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INSIDE INSIGHT

Education discussion

ASU President Michael Crow and the leaders of four Chinese universities met Dec. 8 in Washington, D.C., with members of the American and Chinese news media for a breakfast discussion of issues in international higher education.

The media discussion was part of a daylong conference sponsored by the Forum for University Design, an initiative to redesign the global research university of the 21st century. It was co-sponsored by ASU and Sichuan University.

The forum was attended by nearly 100 representatives of American and Chinese universities, along with participants from Australia, Mexico, the United Kingdom, Tajikistan and Bahrain. With universities in various parts of the world facing similar problems, educators attended the forum to learn from each other and to learn ways of working together.

One area that China, the world's most populous country, and the United States, the third most populous, have in common is the need to educate many more students.

"China is moving to increase the number of college graduates from 4 million to 27 million," Crow says. "And what I have learned from China is the importance of access. I have also learned from China the value in making education more comprehensive.

"But the United States has not designed ways to improve access. The United States is satisfied with its position. Although our population is growing, we have not been building out our universities the way that China has."

Building new universities is one way to increase access. Making existing universities bigger and making greater use of technology are other means.

"We at ASU are growing bigger," Crow says, "because it takes a long time to build a new university."

While American universities have had difficulty getting students interested in the sciences and engineering, Ke Gong, president of Tianjin University, says China has had the opposite problem.

"Higher education in China has been tied to modernization and industrialization," he says. "There has been emphasis on engineering, and universities tied to specific industries. Of the students at my university, 70 percent are in engineering, in 50 different engineering specialties. Personal development has been ignored."

He says the purpose of education should be more balanced, "sustainable" personal development.

The other Chinese education leaders participating in the media discussion were Huang Boyun, president of Central South University; Zhong Binglin, president of Beijing Normal University; and Jian Shi, vice president of Sichuan University.

The media attending the forum represented the *Chronicle of Higher Education, Inside Higher Ed,* CCTV (Chinese television) and the Xinhua News Agency. The event was held in the Newseum.

Fall commencement 2008

Wells Fargo Arena on ASU's Tempe campus will be the site of the fall commencement ceremonies for 5,000 graduates of the university Dec. 18.

University to graduate 5,000 Dec. 18 in Wells Fargo Arena

By Sarah Auffret

About 5,000 ASU students will receive a holiday present next week, as they take home their degrees from ASU's commencement Dec. 18.

The ceremony will take place beginning at 10 a.m. in Wells Fargo Arena.

On hand to receive their degrees will be about 730 graduates from the Downtown Phoenix campus – including 267 nurses – and about 965 from the West campus, plus another 520 from the Polytechnic campus and 3,000 from Tempe.

Individual colleges and schools also will have their own smaller convocation ceremonies, spread out over Dec. 17-19.

Among the graduates will be David Paul, a determined young man who lost his eyesight and both of his legs 10 years ago in an automobile accident. After mastering Braille and learning to use a computer program that converts text into audio, he enrolled at ASU in 2000. Paul is graduating cum laude with a bachelor's degree in economics from the W. P. Carey School of Business.

Bobby Ochoa, a political science major in the College of Liberal Arts and Sciences, will receive a Moeur Award from the ASU Alumni Association for graduating with 4.0 grade-point averages, with all his coursework taken at ASU. He is from Livermore, Calif.

Individual cultural groups also will hold smaller convocation ceremonies that week at each campus. For a convo-

(See 5,000 on page 7)

Numbers show more freshmen returning to ASU

By Sarah Auffret

More ASU freshmen are persisting toward their degrees than ever before, with a record number returning to campus for their sophomore year this fall. Freshman retention hit an all-time high of 79.5 percent, six points higher than 10 years ago and more than 11 points higher than the early 1990s.

ASU has made retention a university priority, adding improvements to advising and academic success programs, according to Art Blakemore, vice provost. Colleges now are responsible for improving their own retention in ways that are specific to their students and programs.

Twenty-three advisers have been added to guide students better, along with an eAdvisor online program to get students into majors that best fit their interests and abilities. ASU also instituted an online critical tracking system to assure that students are progressing toward their degrees. Students get academic status reports twice a semester.

There are more tutors at Student Success Centers on each campus, with free walk-in tutoring and academic skills classes, and writing centers provide one-on-one tutorials and workshops. Supplemental Instruction also has been expanded, offering weekly study and review sessions for students in large lecture classes. Math placement tests have been made mandatory.

Freshmen also are encouraged to live on campus in residence halls. About 4,700 freshmen participate in the First Year Residential Experience program, helping them make a successful transition from high school to college.

ASU President Michael Crow has set a goal of 90 percent freshman persistence in ASU's strategic plan. Freshman persistence hovered at 67 percent to 69 percent for most of the 1980s, reaching 73.3 percent for the freshmen who enrolled in fall 1997.

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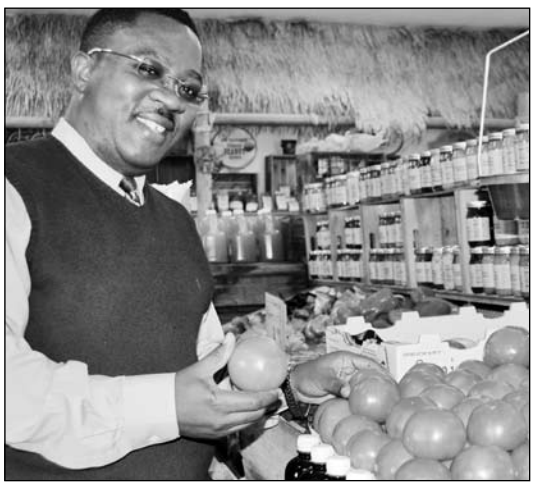
ASU researcher takes aim at tainted foods



William Nganje, an associate professor in the Morrison School of Management and Agribusiness, recently earned a grant worth almost $250,000 for his latest food safety study.

CHRIS LAMBRAKIS PHOTO

By Chris Lambrakis

Many of us remember – or may have been affected – by a recent nationwide salmonella outbreak originally thought to be caused by tainted tomatoes that eventually was determined to be caused by jalapeño and serrano peppers from Mexico.

By the time the cause was determined, it ended up costing both industries millions of dollars – and causing many unsuspecting consumers much discomfort.

"Such incidents illustrate the potential vulnerability in the security of imported food products, and the need to develop a better tracking system," says William Nganje, an associate professor in the Morrison School of Management and Agribusiness.

Nganje hopes to prevent such occurrences with the help of a recently awarded $247,092 grant from the U.S. Department of Homeland Security for his latest food safety study, "Intelligent

(See RESEARCH on page 7)

Professors of note

The 2008 Regents' Professors and President's Professors induction ceremony took place Dec. 4 in the Katzin Concert Hall in the Music Building on ASU's Tempe campus. In the top row, from left to right, are the 2008 Regents' Professors: Otto F. Sankey, professor of physics; James A. Ohlson, W. P. Carey Chair of Accountancy; and Stuart M. Lindsay, professor of chemistry and Edward and Nadine Carson Presidential Chair in Physics. In the bottom row, from left to right, are the 2008 President's Professors: Max Underwood, professor of architecture; Margaret C. Nelson, vice dean of Barrett, the Honors College, and a professor in the School of Human Evolution and Social Change; Elly van Gelderen, professor of English; and José E. Náñez, Sr., professor of psychology.

TOM STORY PHOTO

Scholarship honors Lewis' dedication to engineering

By Joe Kullman

The William E. Lewis Excellence in Computer Science and Engineering Scholarship has been established in honor of William "Bill" Lewis, who recently retired after 42 years at ASU.

The annual scholarship will provide funding for senior students studying in the computer science and engineering program in ASU's Ira A. Fulton School of Engineering. The scholarship program is a gift to Lewis from his wife, Mary Frances. She made the surprise announcement at a Nov. 21 event at the University Club organized by Lewis's children to mark his retirement and celebrate the couple's 50th wedding anniversary.

Bill Lewis

Lewis came to ASU in 1966 as an assistant professor in the Department of Industrial Engineering.

He later held positions as the founding chair of the Department of Computer Science, assistant dean of the College of Engineering and Applied Sciences, and interim director for Academic and Communications Technology.

Lewis also was vice provost for Information Technology, ASU's chief information officer, and an associate director of the School of Computing and Informatics in the Fulton School of Engineering.

He now is an emeritus professor of computer science and engineering, and he plans to continue to be involved with university students and colleagues.

Lewis earned an undergraduate degree in engineering in 1962 from the Johns Hopkins University, and later a master's degree (1964) and doctorate (1966) from Northwestern University.

He recalls that, at the time, "of all the offers I had to teach, ASU made the lowest financially. But ASU offered the best opportunity for a future in education."

Lewis says his assessment of the potential at ASU for academic advancement has proven true, particularly with the opportunity he had to develop the computer science and engineering program.

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Reception celebrates 1st Native American regent

By Judy Nichols

LuAnn Leonard, the newest member of the Arizona Board of Regents – and its first Native American member – said she couldn't turn down the appointment when Arizona Gov. Janet Napolitano called her.

LuAnn Leonard

"I knew that if I didn't try going forward with the nomination, it was an opportunity we might miss as Native Americans," Leonard said at a reception conducted in her honor by the American Indian programs at ASU.

Leonard, who is Hopi, said that, in nearly 150 years of the board's history, no Native American has ever been appointed.

"I consider it a real honor," she said.

The Dec. 3 reception was conducted by the Indian Legal Program at the Sandra Day O'Connor College of Law, the American Indian Policy Institute and American Indian Studies.

Students, faculty and staff gathered in the College of Law's Armstrong Hall, dedicated in 1968, a fact noted by Peterson Zah, the university's special adviser to ASU President Michael Crow on American Indian affairs.

"I came here when this building was dedicated," said Zah, who has served as both chairman and president of the Navajo Nation. "I never thought that someday I'd be standing here acknowledging the appointment of a Native American on the Board of Regents. It never occurred to me that it could happen in my lifetime. This is really history in the making."

Zah praised Leonard's work on the Hopi Educational Endowment Program. He added that, with the endowment's help, many Hopi children are studying at colleges and universities.

Alan Artibise, executive dean of the College of Liberal Arts & Sciences, says ASU is a leading institution in Indian education, with a large number of Indian faculty and students, a strong American Indian Studies program and the American Indian Policy Institute, which works in partnership with tribes in the region.

Linda Lederman, dean of social sciences in the College of Liberal Arts & Sciences, praised Leonard's accomplishments, service and dedication.

Rebecca Tsosie, executive director of the College of Law's Indian Legal Program, welcomed Leonard.

"It's a dream to have someone like you to represent all our people, our students," Tsosie said.

Tsosie noted that the economic downturn is a cause for concern for the university and the Indian programs.

"We're in a time of transition – but I know that, with your leadership, we're going to be OK," Tsosie said.

Paul Schiff Berman, dean of the College of Law, said he welcomed the opportunity to work with Leonard on the best way to steer law students and to build educational opportunities for Indian students.

Berman said an examination of the list of graduates of the Indian Legal Program shows they are leaders across the state and the country, and have an ever-growing impact.

"This is a testament to what we are all engaged in, to the fundamental values of a public institution," Berman said. "The commitment to Indian affairs, policy, law and economic development are all at the core of what a public institution needs to be."

Berman said he hopes to expand the Indian Legal Program even in this time of retrenchment.

Leonard described herself as a city girl, and said she had returned to the reservation to help care for her grandmother.

"I see so many ways to serve and help there," she said. "I want to help encourage students to return to the reservation."

She also issued an open invitation to anyone wanting to visit the reservation, and said she plans to take Crow there this summer.

Leonard said she already is immersed in numerous issues facing the regents, and asked students, faculty and staff to contact her with any of their concerns.

"I can't do it alone," she said. "I need all of you."

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Downie joins ranks of Cronkite School faculty

Leonard Downie Jr., the longtime executive editor of the *Washington Post* who led his newspaper to more Pulitzer Prizes than any editor in American journalism history, is joining the faculty of ASU's Walter Cronkite School of Journalism and Mass Communication.

Downie, the *Post's* top editor from 1991 until earlier this year, will be the Weil Family Professor of Journalism at the Cronkite School and will hold the faculty rank of professor of practice. He will start in August at the school's new Downtown Phoenix campus, teaching courses and working with advanced students at the Carnegie-Knight News21 Journalism Initiative, Cronkite News Service, the Knight Center for Digital Media Entrepreneurship and other new school programs.

Leonard Downie Jr.

Downie spent a week at ASU in October as the Barrett Honors College's Flinn Foundation Centennial Lecturer.

"Great journalism is essential to the preservation of our democracy, and that is why we are striving to make the Cronkite School the finest in the nation," says ASU President Michael Crow. "Len Downie represents the very best of American journalism, and he will play a major part in creating the next generation of news media leaders."

Downie is the latest addition to the Cronkite School, which has added numerous nationally recognized journalists and innovative programs over the past three years. Other new faculty include former CNN anchor Aaron Brown, now the Walter Cronkite Professor of Journalism; Tim McGuire, the former *Minneapolis Star Tribune* editor who holds the Frank Russell Chair in the Business of Journalism; Carnegie Professor Rick Rodriguez, the former executive editor of the *Sacramento Bee;* former BET Vice President Retha Hill, who directs the New Media Innovation Lab; Kauffman Professor Dan Gillmor, a digital media leader and director of the Knight Center for Digital Media Entrepreneurship; Jody Brannon, a former msn.com and usatoday.com editor who directs the Carnegie-Knight News 21 Initiative; and syndicated *Chicago Tribune* columnist Andrew Leckey, the Donald W. Reynolds Chair in Business Journalism.

"I am honored and excited about the opportunity to join dean Christopher Callahan and the outstanding journalists and educators he has assembled at the Cronkite School," Downie says. "I look forward to working with them to prepare tomorrow's professional journalists at a time of extraordinary change and challenge in the news media. I hope to play a role in ensuring that enterprising and ethical journalism that holds the powerful accountable will survive and prosper in the new media age. As a state university graduate who owes much to public education, I am also pleased to help carry on that mission for a new generation of students at ASU."

The endowed professorship is named in honor of Louis "Chip" Weil, the former publisher of the *Arizona Republic* and chairman and chief executive officer of Central Newspapers Inc.

Weil created the endowed professorship through a generous gift in an effort to support "outstanding faculty who will impact the country's future journalists." He retired in 2000 after a career that also included positions as publisher of *Time* magazine and the *Detroit News.*

Downie earned bachelor's and master's degrees at Ohio State University and started at the *Washington Post* as a summer intern reporter in 1964. He became an award-winning local investigative reporter and began moving up the editorial ranks. He helped supervise the *Post's* groundbreaking Watergate coverage as deputy metro editor and later worked as assistant managing editor for metropolitan news, London correspondent and national editor. After serving as managing editor for seven years under executive editor Ben Bradlee, he was named Bradlee's successor in 1991.

HIV research earns Gates Foundation grant

By Joe Caspermeyer

The Biodesign Institute at ASU has announced that it has received a U.S. $100,000 Grand Challenges Explorations grant from the Bill Melinda Gates Foundation. The grant will support an innovative global health research project conducted by Biodesign researcher Stephen Albert Johnston, titled "Preventing HIV Backwards."

Johnston's project is one of 104 grants announced by the Gates Foundation for the first funding round of Grand Challenges Explorations, an initiative to help scientists around the world explore new solutions for health challenges in developing countries. The grants were provided to all levels of scientists in 22 countries and five continents.

To receive funding, Johnston showed in a two-page application how his idea falls outside current scientific paradigms and could lead to significant advances in global health if successful.

Despite more than 25 years since the initial discovery of HIV, the virus that causes AIDS, there still is no cure in sight. While previous efforts have focused on preventing AIDS by blocking HIV infection or making vaccine candidates from parts of the virus, Johnston's project rethinks the problem from a new angle.

"Our immune system seems particularly incapable of thwarting HIV attack," says Johnston, director of the institute's Center for Innovations in Medicine and a professor in the School of Life Sciences. "I think this justifies exploring an unconventional vaccination strategy. The goal of our project is to develop a vaccine that would prime the immune system to target and kill HIV infected cells. The novelty is that the composition of this vaccine will not be made from elements of the virus, but rather the aberrant proteins the infected host cell makes because of the HIV infection."

Since Johnston's strategy focuses on identifying proteins in the body that are only produced upon HIV infection, these proteins would be tested for their ability to specifically target and kill HIV infected cells. Once found, these proteins could be used as the basis to make a vaccine to prevent AIDS.

The Gates award stems from a similar expertise Johnston's team at the institute's Center for Innovations in Medicine is using during a five-year, $8.1 million project funded by the Department of Defense and Keck Foundation to develop a preventive vaccine against cancer.

"Fortunately, this is essentially the same procedure we have applied to cancer cells, so the infrastructure for its execution is in place," Johnston says. "Disturbed cells, whether in HIV infection or cancer, make aberrant proteins, that is, proteins not produced at significant levels by normal cells. We believe the technology and knowledge base now exists to determine whether or not both the HIV and cancer ideas are feasible."

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Piano competition draws world's best to ASU

By Judith Smith

When Baruch Meir announced, in 2004, that he was going to start an international piano competition at ASU, colleagues and friends told him he was crazy.

He should just put on a regional event, they said, and forget about the rest of the world.

"But it was my idea for many years to start an international competition and support young, talented musicians aspiring to make a career in music," Meir says. "ASU's New American University model was just the right place to do it. The School of Music's commitment to the competition, led by its director, Kimberly Marshall, is astounding. Having an event of such magnitude at ASU's music school goes hand in hand with the outstanding reputation of our faculty."

Meir is an associate professor of piano who became president of the Arizona Young Artist Committee in 2004, and a Bösendorfer International Concert Artist the year before.

At first, he wanted to expand the existing local Young Artist competition – an organization that provides competitions, scholarships, recitals and master classes for young pianists – but when no one else thought it was a good idea, he went to the Bösendorfer piano company in Vienna.

"I said, 'Let's make an alliance with the Young Artist Committee and ASU to put on an international piano contest in Arizona,' " he says. "It took some convincing, but they finally accepted, and delivered grand pianos for the stage and practice pianos."

That year, the Schimmel company from Germany, which previously was involved with the local Young Artist Competition, joined the alliance to put on an international competition for younger musicians.

In just a few short years, Meir's dream of putting Arizona – and ASU – on the worldwide musical stage has been realized.

"Everyone knows ASU," he says. "The word has spread, and we get inquiries months ahead."

> *"Everyone knows ASU. The word has spread, and we get inquiries months ahead."*
>
> *– Baruch Meir, an associate professor of piano at ASU*

This year's event will take place Jan. 4-10, and a record 155 young pianists from nearly 30 countries, including Turkmenistan, China, Georgia, Hungary, Poland, Israel and Armenia, sent in their applications and audition DVDs for the Bösendorfer and Schimmel competitions.

For the Bösendorfer Competition, which is for pianists ages 19 to 32, 28 semifinalists were chosen out of 110 applicants to compete for the $15,000 first prize.

In the Schimmel contest, which is for 13- to 15-year-olds (junior division) and 16- to 18-year-olds (senior division), 14 out of 45 pianists made the final cut. They will compete for first prizes of $3,000 and $4,000, as well as recitals at the Brauschweig festival in Germany.

"It's a tough competition," Meir says. "They are all outstanding musicians. Some have already won major prizes."

The Bösendorfer-Schimmel competition is one of the best in the world, Meir says, which was his goal from the start.

"The prizes are substantial," he says. "I wanted to put Arizona on the cultural map."

In addition to the $15,000 cash prize donated by David Katzin, the winner of the Bösendorfer competition wins a gold medal created by OT Jewelers in Mesa, a solo recital at the Bösendorfer Saal in Vienna, concerto performances with the Phoenix Symphony Orchestra and recitals in the National Concert Series in Serbia.

To keep the playing field even, contestants are given a limited choice of music to perform at the competition. This year, for example, in addition to one work of their choice, Bösendorfer contestants must play a sonata by Haydn, Mozart, Beethoven or Schubert in the prelimary round, an etude by Chopin or Liszt in the semifinal round, and one complete work of the classical period by Haydn, Mozart, Beethoven or Schubert for the final round.

That strategy has paid off: For the third year in a row, the Alink-Argerich Foundation – an organization headquartered in the Hague, the Netherlands, that compiles details on music competitions throughout the world – has invited the event to be listed.

"Alink only invites the top piano competitions in the world to join," Meir says.

Putting on an international piano competition is no easy task, and Meir depends on members of the local community to serve as sponsors and host families.

"The host families bring the contestants to the performances," Meir says. "Some of the pianists barely speak English. The host families will show them around and make them feel comfortable here, releasing some of the competition anxiety."

To learn more about the 2009 Bösendorfer and Schimmel competition, visit the Web site herbergercollege.asu.edu/pianocompetition. For information about being a host family, call (480) 965-8740.

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School visits provide insights for ASU administrators

By Matt Crum

Participating in Phoenix's annual Principal for a Day program sponsored by Merrill Lynch has given two administrators from ASU's College of Teacher Education and Leadership (CTEL) the chance to see dedicated public school educators in action while expanding their own community connections.

CTEL's dean, Mari Koerner, and Sally Hurwitz, assistant dean, each spent a day at a Phoenix school. Koerner visited Mitchell Elementary School in the Isaac Elementary School District. She is making plans with Linda Crawford, the school's principal, to bring a group of Mitchell School students to ASU's West campus this spring to experience the university firsthand.

"My visit to Mitchell School served as a wonderful reminder of how a great public school can work for each child," Koerner says. "The diversity in the school only makes the learning more exciting because of the inclusion of families and the community. Mitchell is a school where a serious approach to learning is matched by kindness and joy that can be found in doing a good job. The teachers are striving to become even better, as 20 of them are undergoing the rigorous process of obtaining a national board certification."

Hurwitz was the guest of Kristin Lee, principal of Desert Trails Elementary School in the Paradise Valley Unified School District. The day started with an example of how business support can assist public schools, as arriving children and their parents were greeted by the mascot from a local restaurant that would be donating a portion of the evening's profits to the school.

"I had the privilege of being included in a preconference discussion with a teacher in preparation for Mrs. Lee's observation of the teacher the following week," Hurwitz says. "Mrs. Lee was very skilled in gathering information and challenging the teacher to be thoughtful in her lesson preparation."

Hurwitz also sat in on what she describes as an "amazing lesson" in which a second-grade teacher used cooperative learning strategies to teach compound words.

Koerner and Hurwitz were two of more than 160 Valley business and community leaders who participated in the 17th annual Phoenix Principal for a Day program sponsored by Merrill Lynch. Both came away with strongly positive impressions of the program.

"It was a fantastic opportunity to participate in a real school setting and bring back knowledge to CTEL's future teachers and principals about what lies ahead," Hurwitz says.

Adds Koerner: "Principal for a Day illustrates the benefit of becoming aware of the schools in your community. A school you may have simply passed by can become a new connection where your friendship and advocacy can make a difference."

Koerner says participation in the program is a logical extension of CTEL's close working relationships with Valley school districts. Each semester, hundreds of CTEL students are placed in student teaching and field experience placements in Phoenix-area schools as part of the college's degree offerings in early childhood, elementary, secondary and special education.

CTEL offers teacher certification programs for undergraduate students and those with a bachelor's degree in another field who are pursuing a career change to education. The college also offers master's degrees and a doctorate in education for working teachers and administrators.

In addition to its degree programs at ASU's West campus and in several rural Arizona communities, CTEL is in the process of expanding offerings for education majors at ASU's Downtown Phoenix campus. More information is available online at www.ctel.asu.edu.

Crum, with Public Affairs at the West campus, can be reached at (602) 543-5209 or matthew.crum@asu.edu.

ASU puts finishing touches on 2008 United Way campaign

By Judith Smith

As the year wraps up, ASU's United Way campaign does, too.

"We started at zero and now we're just shy of $700,000," says Robin Gonzalez, ASU's United Way campaign manager. "That's something to be proud of."

As of Dec. 8, the total is $698,595.

Christine Wilkinson, senior vice president of ASU, and ASU's United Way campaign chair, notes that giving to United Way is "the human part of the university," and that though more people gave this year, "the dollar amount is down."

As usual, ASU employees were creative in raising funds for the 2008 campaign. Most notably, the University Technology Office raised $2,382.01 with its "Got Change?" contest, with the University Registrar's Office not far behind with $2,360.67.

The Office of Human Resources had a number of events, such as a chocolate extravaganza and silent auctions for a glider flight, sports tickets and more. In addition, the Paint Shop was busy with carne asada luncheons and a drawing for a pizza.

How did UTO come up with so much money?

"We did a 'Got Change Challenge' within our departments," says Marsha Frank, assistant to Adrian Sannier, university technology officer. "We have four associate vice presidential areas and the UTO, so we challenged each group to see which group could bring in the most change.

"The group that raised the most got to choose what the group that brought in the least had to do … like get a pie in the face, kiss a farm animal, etc. It sparked an amazing contest, and the winning team – Bob Nelson's operations group – brought in around $853.35! Each group was given a small water bottle to decorate, and they encouraged their teams to bring in any and all spare change."

Max Davis-Johnson's team – UTO's development office – brought in $106.04, to find themselves at the bottom of the heap, and at the mercy of Nelson's team.

So what did Davis-Johnson's losing crew have to do? As of *Insight* press time, no decisions had been made. But it might have something to do with wearing the slogan, "Winners rule and losers drool," Frank says.

Other events conducted during the campaign included hot dog sales, a flea markets, popcorn sale, bake sale, a chili cook-off and a pancake breakfast.

Smith, with Media Relations, can be reached at (480) 965-4821 or jps@asu.edu.

In THE NEWS

ASU experts frequently are called upon by the local and national news media to provide insight and opinion on current events and issues of public interest. Following are excerpts of recent news articles featuring ASU representatives.

Like those of the first ladies before her, Michelle Obama's hair will help shape public perceptions about who she is, says **Rose Weitz,** a professor of women and gender studies at ASU. "Within our contemporary culture, women – much more than men – are judged based on their appearance," Weitz says. "Part of being a first lady is projecting an image that will best help their husbands succeed." *Chicago Tribune,* Nov. 28.

Home prices across the Valley dropped for the 18th straight month in August, according to the latest ASU Repeat Sales Index. "If you go back to the Great Depression, you might find something like this," business professor **Karl Guntermann** says. "The overall appreciation (in the Valley) was 76 percent, and right now we're down 30 percent. The median price in August ... was $186,000, which takes it all the way back to January 2005, when prices were then on the way up." *East Valley Tribune,* Dec. 2.

The art of Chinese painting is a tradition that has carried on for 6,000 years. "The most respected tradition in Chinese art is ink painting," which also involves calligraphy and the use of seals, says ASU art history professor **Claudia Brown.** Many of the artists were trained in Western styles and techniques but reverted to the media and formats of traditional Chinese art. However, "that doesn't mean their art was entirely traditional," Brown says. *Palm Beach Daily News,* Dec. 5.

A team of researchers has completed a global assessment of newborns' umbilical cord blood to better understand the fetal health risks from smoking mothers. "Cigarette smoking is a massive onslaught on human physiology," says **Rolf Halden,** an ASU Biodesign researcher who led the study. "Unfortunately, maternal cigarette smoking puts babies at risk of adverse birth outcomes and increases susceptibility to other diseases later in life." *Science Daily,* Dec. 5.

A study conducted by researchers at ASU and other universities found that a country's view of religion can affect whether or not it sees nanotechnology progress as morally acceptable. The study showed that the higher a country's religiosity, the greater the chance its population might find nanotechnology unacceptable under its religious views. **Elizabeth Corley,** an associate professor in the School of Public Affairs, says people in the United States are at least partly "relying on their religious beliefs when they make sense of science and technology issues." *Phoenix Business Journal,* Dec. 8.

@ ASU

Events are free, unless otherwise noted. Items in the "Exhibitions" section run at exhibit opening and on the first of each month only. Building abbreviations are listed according to the official ASU phone directory. Send information to Judith Smith at jps@asu.edu or fax (480) 965-2159. For information about ASU events, visit the Web at http://events.asu.edu.

Miscellaneous

Friday, Dec. 12

Christmas Sing-Along, 12:30-1:30 p.m., Danforth Chapel. Sponsored by ASU Carillon Society. Information: (480) 965-4921.

Tuesday, Dec. 16

High Tea, 2-4 p.m., Univeristy Club. Fee: $10 per person. Reservations: (480) 965-0701 or debi.smith@asu.edu.

Thursday, Dec. 18

University Commencement, 10 a.m., Wells Fargo Arena. Information: (480) 965-6611.

Friday, Dec. 19

College of Law Convocation,1 p.m., Armstrong Hall (LAW) Great Hall. Reception following in Steptoe & Johnson Rotunda. The fall graduating class of the Sandra Day O'Connor College of Law will be honored. Information: (480) 965-6181 or www.law.asu.edu/convocation.

Decision Theater Tour, 3-4 p.m., Decision Theater, 21 E. Sixth St., suite 126A, Tempe. A unit of the Global Institute of sustainability. Reservations required: Michele.nobles@asu.edu.

Events and Performances

***Indicates tickets are available at Herberger College of Fine Arts Box Office, Nelson Fine Arts Center, (480) 965-6447.**

Sunday, Dec. 14

Annual Organ Christmas Concert, 2:30 and 5 p.m., Organ Hall. Performing: Goldman Professor of Organ Kimberly Marshall and the ASU Organ Studio.*

Exhibitions

ASU Art Museum, Nelson Fine Arts Center—Regular hours: 11 a.m.-9 p.m., Tuesday; 11 a.m.-5 p.m., Wednesday -Saturday; 1-5 p.m., Sunday. Summer hours: 10 a.m.-5 p.m., Tuesday-Saturday. Information: (480) 965-2787.

Through Jan. 4, "The Other Mainstream II: Selections from the Mikki and Stanley Weithorn Collection" is the second exhibition at the ASU Art Museum that focuses on the adventurous contemporary art collection of Valley residents Mikki and Stanley Weithorn. True to its name, the exhibition reflects the dominance in the contemporary art world of artists from diverse backgrounds working with new issues of identity – a new "mainstream."

ASU Gammage—1-4 p.m., Monday. Information: (480) 965-6912.

Through Dec.15, Photography by Rhet Andrews; acrylic on canvas by PSA Art Awakenings.

Opens Dec. 18, Mixed media by Mesa Art League.

The Galleria—8 a.m.-6 p.m., Monday-Friday, located in Mercado Building C, 502 E. Monroe St., Phoenix. Information: (602) 496-1500.

Through Dec. 31, "Artists on Parade" is a colorful exhibit of photography and paintings by the Paradise Valley Artists League. The group was founded in 1997 by 10 artists and has grown to 45 members. PVAL promotes artistic creativity through various demo-artists, instruction and learning experience. The league is a member of the Arizona Art Alliance. First Friday participant Dec. 6, 6-9 p.m.

Hayden Library Arizona Historical Foundation Collection—8 a.m.-5 p.m., Monday-Friday. Information: (480) 965-3283.

Through Dec. 31, "Murder & Mayhem: The Strange Saga of Winnie Ruth Judd." This exhibit includes more than 100 original photos of the Winnie Ruth Judd saga that began Oct. 16, 1931, when Judd shot her two friends and former roommates, Agnes Anne LeRoi and Hedvig "Sammy" Samuelson, and ended up taking their bodies in trunks on the train to Los Angeles. One trunk had Samuelson's cut-up body. The trunks leaked blood, and the police were called when the train got to Union Station. Arizona Historical Foundation photo preservationist Rebekah Tabah discovered the photos from Judd's trial in a dusty box in the foundation's storage room. There were no notes, so the donor – as well as the truth about what really happened that fateful day – remain a mystery.

Night Gallery—6-9 p.m., Thursday-Sunday, 2000 E. Rio Salado Parkway, suite 1021, Tempe. Information: (480) 965-3468.

Through Dec. 31, "Concretion – the sixth element." This sculpture, made of reclaimed concrete that also incorporates the environmental elements of fire, earth, air and water, was created by artist Steven Biltz, an ASU Herberger College of the Arts MFA alumnus and current ASU employee. Biltz is known for his large, concrete sculptures that incorporate reclaimed materials, and he has shown pieces all across the Valley, from the Phoenix Art Museum to Sky Harbor International Airport to the Tempe Sculpture Park.

Camp Kesem experience helps children deal with serious family illness

By Ashley Lange

Swimming, archery, cooking over an open fire and sleeping out under the stars at camp are a part of growing up for many children. But for some, these childhood experiences are out of reach because of a serious family illness.

Through efforts of a group of ASU students, Arizona children whose parents have or had cancer are able to experience a week of fun at Camp Kesem, held this year at the YMCA's Chauncey Ranch located in Mayer, Ariz.

The camp is student-run – and while the word "Kesem" is Hebrew for "magic," the camping experience is available for children regardless of religion, race or nationality.

"We want to give the children a magical week," says Nicholas Pokrajac, a senior biology major focusing on pre-health in ASU's College of Liberal Arts and Sciences.

Pokrajac founded the ASU chapter in 2006 with friends under the direction and guidance of a group of advisers from other universities and the local community. Camp Kesem, which first started at Stanford University in 2000, now includes more than 20 campuses across the country.

"I learned about the program from a friend at Northwestern University and thought it would be a good way to make an impact," Pokrajac says.

Pokrajac knows the difficulties facing children with sick parents.

"My dad died when I was young, and my cousin had cancer, so I have a personal connection," he says.

During its first year at ASU, Pokrajac and other club members raised about $17,000 and were able to bring 19 children ages 6 to 13, in addition to 15 counselors, to Camp Kesem.

"Throughout the year, our students are working hard to get information out, recruit counselors and raise funds," says Phillip Scharf, an adviser to the organization and director of Health Professions Advising in ASU's College of Liberal Arts and Sciences. "Their goal is to make sure the children won't have to pay for anything, and that they are 100 percent free to have fun and relax all week."

The activities offered by the camp include arts and crafts, drama and performing, and swimming, hiking and sports. In addition, there is time scheduled in the middle of every day for quiet reflection or naps. At the end of each day, the children gather together with their cabin mates to have discussions called "Cabin Chats" about their life and experiences.

The ratio of counselors per child in the camp is always 2-1, with "counselors chosen based on a variety of factors, including previous experience, involvement with the organization – and, most importantly, personality," Pokrajac says, adding: "We want people who enjoy working with children and will make camp fun and enjoyable."

The second year, the group was able to raise $25,000, and bring 36 children and 21 counselors to camp. The goal for this is year is to raise $40,000 to bring teens, as well as younger children, to camp, says Jack Jeng, a senior electrical engineering major in ASU's Ira A. Fulton School of Engineering. Jeng is co-chair of the program and a founding member.

Camp Kesem chapters are allowed to start teen programs after two successful years with a children's program, he says.

"A lot of kids are too old for the children's side but want to return to camp," Jeng says. "We'd like to let them return with a teen program, because we don't want to turn anyone away."

In addition to providing a wonderful week for the children, Camp Kesem has made a big impact on the counselors, many of which are officers on the board. Camp Kesem at ASU is entirely student-run, with a board consisting of 10 officers and 40 committee members.

Angie Rosselli, a kinesiology senior in the College of Liberal Arts and Sciences and one of the original officers, says that being in charge of an entirely student-run enterprise has given her confidence and valuable experience.

"Everyone who has gone to camp says it changes them," Rosselli says. "You learn organizational skills, leadership skills and how great it is to help people. It has definitely changed me for the better."

Jeng rethought the path his life was taking because of his experiences at Camp Kesem.

"Going to camp changed my life," he says. "Now I want to do something in my life to help people."

Lange, with the College of Liberal Arts and Sciences, can be reached at ashley.lange@asu.edu.

EMPLOYMENT

The following positions are available as of Dec. 12 and are subject to change. All positions will be advertised in *Insight* only once. The staff requisition or job order number for each position is indicated by the (#) sign. ASU is an equal opportunity-affirmative action employer.

ASU POSITIONS

A complete job announcement for classified, administrative and service professional positions at the Downtown Phoenix, Polytechnic, Tempe and West campuses is available on the Human Resources Web page at www.asu.edu/asujobs, or the Telecommunication Devise for the Deaf at (480) 965-3002.

For complete position descriptions and application requirements for academic positions, contact the appropriate department listed below. Faculty, academic professional and graduate assistant positions are also listed on the Human Resources Web sites and details must be obtained from the hiring department. Application deadlines are listed.

Dates listed are application deadlines, and application material is due by 11:59 p.m. on that date. Positions are 100 percent, full-time employment (FTE) unless otherwise noted. Code below is: (O) – position is open to the public.

STAFF POSITIONS

TEMPE CAMPUS

Professional

Accountant (L) #21708 – Financial Services (Dec. 17).
Assistant Director (O) #21712 – College of Liberal Arts and Sciences (Dec. 23; every week thereafter until search is closed).
Business Operations Manager-Mechanical and Aerospace Engineering (L) #21663 – Ira A. Fulton School of Engineering-department of Mechanical and Aerospace Engineering (Dec. 19).
Developer Web Application (L) #21668 – Executive VP and Provost of the University (Dec. 29).
Manager, Marketing and Publicity (O) #21423 – University Student Initiatives-Residential Life (Dec. 19).
Medical Assistant (O) #21666 – VP University Student Initiatives – Campus Health Service (Dec. 19).

Administrative support

Office Specialist (O) #21529 – VP University Student Initiatives – Campus Health Service (Dec. 19).
Sales Assistant (Seasonal/Temp) (O) (part-time) #21594 – VP University Administration (Jan. 12; every week thereafter until search is closed).
Secretary (O) #21687 – College of Liberal Arts and Sciences (Dec. 17).

DOWNTOWN CAMPUS

Professional

Developer Web Application (O) #21682 – Walter Cronkite School of Journalism and Mass Communications (Dec. 22; every week thereafter until search is closed).

In THE SPOTLIGHT

Geoff Huston, internship coordinator in the Professional Golf Management program in the Morrison School of Management and Agribusiness at ASU's Polytechnic campus, received the Horton Smith Award of the Southwest Section PGA. The award recognizes leadership qualities, strong moral character and service to the PGA professionals through education in each of the 41 sections across America.

Huston developed an apprentice workshop program to assist non-PGM students in passing their level 1 materials. Level 1 materials require a lot of detailed preparation and are a major roadblock for most students. The Southwest Section PGA has more than 1,500 members, and just one member receives this award each year. The PGA of America is the largest sports organization in America with more than 28,000 members.

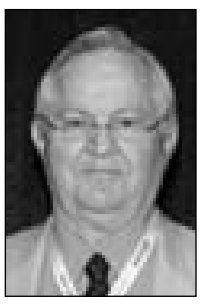
Huston, a graduate of Highland High School in Gilbert, was in the inaugural PGM class at ASU. He has been an instrumental part of the development and success of the program during its growth from six students to more than 210 students.

Dale Baker, a professor at the Mary Lou Fulton College of Education, has been named a fellow of the American Association of Educational Research in recognition of her substantial research accomplishments and contributions to the field. She will be inducted in April at the association's annual meeting in San Diego.


Dale Baker

Baker teaches courses on research design, equity and assessment issues in science education, as well as courses that help teachers infuse engineering concepts into their curriculum.

She recently received a $100,000 Improving Teacher Quality grant from the U.S. Department of Education to help high school teachers build science classroom discourse communities. The funding expands ASU's ongoing Learning Science Content through Communication in Science Inquiry Project, a five-year, $2.1 million effort to provide science and English teachers with professional development materials to increase teacher and student understanding of scientific concepts. The project aims to help students write scientifically with greater fluency and complexity, especially English language learners.


David Van Fleet

David Van Fleet, professor of management, has been named the recipient of the 2008 Career Service Award by the Academy of Management.

Van Fleet was noted for contributions to editing several journals, pioneering work in helping to define the study of military leadership and extensive involvement in multiple roles at all levels of the Academy of Management.

Gary Marchant, executive director of the Center for the Study of Law, Science and Technology at the Sandra Day O'Connor College of Law, recently co-edited "Genomics and Environmental Regulation: Science, Ethics, and Law" (The Johns Hopkins University Press). The book examines a major new use for genomic research – setting environmental policy and regulation – which he and others believe will raise profound ethical, legal and policy challenges in society.


Gary Marchant

Despite the biomedical applications of genomic research (such as understanding the many mysteries of human disease and revolutionizing the practice of medicine) that have grabbed many headlines, the editors of the book suggest that the non-clinical uses of genomics will generate contentious social debates.

"Genomics and Environmental Regulation: Science, Ethics, and Law" features chapters written by a variety of experts from academia, government, industry and nongovernmental organizations.

Contributors include Center for the Study of Law, Science and Technology director Andrew Askland, law professor Jim Nickel and Kenneth Mossman, a professor of health physics in the ASU College of Life Sciences.

The book's other co-editors are Richard Sharp, director of bioethics research at the Cleveland Clinic, and Jamie Grodsky, an associate professor at George Washington University Law School.

Nancy Levinson, director of the Phoenix Urban Research Laboratory (PURL), has been named editor of *Places: Forum of Design for the Public Realm.* Levinson will continue in her current role with PURL, a center in the College of Design, in conjunction with her new position with the peer reviewed journal.


Nancy Levinson

Places is published by the Design History Foundation, a nonprofit organization whose mission is to establish forums for designers, scholars, public officials, and citizens to discuss public spaces. The journal is published three times annually with writings focused on design, the arts, and social sciences.

Levinson will be replacing the journal's founding editor, Donlyn Lyndon, the Eva Li Professor Emeritus of Architecture and Urban Design in the College of Environmental Design at the University of California-Berkeley. Lyndon launched *Places* in 1983.

Robert Pfeffer, a research professor in the Department of Chemical Engineering, received the American Institute of Chemical Engineers (AIChE) Particle Technology Forum PSRI Lectureship in Fluidization Award at the organization's annual meeting in Philadelphia.


Robert Pfeffer

The award, which includes a $1,000 honorarium, is sponsored by Particulate Solid Research Inc. (PSRI), an international consortium of companies that conducts large-scale, applied research programs in fluidization, solids transport and other fluid-particle areas for its member companies.

As part of the recognition, Pfeffer presented a lecture on his research, titled "Fluidization of Nanopowders," to an audience of about 100 AIChE members at the annual meeting.

Pfeffer recently retired from his position as Distinguished Professor of Chemical Engineering at the New Jersey Institute of Technology (NJIT). He remains active in research with students and colleagues at ASU.

Kyle Squires, chair of the Department of Mechanical and Aerospace Engineering in the Ira A. Fulton School of Engineering, has been elected a fellow of the American Physical Society, the world's second largest organization of physicists.


Kyle Squires

Squires' expertise encompasses fluid mechanics science and engineering, transport phenomena, thermodynamics and energy. His research involves computational fluid dynamics, turbulence modeling of single-phase and multiphase flows, and high-performance computing. Through this work, he explores ways to improve the aerodynamics of aircraft, ground vehicles and sports equipment.

His work in simulation and modeling in these areas has advanced basic understanding of many of the processes that govern particle-laden turbulent flows. Squires' research in modeling the flow around complex geometries has advanced the state of the art in computational fluid dynamics. Models developed by Squires and his collaborators are used in commercial computer software employed by officials in the industry.

ASU professor **Julie Luft** has been elected by her peers to a three-year term as the Research in Science Education Division Director for the National Science Teachers Association (NSTA) Board of Directors. NSTA is the largest science education organization in world committed to promoting excellence and innovation in teaching and learning.

Luft, a professor of curriculum and instruction in the Mary Lou Fulton College of Education, joins the 13-member board that oversees NSTA's finances, policies and procedures, and strategic planning. During her tenure on the board, she will focus on placing science education research in the hands of teachers, administrators, and policy makers.

Some of her activities will include participating in the writing of NSTA position statements, as well as working with other science education organizations. She also will work with the leadership of NSTA as it works with the Obama administration and with Congress in support of new federal programs and the funding of those programs. NSTA testimony has led to more than $1 billion of local and federal funding for science education over the past eight years, as well as bringing funding for school science programs from $10 million to $400 million since 1982.

Doug Fridsma, an associate professor in the Department of Biomedical Informatics, has been elected to the fellowship of the American College of Medical Informatics (ACMI).


Doug Fridsma

Fridsma's research involves the development of tools to study patient safety, clinical work processes and collaboration between health care providers, with a focus on simulation, clinical trials and oncology care.

Selection to ACMI fellowship is an honor reserved for individuals with typically more than a decade of significant and sustained contributions to medical informatics.

Fridsma is one of the primary developers of the Biomedical Research Integrated Domain Group Project, a division of the Biomedical Informatics Grid Program, the Clinical Data Interchange Standards Consortium and Health Level 7 that is working to develop a comprehensive and formal representation of the shared semantics of clinical trials research.

David Berliner, an ASU Regents' Professor, has been honored with the 2008 Sylvia Scribner Award by Division C of the American Educational Research Association for his significant contribution to the fields of learning and instruction.


David Berliner

Berliner's research career has focused on three major themes: teacher expertise, use of educational research to combat falsehoods about education and use of instructional time.

Berliner, a professor of educational leadership and policy studies in the Mary Lou Fulton College of Education, has contributed to significant advancements in education that reflect the work of the late professor Sylvia Scribner, whose work encompasses a wide range of concerns within the field of cognition, particularly learning and instruction. The Scribner award comes with a cash prize and an invitation to deliver the Scribner award speech in 2009.

Susanne Neuer, an oceanographer who studies carbon flux and planktonic diversity, has been selected by the Association for Women in Science (AWIS) to serve on the national executive board as councilor. Her term will start Jan. 1.


Susanne Neuer

Neuer, an associate professor in the School of Life Sciences, met with the transitional board in November, when the AWIS governing board visited ASU.

Neuer was elected president of the Central Arizona Chapter of AWIS earlier this year. Local chapters represent women in all branches of science, both in academic and business settings. The chapter sponsors monthly gatherings on the ASU campus, bringing in prominent speakers in science, technology, engineering and math, and offering practical guidance to support women at all stages of their science careers, from résumé building to interviewing and negotiating contracts.

One of the highest honors in the field of biomedical informatics has been awarded to **Robert Greenes,** professor and Ira A. Fulton Chair of the Department of Biomedical Informatics, a part of the School of Computing and Informatics in ASU's Ira A. Fulton School of Engineering.


Robert Greenes

Greenes, a medical doctor, is the recipient the 2008 Morris F. Collen Award of Excellence presented by the American College of Medical Informatics. The award, named after one of the pioneers in medical informatics, recognizes "an individual whose personal commitment and dedication to medical informatics has made a lasting impression on the field."

The award was presented with a video tribute at the recent American Medical Informatics Association 2008 Annual Symposium in Washington, D.C.

ASU-Universal co-op lets students rub elbows with movie stars

By Laurie A. Trotta Valenti

ASU has a program that allows students to rub elbows with movie stars. It's called the Film and Media Production Program, and the first ASU student under the program served as an on-set intern on Universal Picture's upcoming movie "Funny People," starring Adam Sandler and Seth Rogen, to be released July 31.

The program continues to grow, with ASU's Herberger College School of Theatre and Film announcing a cooperative education project with Universal Pictures in Universal City, Calif.

The ASU-Universal Co-op will allow competitively selected students to spend a full semester working with Universal's production department in a cooperative learning environment. Following a successful pilot this fall, the program is entering its next phase of development.

"We are thrilled to be able to announce this collaboration with a Hollywood studio," says Linda Essig, director of ASU's Herberger College School of Theater and Film. "Through this program, our students receive a superlative opportunity to learn among some of the entertainment industry's top professionals."

"ASU students leave the Film and Media Production Program ready to jump in and make their mark in the world of filmmaking," says F. Miguel Valenti, head of the program. "This immersion into the world of studio filmmaking will add immensely to their education. We look forward to a lasting and fruitful relationship with Universal."

When the program was established three years ago, it was touted as the first in the nation to include an ethical component to its curriculum, but also as a hands-on course of study designed to teach students real-life, professional skills.

Trotta Valenti, with the Herberger College, School of Theatre and Film, can be reached at (480) 965-3381 or laurie.trotta@asu.edu.

In BRIEF

Solar cell research earns $1.5 million contract

A $1.5 million contract from the Air Force Research Laboratory Space Vehicles Directorate will fund research at ASU and the University of Notre Dame to develop next-generation, high-efficiency, multiple-junction solar cells using monolithically integrated semiconductor materials for space applications.

Yong-Hang Zhang

The research will be led by Yong-Hang Zhang, a professor in the Department of Electrical Engineering and director of ASU's Center for Nanophotonics, and Jacek Furdyna, a professor in the physics department at Notre Dame.

According to Zhang, the program – based on an innovation by his group at ASU – "could potentially be a breakthrough for high-efficiency solar cells that will drastically reduce the weight of the solar panels for future satellites and other space vehicles."

The research also has terrestrial applications, he says.

"These include concentrator photovoltaics for industrial electricity generation, which have a unique potential for low operation cost and minimum environmental impact," Zhang says.

Physiological committee taps Sharoff for post

Carrie Sharoff, a postdoctoral fellow with the Center for Metabolic Biology, has been selected as a postdoctoral trainee councilor to serve on the Arizona Physiological Society's steering committee.

In this position, Sharoff hopes to "facilitate and foster an agenda that would enhance the quality of the postdoctoral experience in Arizona. This may include increasing awareness about grants, funding, new and unique research opportunities and collaborations, as well as job opportunities."

She also hopes to consider how to create mentor-based opportunities for post-doctoral fellows to ease the transition to a faculty position. She believes that such efforts will help to enhance and improve the Arizona chapter and the career pursuits of its members.

Sharoff's research focuses on understanding insulin resistance. Her research, in collaboration with Larry Mandarino, director of the Center for Metabolic Biology and professor and chair of the Department of Kinesiology, works to elucidate the cellular mechanisms that mediate exercise-induced improvements in insulin resistance and understanding of how exercise can be used like a drug to treat and prevent Type 2 diabetes.

Furnish earns election to Aslan post

Emeritus professor Dale Beck Furnish has been elected vice president of ASU's Aslan Society, an interdenominational fellowship of faculty and staff members who are interested in the relationship of Christian faith with their vocation at the university.

The name "Aslan" is taken from "The Chronicles of Narnia" by C.S. Lewis, in which Aslan the Lion symbolizes Jesus Christ, the Lion of Judah. The society seeks to encourage fellowship, prayer, development, outreach and service.

Furnish joined the College of Law's faculty in 1970 and taught in the areas of commercial law, including international trade and comparative law, with an emphasis on Mexico and Latin America.

Publication applauds new ASU facilities

Southwest Contractor, a leading construction industry publication serving the Southwest since 1938, recognized ASU's Polytechnic Academic Complex and the Walter Cronkite School of Journalism building with its annual Best of 2008 Awards at a ceremony Dec. 2.

The annual competition, now in its 11th year, recognizes construction and design excellence in separate award ceremonies for Arizona, Nevada and New Mexico. More than 650 entries were received in the tri-state region, with 260 representing Arizona projects.

An independent jury comprising 11 design and construction professionals selected 22 winning projects in a variety of categories for Arizona.

ASU Polytechnic Academic Complex was recognized as the Best Public "Green" Project, submitted by RSP Architects and DPR Construction Inc. The Cronkite School building was recognized for the Best Project Management/Team, submitted by Sundt/HDR/SEA.

The winners are profiled in detail in this month's issue of *Southwest Contractor* and online at www.southwest.construction.com.

Prep work

Students from Basha High School in Chandler and other state schools participated Dec. 5 in the annual FFA Arizona Chapter Mid-Winter Conference career development events (CDEs), conducted by ASU's Morrison School of Management and Agribusiness at the Polytechnic campus. CDEs test the abilities of individuals and teams in major areas of agricultural instruction. These students are participating in a sensory evaluation as part of the food science CDE. They have to identify food ingredients by their aromas. Since 1928, the national FFA organization has taught students about agriculture, agricultural technologies, agriculture science and new techniques. Nearly 1,000 high school teachers and students representing 80 high schools throughout Arizona participated in this year's competition.

CHRIS LAMBRAKIS PHOTO

Raffle to benefit printmaking project

Those who buy a raffle ticket at the Arizona State Credit Union office in the Memorial Union can help raise funds for "Map(ing)," a project that will bring together Native American artists and ASU printmaking students for a week of collaboration in January.

The raffle prize is a small painting of a forest scene by ASU Herberger School of Art associate professor Jerry Schutte.

Tickets are $10 each, or three for $25. The drawing will take place Dec. 22.

For more information contact Mary Hood at (480) 965-6800 or mary.hood@asu.edu.

Nominations sought for Be More Awards

The second annual Be More Awards honoring nonprofit organizations throughout Arizona will be presented May 7 at the Camelback Inn in Scottsdale.

The Be More Awards shine the spotlight on the unsung heroes in the counties of Apache, Coconino, Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai and Yuma.

Eight/KAET-TV will accept applications through Jan. 16.

The awards will showcase nonprofit organizations' achievements and accomplishments in each of five award categories, including:

- Outstanding marketing initiatives (Be More Informed).
- Exceptional educational outreach (Be More Knowledgeable).
- Exceptional arts and culture outreach (Be More Creative).
- Iinnovative organization endeavors (Be More Brilliant).
- Extraordinary fundraising and event efforts (Be More Entertaining).

Organizations also can rally their supporters by encouraging them to vote in the Be More Awards People's Choice Poll (Be More Humble), which is scheduled to begin Feb. 15 and will run through March 31.

Applications can be downloaded from the Web site www.azpbs.org/bemore, or they can be obtained by calling (602) 496-9614.

The winners of all of the awards as well as the prestigious Judges Award (Be More Encouraged) and the coveted Be More Awards NonProfit Organization of the Year (Be More Unstoppable) will be announced at the awards luncheon in May.

Organizations that win a Be More Award will receive the award title and also will gain awareness through the Be More Inspired half-hour, prime-time television special.

The first Be More Awards were presented to Phoenix Children's Hospital Crews'n Healthmobile, Phoenix Theatre, St. Joseph the Worker, Southwest Autism Research & Resource Center, Free Arts of Arizona, Leadership Workshops for Youth and Families, and Helping Hands for Single Moms.

Faculty nominees sought for Kindle pilot

Amazon.com is looking for faculty nominees to participate in a Kindle pilot at ASU. Kindle is Amazon's wireless, portable reading device.

Five faculty members will be chosen to teach courses using the Kindle as a replacement textbook. Faculty and student participants will each receive a Kindle of their own, but not all students in each class will necessarily be involved in the pilot.

Interested faculty members should teach subjects where replacing their textbooks would be beneficial, such as courses with several textbooks or courses requiring several different textbooks.

Course subject matter can contain basic charts and equations, but highly detailed graphics – such as those used in human biology – are not a good fit for the Kindle at this time.

It is not necessary that current textbooks be available electronically, since Amazon will work with publishers to make textbooks Kindle-ready.

Faculty members interested in helping shape the way a product such as Kindle could be useful in education should send Kari Barlow a note at kari@asu.edu, along with the course name and number, the textbooks and publishers used, and the number of students typically enrolled in the course or courses.

Grant boosts American Indian Students United for Nursing project

By Terry Olbrysh

The Indian Health Service (IHS) has awarded a $1.7 million, five-year grant to the ASU College of Nursing & Healthcare Innovation to continue the American Indian Students United for Nursing (ASUN) project.

The Indian Health Service awarded the initial grant for ASUN in 1990. ASU was the only college of nursing to be awarded a grant for a baccalaureate program in a highly competitive application process.

ASUN's purpose is to support students, as well as add to curriculum material and clinical opportunities that focus on American Indian health issues.

The ASU College of Nursing & Healthcare Innovation provides ASUN students with the best of two worlds: the resources of a large metropolitan university and the closeness of a program dedicated to Native American nursing students. Scholarships, which include tuition and living expenses, are available at the baccalaureate level. Post-graduate service is required for all recipients with the Indian Health Service, increasing the number of nurses providing care to Indian peoples.

Bev Warne

Arizona is an ideal location for ASUN, since the state has the largest American Indian population of 300,000, representing 21 tribes. ASU has about 1,300 Native American enrolled students.

"ASUN has influenced many lives, as evidenced by the 47 Native American nursing students who have graduated since the program began in 1990," says Bev Warne, director of the ASUN project and a member of the Oglala Lakota tribe in South Dakota. "ASUN graduates have provided a combined total of more than 100 years of nursing care to Indian peoples."

Stephen Livingston is Student Success coordinator of ASUN and an enrolled member of the Red Lake Band of the Chippewa tribe in Minnesota. He assists Warne and is responsible for recruiting, advising and mentoring ASUN students.

Despite the many positive changes in nursing education, the Indian Health Service projects the shortage of Native American nurses in the United States to increase dramatically from its current 19 percent, in part because of the median age of 47 of registered nurses in the nation.

"We have much more work to do to provide culturally sensitive, effective health care for Indian peoples," says Carol Dahozy, IHS nurse consultant for the Phoenix metropolitan area.

The Arizona Board of Nursing (ABON) lists 559 RNs as identifying themselves as Native Americans of the 65,582 Arizona registered nurses. The total is unofficial, since more than 6 percent of active RNs in Arizona did not declare their ethnicity to ABON.

Warne says the IHS funding is essential for ASUN to continue its efforts to increase the number of American Indians studying nursing at ASU and the number of nurses providing quality care to American Indians.

Olbrysh, with the College of Nursing & Healthcare Innovation, can be reached at (602) 496-0877 or terry.olbrysh@asu.edu.

Experts help minimize hip, knee replacement costs

By Debbie Freeman

Most people know of someone who has had a hip or knee replaced. This type of surgery can be life-altering, creating major improvements in the person's quality of life.

But with the number of these procedures projected to increase to 4.5 million by the year 2030, payment for all of these surgeries could be a big problem for the American health care system.

Hip and knee replacements are two of the most commonly performed surgeries in the United States. Costs reached $11 billion for hospitals in 2004. Medicare's bill could be close to $50 billion by 2030. As people live longer, more patients will need second surgeries to replace worn-out implants.

Much of the increased costs for the procedures can be attributed to the implant materials, according to academic experts from Arizona and California who are recommending ways of preventing potential problems for patients and medical organizations caused by rising implant costs.

"There are a lot of players involved in choosing which materials to use, such as hospitals, purchasers, patients and physicians, and they are frequently not on the same page, which needs to change," says professor Eugene Schneller of the School of Health Management and Policy at ASU's W. P. Carey School of Business.

Schneller and research associate Natalia Wilson are the co-directors of the Health Sector Supply Chain Research Consortium, a collaborative effort between the school and industry partners, including hospitals, group purchasing organizations, IT solutions companies and distributors. The results of consortium-funded research on hip and knee replacement costs by Schneller, Wilson, professor Kathleen Montgomery of the University of California-Riverside and associate professor Kevin Bozic of the University of California-San Francisco appear in the November/December edition of Health Affairs.

The researchers found that physicians tend to select medical devices and equipment for their patients based on familiarity with – and loyalty to – certain products, as well as their relationships with suppliers. Suppliers focus on offering physicians product choices, rather than thinking of the hospitals from which the payment will eventually come. Hospitals often meet resistance when they try to get surgeons involved in managing medical device inventory and costs because the surgeons feel the efforts are primarily based on saving money, not helping patients.

> *"There are a lot of players involved in choosing which materials to use, such as hospitals, purchasers, patients and physicians, and they are frequently not on the same page, which needs to change."*
> *– ASU professor Eugene Schneller*

The authors say several things can be done to help deal with these issues, including:

- A centralized council could perform systematic reviews of existing research on the subject, assess the technologies, focus on clinical evidence and cost effectiveness, and provide information in an easily accessible database.
- A national joint registry of information from hip and knee replacement surgeries across the country could be kept in a central location in the United States for use by hospitals, physicians and others.
- A national implant price registry could allow hospitals, payers and patients to make better-informed, value-based decisions.
- Increased financial incentives could be offered to encourage more collaboration between hospitals, physicians and medical device manufacturers in evaluating the comparative effectiveness of implants.

To read the full article "Hip and Knee Implants: Current Trends and Policy Considerations," visit the Web site http://content.healthaffairs.org/cgi/content/full/27/6/1587.

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Agribusiness education stretches across borders

By Chris Lambrakis

ASU's Morrison School of Management and Agribusiness is expanding its offerings in Mexico. The school is collaborating with the Tecnológico de Monterrey-Sinaloa in Culiacan, Mexico, to offer a series of seven agribusiness-focused workshops during the 2008-2009 academic year.

The Morrison School faculty will provide the faculty of Tecnológico de Monterrey-Sinaloa and local agribusiness professionals with exposure to a broad range of agribusiness management fields, as well as insights into the leading issues driving agribusiness research and business strategy.

"The workshop series comes at a time when agribusiness firms are fighting to remain competitive and sustain long-run profits in an increasingly global environment," says Mark Manfredo, an associate professor in the Morrison School. "As agribusiness firms increase the scope of their global operations, their business risks and societal risks also increase. These risks and the challenges and opportunities they present have become the focal point of many current policy discussions."

The internationally recognized faculty in the Morrison School has worked with the Instituto Technológico de Sonora (ITSON) on research and other academic endeavors. This new partnership is strengthened by the fact that Mexico is one of the United States' leading trade partners and the state of Sinaloa is one of Mexico's leading states in agricultural production.

Topics for the workshops include "Current Trends in Agribusiness," "New Trends in Crop Production," "International Trade," "Food Safety," "Food Quality," "Risk Management," "Supply Chain Management," "Entrepreneurship," "Food Retailing" and "Food Processing."

The workshop series also will assist the faculty members of Tecnológico de Monterrey-Sinaloa in their efforts to establish an undergraduate program in agribusiness.

Participants completing all the workshops will receive a certificate from the Morrison School.

The Tecnológico de Monterrey-Sinaloa is one of 33 campuses in Monterrey Institute of Technology and Higher Education (Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM) system in Mexico.

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Research aims to develop intelligent food-defense systems

(Continued from page 1)

Food Defense Systems for International Supply Chains: The Case of Mexican Fresh Produce to the United States."

The grant allows him to find ways to identify a mechanism to prevent unsafe cargo passing through ports of entry (POE) at the U.S.-Mexico border, and to develop better tracking and accountability systems.

To make this possible, Nganje and Timothy Richards, a professor in the Morrison School of Management and Agribusiness, are collaborating with Rene Villalobos and George Runger of ASU's Fulton School of Engineering. Their goal is to plan an information environment that will be the backbone of a smart inspection framework.

The researchers also are working with CAADES, a major stakeholder in the Mexican fruit and vegetable sector, and other Mexican institutions to address issues related to intelligent food systems.

The idea the team is working on is information technology-based, and it would allow the collection and storage of information as agricultural products move from production to ports of entry.

According to Nganje, intelligent food-defense systems provide a potential strategy with real-time controls to mitigate the food-terrorism and food safety risks of imported products.

"There is an enormous gap and risk to the imported fresh-produce supply chain for the United States," he says. "These risks have both health and economic consequences."

The team also will conduct a detailed cost-benefit analysis of a number of alternative intelligent system technologies using dynamic "real option" economic models and will assess the feasibility of intelligent systems for the U.S.-Mexico fresh-produce supply.

"Adoption of intelligent technologies by private firms on a voluntary basis will only be economically viable if the expected economic returns are greater than the costs incurred," he says.

Arizona is a key player in the import of produce. The economies of several local communities along the U.S. border, such as Nogales, Ariz., rely on trade and food imports.

For example, the port of entry at Nogales processes almost half of the United States fresh produce traded during the winter season (October through May). Around 300,000 trucks pass through the Nogales port from Mexico during the year; this is an average of more than 1,400 trucks per day during the winter season, of which about 900 contain produce.

The value of the fruit and vegetable shipments through Nogales is estimated at more than $2 billion annually, which accounts for more than 4 billion pounds of fresh product. A terrorist attack on the fruit and vegetable industry in Arizona would create widespread losses to this community, as well as to the entire fruit and vegetable sector in Mexico.

"Imported produce threats can be naturally occurring or caused by acts of terrorism," Nganje says. "In either case, the response of the supply chain should be accurate, swift, automated and transparent to the end user."

The study is expected to be completed this summer.

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5,000 prepare to get diplomas from university

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cation schedule and more information on fall commencement activities, go to www.asu.edu/graduation/fall/index.html.

The fall commencement ceremony will be broadcast live on the Web at http://live.asu.edu.

Parking during fall commencement and convocation ceremonies is free in most permit lots, with the exception of reserved spaces and carpool stalls. Visitor lots and meters will continue to require payment. A map of the Tempe campus with parking locations can be found online at www.asu.edu/map.

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Hispanic engineers group at ASU is top chapter for 2008

By Joe Kullman

The Society of Hispanic Professional Engineers at ASU (SHPE de ASU) has been recognized by SHPE's national leadership with both the Regional Outstanding Chapter Award and the National Chapter of the Year Award for 2008.

SHPE de ASU, founded in 1982, is a student chapter that seeks to foster a sense of community among Hispanic engineering students at ASU, and to increase the number of university graduates. The group also promotes role models among members of the engineering community.

The ASU chapter has about 70 members. There are more than 7,000 members in 306 student and professional chapters nationwide.

Awards were presented in November at the SHPE 2008 national conference in Phoenix by the SHPE board of directors, which oversees chapters in seven regions throughout the United States.

The honors recognize the significant impact of efforts by SHPE at ASU, both nationally and in the local community.

"I'm proud of our chapter's accomplishments," says ASU chapter president Luz Osuna, a junior industrial engineering major. "The National Chapter of the Year award is a great honor. This award gives us extra motivation to keep working hard to create events that keep our members involved and make a positive impact in the community."

SHPE de ASU recently took on the role of conducting the organization's Regional Leadership Development Conference for Region II, which required presentation of rigorous case studies that demonstrated chapter development and efforts to strengthen leadership.

Members worked to boost chapter enrollment and participation, and to bolster the sense of community in which the organization was founded.

Chapters are evaluated for award eligibility based on the four "pillars" of SHPE National: professional development, leadership development, scholastic development, and outreach and community service.

SHPE de ASU has teamed with nonprofit organizations throughout the greater Phoenix area to aid the local community, working with groups such as Together We Paint, which helps maintain homes for elderly and low-income Arizona families.

The chapter also has helped the Habitat for Humanity West Valley Mission Center raise funds for low-income families, and mentored a SHPE junior chapter at Tolleson High School as the younger students participated in a national robotics competition.

For more information about SHPE de ASU and its goals, visit the Web site www.shpedeasu.net

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Ant researcher earns award for innovation

By Margaret Coulombe

ASU researcher Juergen Liebig is using ants to model human aging. His research has earned a Collaborative Innovation Award from the Howard Hughes Medical Institute.

Can the fountain of youth be found in an anthill?

Aging is relentless and terminal. Auguries and alchemists, mendicants and magicians, philosophers and science-fiction writers, researchers and plastic surgeons have employed all their various arts in the pursuits of "turning back the clock." Technological wizardry abounds these days, so why do the factors that determine lifespans still elude us?

ASU researcher Juergen Liebig points to his favorite study animal, the ant, to provide answers.

Liebig is one of a trio of scientists who are taking an audacious approach to studying gene regulation, using the ant to model human aging, with support from a Howard Hughes Medical Institute (HHMI) $40 million pilot program, the Collaborative Innovation Awards.

As its name suggests, the awards will allow scientists to attack problems that one person can't solve, according to Jack Dixon, HHMI's vice president and chief scientific officer.

"We were looking for projects that could really represent breakthroughs and change the way we think," Dixon says.

Liebig, an assistant professor in School of Life Sciences and member of the Center for Social Dynamics and Complexity in ASU's College of Liberal Arts and Sciences, will partner with team leader Danny Reinberg, a Howard Hughes Medical Institute investigator at the New York University School of Medicine, and colleague Shelley Berger of the Wistar Institute, both top researchers in the field of epigenetics.

The eight collaborative projects selected collectively engage 33 researchers and 16 institutions in the United States and Chile.

But what can ants, not typically known for long life, tell us about human aging?

Potentially much, Liebig says. Ants in a colony are genetically closely related, yet these sisters' body types, behavior and purpose can become specialized and vastly different. Queens typically arise as the single reproductive female in an ant colony, living for as long as 30 years in some species. As head of the colony, they stay in the nest dedicated to perform one major task – laying eggs – for their entire life. Workers, meanwhile, perform brood care, colony maintenance and complex foraging tasks.

Among the workers, additional behavioral and morphological differences can exist. Some individuals are larger and more robust, with a focus on colony defense – the aptly named soldiers.

So how can such big differences arise in each of these ant types' longevity and behavior without some real differences in their DNA?

According to Liebig and his collaborators, the answer can be found in the rising field of epigenetics – the study of inherited changes in the activity of genes – for example, when they turned on or off; changes not caused by alterations in the DNA sequence. Epigenetic changes occur during normal development and tissue differentiation, and they correlate with certain disease states in humans, such as cancer.

"But little is known about the molecular basis for epigenetic changes that underlie aging or behavior," Liebig says. "One advantage of using ants as models is that, as individuals, they follow very different behavioral and developmental trajectories, and these changes are plastic."

It is this behavioral and developmental plasticity that drew the collaborators to work together. Liebig studies three species of ants, each which allows the HHMI team to examine a different aspect of how epigenetic factors can influence outcomes in behavior, morphology and longevity.

Harpegnathos saltator (literally meaning "jumping sickle jaw") is a primitive species of ant where workers are able to perform either reproductive or helper tasks. A worker can become a reproductive functional queen if the original queen dies or is removed. Such a trait is not found in "higher" order ants, because these species have become structurally specialized.

Carpenter ants, Camponotus floridanus, allow Liebig, Reinberg and Berger to examine what epigenetic factors or genes control longevity. Queens in this species are structurally specialized, growing large and also long-lived.

Finally, using ants from the genus Pheidole, whose soldier caste development can be artificially induced, allows the researchers to closely examine (and potentially manipulate) what genes are expressed or repressed, and identify the factors regulating structural specialization and behavior.

The first task for the collaborative team will be to get the complete sequences of the genomes for these three ant species. Reinberg is identifying partners specialized to do this task. Then the group will examine the gene expression profiles of the different castes (worker, queen and soldier).

"This collaboration is fortuitous," Liebig says. "Danny and Shelley were looking for a model system to study epigenetic factors of differences in ant behavior and development. They contacted my colleague Bert Hölldobler, who knew I was looking for geneticists interested in differential gene expression in behavior, aging, and development in ants."

Hölldobler is the Pulitzer Prize-winning co-author of "The Ants," and a leading expert in ant communication and social organization.

Liebig notes that the project is risky. For example, the complete sequence of the ant genome has never been achieved before.

"Often potential research partners are reluctant to cross barriers in scientific specialties and there is not funding for such risky ventures when there is interest to do them," Liebig says. "The beauty of this project is that the HHMI Collaborative Innovation Awards create the opportunity for us to blend our skills to develop a new approach and model system for the study of behavior and aging."

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Tourism leaders study security, safety strategies at conference

By Corey Schubert

Tourism and security experts from throughout Arizona and the nation recently collaborated on ways to heighten safety and prevent crimes against tourists at the third annual Tourism Safety and Security Conference at the Hotel Valley Ho.

More than 75 leaders in the tourism and convention industry discussed the need for investing in safety and security, especially as luxury hotels are increasingly drawing attacks from terrorists.

ASU's Megapolitan Tourism Research Center conducted the Nov. 21 conference.

"The critical importance of learning new ways to improve tourism safety and security is further underscored by the recent attacks on two of India's most famous hotels," says Timothy Tyrrell, the center's director. "These are the types of tragic incidents this conference annually focuses on trying to prevent or handle in the most effective manner possible."

Those in attendance included members of the Phoenix Police Department, Arizona Office of Tourism, the Yavapai-Apache Nation, the Fiesta Bowl-Insight Bowl, Phoenix Job Corps Center, Southwest Risk Advisors, Anderson Security, and 20 hotels and resorts.

Participants took part in an unscripted, real-time response to a mock disaster situation involving an explosion at a hotel during a major convention. They outlined what should be done in the first 30 minutes after the explosion, as well as the following steps of response and recovery. This included dealing with employee loss, informing the media and delegates, and concluding the convention.

Other topics included crimes against tourists; community planning and response to the 2007 NBA All-Star Game in Las Vegas; training staff to handle emergencies; and the important role that meeting planners play in the safety and security of visitors.

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Hearts in the right place: Grants boost cardiovascular research

By Joe Kullman

Research at ASU into treatments and cures for cardiovascular diseases is being boosted by a joint contribution from foundations led by two ASU alumni.

The Crown Foundation and the Haven Charitable Foundation announced Nov. 17 a gift of $198,000 to support research led by Michael Caplan, an assistant professor in the Harrington Department of Bioengineering in ASU's Ira A. Fulton School of Engineering.

The Crown Foundation was founded by Eric Crown, co-chief executive officer and chairman of Insight Enterprises.

In November, he was inducted into the W. P. Carey School of Business Hall of Fame. Crown studied at the school before starting Insight Enterprises. Kari and Paul Yatkowski are the founders of Haven Charitable Foundation.

"As an Arizona State University alumnus, it is an honor to help with potential scientific breakthroughs and to fund a project that might otherwise have gone unfunded," says Kari Yatkowski, who is vice chair of the American Heart Association's 49th Annual Phoenix Heart Ball.

Caplan's project, titled "Intracellular Signaling in Response to Biomaterials," will use the funding to examine the behavior of cells that come into contact with materials used to make stents, artificial vascular grafts and similar medical devices.

There have been recurring cases of patients developing blood clotting (thrombosis) and recurrence of their original cardiovascular problems (restenosis) caused when blood comes into contact with the materials of which the devices are made.

"We and others in the field of biomaterials are trying to make better materials that will avoid problems like this," Caplan says. "If we are successful, we would not only be able to make better stents, but we would also be able to make artificial vascular grafts for replacement of small blood vessels."

It's not currently feasible to use artificial grafts to replace vessels smaller than 6 millimeters in diameter, because of problems with blood clotting, he says.

The funding "supports ASU's commitment to remain at the forefront of medical discovery," says ASU President Michael Crow. "Our scientists in the Harrington Department of Bioengineering are engaged in research and discoveries that will impact health care for generations."

The Crown Foundation works to assist nonprofit organizations that seek to improve quality of life through education and health efforts.

The Haven Charitable Foundation focuses on support of families with children, assisting agencies working on issues of health, education and domestic violence.

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