.



◆ **Lt. Col. Jace Gardner '93 B.S.**

was promoted to director of mission success at Ball Aerospace & Technologies Corp.

◆ **Scott Nodes '03 M.S.E.** was inducted into the Westerville (Ohio) South High School Hall of Fame in 2014.

**Lauren Farrelly '02 B.A.** is now the senior manager of custom content at Bleacher Report. In this role, she manages all custom video content displayed on the site, including advertiser integrations, sponsorships, and partnerships with outside vendors.

**Abdullah Al-Bargi '01 M.T.E.S.L., '06 Ph.D.** was promoted to associate professor of applied linguistics, specializing in rhetoric and composition, at King Abdulaziz University in Saudi Arabia.

◆ **Jason Borges '00 B.I.S.** has been hired to manage Capstone Collegiate Communities' housing development of 73 buildings in Hattiesburg, Miss.

## 1990s

◆ **Paul Frost '99 B.A.** is now the commercial attaché at the U.S. Embassy in New Delhi, India.

**Stacey Lihn '99 B.A.E.,** a paralegal at Gallagher & Kennedy in Phoenix in the personal injury and wrongful death practice group, has been elected as a public member of the American Board of Pediatrics Foundation.

**Luis Heredia '98 B.S.** has accepted a position as the Phoenix district director for U.S. Rep. Ruben Gallego. Previously, Heredia was campaign manager for Felicia Rotellini's 2014 bid for state attorney general, and executive director of the Arizona Democratic Party from 2009 to 2012.

◆ **George Slessman '97 B.S.E.** and **William Slessman '99 B.S.** received the Emerging Enterprise Award in the 2014 Spirit of Enterprise Award competition, sponsored by ASU's W. P. Carey School of Business. Their growing firm, IO Data Centers LLC, is focused on rethinking data-center technology, using software solutions instead of just physical locations. It has more than 650 global clients.

◆ **Seth Rudin '96 B.S.** partnered with friends to develop the asterRide smartphone application, which allows users to book rides on the spot or schedule them in advance for fair prices. He is the CEO and head of sales for the company.

**Trino Sandoval '96 M.A., '03 Ph.D.** is a co-founder of Teatro Bravo, which took second place at the Arizona Art Tank, a regional fast-pitch grant program sponsored by the Arizona Commission on the Arts, on Jan. 20, 2015.

**Sidd Negretti '95 B.A.** has been promoted to executive director of product marketing strategy for Cox Communications.

**Patricia Bear-Detzer '94 B.S.** received the Gary L. Trujillo Minority Enterprise Award, sponsored by Blue Cross Blue Shield of Arizona, as part of the 2014 Spirit of Enterprise Award competition, hosted by ASU's W. P. Carey School of Business. Her woman-owned technology company, I-ology, offers web design and related services. It features close client relationships, heavy community involvement, and no management hierarchy, offering all employees a chance to participate in revenue sharing, stock options, flexible schedules and industry events.

**W. James Burns '94 M.A.** is the new director of the University of Arizona's Museum of Art.

◆ **Jennifer Green '94 B.A., '97 J.D.** was appointed as a judge for the Maricopa County Superior Court by outgoing Arizona Gov. Jan Brewer.

**Michael Celaya '91 B.A.** will lead the newly created human service and community vitality department in the city of Surprise, Ariz.

◆ **Scott Smith '91 B.S.,** former chief of staff for Arizona Gov. Jan Brewer, is now managing director of government relations for Ballard Spahr LLP.

◆ **Cathy Comer '90 B.S.** has been named president-elect for The Junior League of Phoenix. She currently serves on the finance development team as cookbook chair. She previously has served three times on the organization's board of directors, including the roles of secretary and finance vice president.

## 1980s

**Tim Esmay '88 B.S.,** former head baseball coach at ASU, now manages the Winston-Salem Dash, a minor-league farm team for the Chicago White Sox.

**Scott Reed '87 B.S., '89 M.Ed.** was elected to chair the Teachers of Psychology in Secondary Schools, a division of the American Psychological Association (APA). Scott is a prior recipient of the Excellence in Teaching Award from the APA.

◆ **Susan Bendix '87 M.F.A., '10 Ph.D.** is a recipient of the Artist Research and Development Grants for 2015 from the Arizona Commission on the Arts. This highly competitive grant program awards funding to Arizona artists practicing in a variety of artistic disciplines in support of research and development leading to the creation of new works of art.

**Michael Weaver '86 B.S.** was named as one of 37 "Leading Lawyers" in Michigan in Leading Lawyers magazine. He is an attorney with Plunkett Cooney, one of the Midwest's oldest and largest law firms.

**Rosanne Carlson '85 B.A.E. '89 M.Ed.** was named a Rodel Exemplary Teacher, an honor in which those who are selected are recognized for producing outstanding student achievement in high-need schools, their ability to mentor new teachers, and the recommendation of their principals and Rodel's observation team. Carlson teaches third grade at Porter Elementary School.

◆ **Connie Phillips '85 M.S.W.** is the new president and CEO of Lutheran Social Services of the Southwest, which offers services and resources for refugees, children and adults with developmental disabilities, the poor, the homeless, families and seniors.



◆ **Chris Hill '86 B.S.**

is CEO of St. Luke's Medical Center/Tempe St. Luke's Hospital. Previously, he was the vice president of operations and chief operating officer for the Arizona Spine and Joint Hospital.



**Henry Shipes '73 B.S.,**

founder of Mr. Discount Plus and the first recreation supervisor of the Martin Luther King Jr. Recreation Center in Bakersfield, Calif., was honored with the Dr. Martin Luther King Jr. Lifetime Service Award in Bakersfield for his long history of community dedication.

**Vada Manager '83 B.S.,**

president and CEO of Manager Global Consulting Group, was honored at the 2014 Architects of Change Gold and Silver Gala.



◆ **Edward Pastor '66 B.A., '74 J.D.,**

who recently retired as a member of the U.S. House of Representatives from Arizona, was honored with the University Medal of Excellence at ASU's undergraduate Commencement ceremony in December 2014.

◆ **Joanne Schlosser '81 B.A., '88 M.B.A.,**

president of Rising Stars Leadership Coaching, has been appointed to the Post Acute Transitional Healthcare Advisory Board of Phoenix and was elected to serve as vice president of member services for the Arizona Healthcare Executives organization.



**Julie Newberg '84 B.S.** has joined the Arizona Board of Regents as a communications manager.

## 1970s

**Maxine Ramey '79 B.M.E.** has been a professor of music at the University of Montana for 22 years, and director of the university's School of Music for eight years. She has been elected president of the International Clarinet Association.

**Tom Morrissey '78 M.F.A.** had a retrospective exhibition at the University of Rhode Island-Providence Campus Gallery during the summer of 2013 highlighting more than 90 of his works. He is a professor of visual and digital art at the Community College of Rhode Island.

◆ **Clint Myers '76 B.A.E., '84 M.A.E.** will be inducted into the college softball Hall of Fame at the 2015 National Fastpitch Coaches Association's convention in Atlanta. At Arizona State, Myers captained the Sun Devils to national titles in 2008 and 2011, and made the trip to Women's College World Series in Oklahoma City seven times in eight years. He became the third coach in Sun Devil softball history to amass 400 victories.

**Karen Callahan '75 B.A.,** a youth champion and the executive director of Genesis City, was honored at the 2014 Architects of Change Gold and Silver Gala.

**Carol Shepherd '75 B.A.,** founding partner of Feldman Shepherd Wohlgelemer Tanner Weinstock & Dodig LLP, has been elected president of the Homeless Advocacy Project's board of directors.

**Eric Volcheff '75 B.S., '78 M.B.A.** retired in 2012 after 23 years as executive vice president with the Mayline Company of Sheboygan, Wisc., and was appointed chairman of the board for Silver Lake College, a four-year, Catholic liberal arts college located in Manitowoc, Wisc.

◆ **Dennis Blair '74 B.S.** retired on Dec. 31, 2014, after a 31-year career as an independent contract agent for State Farm Insurance in Scottsdale, Ariz.

## 1960s

**Jon Engelhardt '67 B.A.E., '70 M.A.E.,** former department chair and associate dean at the School of Education at Baylor University, is retiring after 42 years in higher education. In late 2014, he was awarded with The Robert B. Howsam Award by the Texas Association for Colleges of Teacher Education.

◆ 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

sun devil births



Olivia Andrea Winston

**Olivia Andrea Winston** was born to Anthony Winston III '06 B.S.E. and Erin Winston on Sep. 25, 2014.



Lincoln Pappas

◆ **Lincoln Pappas** was born to Micah Pappas '05 B.A. and Janaina Pappas '05 B.S. on Nov. 20, 2014, in Phoenix.



Anabella Claire Picker

**Anabella Claire Picker** was born to Melanie Picker '00 B.S. and James Picker on Oct. 31, 2014, in San Ramon, Calif.



Nathan & Kayla Hamidi

**Nathan and Kayla Hamidi** were born to Omid Hamidi '01 B.S. and Valeria Hamidi on June 2, 2014.



Benjamin & William

**Benjamin George Renc and William Patrick Renc** were born to Heather (Leonard) Renc '03 B.S. and Thomas Renc '03 B.S. on Aug. 20, 2014, in Scottsdale, Ariz. and join big brother Samuel Thomas Renc.



Hayden Faulkner

**Hayden Phoenix Faulkner** was born to Ryan Faulkner '01 B.S. and Kelly Faulkner on Sept. 22, 2014, and joins his two big sisters, Evelyn Kathleen and Alora Payton at their home in Saratoga Springs, N.Y.

**Morgan Margaret Juedes** was born to Caroline Juedes and Jay Juedes '02 B.S. on Sept. 22, 2014. She joins big brother Ethan at home in Boise, Idaho.

sun devil marriages



Tabitha and Thomas

**Tabitha Ziegmann '13 B.A. and Thomas Ziegmann '13 B.G.S.** were married on Oct. 25, 2014, in Phoenix.



Michelle & Christopher

**Michelle Walker '09 B.S.N. and Christopher Walker '10 B.S.** were married on Sept. 27, 2014, in Scottsdale, Ariz.



Micah and Janaina

**Micah Pappas '05 B.A. and Janaina Pappas '05 B.S.** were married on June 27, 2013, in Seattle.



Anthony and Erin

**Anthony Winston III '06 B.S.E. and Erin (Weathers) Winston** were married on Dec. 27, 2013, at Wens Family Cellars in Temecula, Calif. The couple is now at home in Murrieta, Calif.



Lauren and David

◆ **Lauren (Hengl) Werner '08 B.A. and David Werner '07 B.S.** were married on Nov. 15, 2014, on ASU's Tempe campus in the Secret Garden.

**Jennifer (MacKenzie) Michael '04 B.A. and Ryan Michael** were married on Nov. 1, 2014, in Scottsdale. The couple is now at home in Scottsdale.

**Jennifer (Steinberg) Baur '01 B.A. and Peter Baur** were married on May 3, 2014, in Brentwood, Tenn. The couple is now at home in Chicago.



Kelly and Nathan

**Kelly (Garrett) Kuenster '07 B.S.D. and Nathan Kuenster '02 B.S., '02 B.S.** were married on July 5, 2014, at Arista Winery in Healdsburg, Calif. The couple is now at home in San Francisco.

**Marc Demelo '00 B.F.A. and Shannon Erickson-Demelo '04 B.I.S.** were married on Nov. 22, 2014.





## Patient focused

### Mary Ann Barnes '74 B.S.N.

Now president of the Kaiser Permanente Hawaii Region, Mary Ann Barnes can trace the steady climb in her 35 years of medical leadership expertise to an ASU nursing program focused on patients and leadership.

"The Arizona State nursing program back in the '70s was so patient- and leadership-focused, I believe it was an incredible foundation for what I've been able to achieve in my career," Barnes said. "I go back to the professors I had and the way the curriculum was at the time. It really was a great foundation for me."

Barnes was interested in health care from a young age because of the influence of her family. Two of her sisters felt the same influence, following her into nursing.

"I come from a family of a lot of health care professionals: physicians, nurses, therapists," Barnes said. "It just seemed natural."

Barnes' family moved around a lot and she landed at Xavier College Preparatory in Phoenix for her senior year of high school. The oldest of seven kids, she decided to stay local for college.

"Arizona State was a great choice," she says. "There was a great emphasis on leadership. I remember the program even still today in terms of adaptability, flexibility and courses on the diversity of patient population. I felt like it was taken to a different and broader level."

After earning her bachelor's degree in nursing at ASU, Barnes moved to California for her first job. A professor she had in a leadership class her senior year had recommended Kaiser Permanente for its unique model of health care.

"Interesting enough, that's what I did, and I've worked for them for more than 40 years now," she says.

Barnes decided to focus on the administrative side early in her career and earned her master's degree at San Diego State and post-graduate business certificates at Stanford and Harvard. After taking over her current position in June 2014, Barnes oversees a 278-bed hospital, 20 medical facilities, and more than 4,400 employees and physicians. But the first lessons she received in nursing school still stick with Barnes, even in an industry that's changed so much over the years.

"The core value is focusing on the patient," she says. "You can make clinical and multimillion dollar financial decisions, but always keeping the focus on the patient is something that was instilled in me with my training in the Arizona State nursing program."

*By Eric Swedlund, a Tucson-based freelance writer.*

sun devil snapshot



Sun Devil Stadium, as it appeared in the 1990s.

### Best seat in Sparky's House

Sun Devil Stadium is currently in the first phase of a comprehensive reinvention, but it's not the first time that the structure has received a makeover. Opened in 1958 with a seating capacity of 30,000, the stadium underwent expansions in 1976 and 1977 that boosted its capacity to more than 70,000. These renovations provided cantilevered upper deck seating, a press box and a skybox seating section. In 1988, the stadium added a large seating section that completed the oval of the stadium, as well as an Intercollegiate Athletic Complex now known as the Nadine and Ed Carson Student Athlete Center and a state-of-the-art scoreboard and four-color video replay board.

In 1996, following a comprehensive renovation of the playing surface at the stadium, the field was renamed Frank Kush Field. The field was dedicated on Sept. 21 of that year, the same day that the Sun Devils shut out the number-one ranked University of Nebraska 19-0.

The facility, regarded since its inception as one of the nation's outstanding collegiate football facilities, hosted the Tostitos Fiesta Bowl for 35 years, the Arizona Cardinals regular-season games for 18 years, and has hosted the TicketCity Cactus Bowl (formerly the Insight Bowl) since 2006. It has played host to the NFL's ultimate showcase – the 1996 Super Bowl, in which the Dallas Cowboys pulled out a close win over the Pittsburgh Steelers.

Apart from athletic contests, the stadium (shown here as it appeared in the early 1990s) has hosted several historic events, including Pope John Paul II's visit during his tour of the United States in 1987. It's also been the site of concerts by iconic bands, such as the Rolling Stones and U2. In May 2009, more than 68,000 people filled the stadium to watch President Barack Obama address students as part of the university's Spring Commencement exercises – the largest U.S. audience for Obama since his inauguration.

*Photos courtesy University Archives, Arizona State University Libraries.*

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# ASU ALUMNI

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An advertisement for the ASU Magazine iPad app. The background is a scenic view of a tropical beach with turquoise water and a large palm tree. In the foreground, a person's hands are holding an iPad. The iPad screen displays a photograph of a long, straight path lined with tall palm trees, with people walking in the distance. The text "Near or far, ASU is where you are." is overlaid on the iPad screen. Below the iPad, there is a black button with the Apple logo and the text "Available on the App Store". At the bottom right, there is a call to action: "Download the free ASU Magazine iPad app from the Apple Store."

Near or far,  
ASU is where you are.

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