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TOM STORY PHOTO

Pat's Run No. 4

In the photo above, a member of ASU's football team greets runners at the finish line of the fourth annual Pat's Run at Sun Devil Stadium on ASU's Tempe campus April 19. Almost 15,000 runners, walkers, volunteers and spectators in Tempe, and more than 5,000 runners, walkers, volunteers and spectators in Tillman's hometown of San Jose, Calif., participated in Pat's Run.

The local 4.2-mile event always ends at the 42-yard line of Sun Devil Stadium, signifying the number Tillman wore while playing football for ASU. Tillman, who also played professional football for the Arizona Cardinals, was killed April 22, 2004, while serving his country as an Army Ranger in Afghanistan. More details about Tillman and the event that honors his memory can be found at the Web site www.patsrun.com.

ASU on the Web

ASU Parking and Transit Services is expanding the ASU U-Pass program. Beginning with the 2008-2009 academic year, the ASU U-Pass will provide for access on Valley Metro bus routes and light rail.

The U-Pass will remain free for students; faculty and staff can obtain the U-Pass for half the regular price of a Valley Metro transit pass.

The new U-Pass will be available in June and will be valid from July 1 through June 30, 2009. The cost to ASU faculty and staff for an annual U-Pass will be \$10 per pay period, which is less than half the price of the regular \$45 rate for a monthly Valley Metro transit pass.

For access to express bus routes, the U-Pass is offered at a reduced price of \$15 per pay period, which is an annual savings of \$426 compared to non-ASU affiliates who buy a transit pass.

Visit the Web page <http://pts.asu.edu/commuteroptions> for a complete list of the alternate forms of transportation PTS sponsors.

To suggest a Web site to be profiled in *ASU Insight*, send the site address to asuinsight@asu.edu.

Engineering research paves way for better roads

By Sidra Omer

The next generation of asphalt and concrete pavements used to build and rebuild roads, bridges and other paved surfaces in much of the world likely will be based on a design guide produced by researchers in ASU's Ira A. Fulton School of Engineering.

Officials with the Transportation Research Board of the National Academy of Sciences, in addition to the American Association of State Highway and Transportation Officials (AASHTO), have approved new design guidelines for pavements developed by a team led by Matthew Witczak, a professor in the Department of Civil and Environmental Engineering.

Guidelines used in the United States typically (See **ENGINEERING** on page 7)



Matthew Witczak, a professor in the Department of Civil and Environmental Engineering, led the research team that produced new guidelines for pavement materials to be used in construction projects. The guidelines will be used in many countries around the world.

ASU professors' academic scale sets definitions of 'macho' men

By Verina Palmer Martin

Professor Miguel Arciniega clearly remembers the dichotomy of being a Mexican-American youth trying to learn what it means to be a man.

Now he and his colleagues have developed an academic scale to define what it means to be either a gentleman or a "macho" man in the Mexican-American culture.

"This has been a lifelong thing for me, in terms of growing up in El Paso, Texas, and finding out the messages about being a man from my father and grandfather," says Arciniega, an associate professor of counseling and counseling psychology in the Division of Psychology in Education with ASU's Mary Lou Fulton College of Education. "On the streets, from my friends, it was a very different message."

Arciniega says he was raised to believe that men took care of their families and respected their wives. His family raised him to be *un caballero* – "a gentleman" – but his peers embodied machismo, which is the stereotypical, hypermasculine image of Mexican-American men as chauvinists who drink too much and fight too much.

This contradiction in the meaning of "manhood" resulted in Arciniega pursuing an extensive study of machismo in the Mexican-American community. The resulting research article, "Toward a Fuller Conception of Machismo: Development of a Traditional Machismo and Caballerismo Scale," was published earlier this year by the *Journal of Counseling Psychology*, the top-tier journal in its field.



TOM STORY PHOTO

Zolia Tovar-Blank, left, and Miguel Arciniega have published an article, along with fellow researcher Terence Tracey, about machismo and caballerismo characteristics among Mexican-American men.

The journal gives particular attention to empirical studies on the evaluation and application of counseling interventions, and the applications of counseling with diverse and under-represented populations.

The machismo article also received special recognition as the featured article on the journal's Web site, apa.org/journals/cou.

(See **ACADEMIC** on page 6)

Clarinetist earns note for novel research approach

By Judith Smith

Imagine that you're a clarinet player, faced with a long string of flagged black notes in your music. There is no curved mark under or over them, so this means that they must be "tongued" – the tongue must touch the reed for each note – to demarcate them one from another.

For clarinetists, the more notes to tongue, particularly at a fast tempo, the more difficult it is to make the music sound as the composer intended.

And with more and more such passages being written in mod-

ern music, it is a growing problem for clarinetists, says clarinet doctoral student Joshua Gardner, illustrating his point with a copy of recently composed music for solo clarinet.



Joshua Gardner

Gardner is studying an advanced but controversial technique for faster tonguing, called "multiple ar-

ticulation," in which clarinetists place the tongue in different positions in the mouth as they articulate each note, as his doctoral research project.

When people say the syllable "doo," they can feel that their tongues are in a position to touch the reed, and thus interrupt the sound, or "tongue" the note, Gardner says. But say the syllable "goo," and the tongue replicates the motion of the tongue touching the hard palate.

"When we put these two articulations together (one on the reed, one off the reed), we are

multiple articulating," he says.

But is this most effective way to teach clarinet students to articulate faster? And what is the tongue really doing when the "doo" and "goo" sounds are being made?

Gardner realized that, to do his research, he would have to find a way to observe the tongue in action while a clarinetist is playing – and tonguing.

The possibilities included X-ray, which Gardner says is "not the most healthy manner of research"; a laryngoscope (a fiber- (See **CLARINETIST** on page 7)

Partnership aims to mentor foster children

By Steve Des Georges

For five early childhood education students at ASU's College of Teacher Education and Leadership, it's a chance to make a difference and earn course credits.

For 15 children in foster care, it's the chance of a lifetime – an opportunity to take a meaningful step forward academically and socially.

A partnership formed by the college with Aid to the Adoption of Special Kids (AASK) and Sunshine Residential and Group Homes is bringing a tutoring program – and a place to learn – to children in foster care. The relationship is part of the college's field experiences curriculum for undergraduate students in its Early Childhood Teaching and Leadership program.

Last fall, five students under the guidance of assistant professor Nancy Perry tutored 15 primary school-aged children twice a week. Interagency agreements with AASK and Sunshine were put forth by Maureen Gerard, coordinator of the Professional Field Experience program at ASU's West campus. Gerard also secured tutoring space in the teacher ed college's Curriculum Resource Library, and she assisted with the supervision of the students when Perry was unavailable.

"There are almost 10,000 foster children living in Arizona, most of whom lag behind academically and socially," says Perry, who redesigned her teacher research course to allow her students to conduct research and program evaluation on the tutoring process. "Our project supports only a small fraction of these children, but we are committed to helping AASK secure more tutors for these children in foster care homes across the Valley because the program benefits the children and the preservice teachers involved in the program."

Sascha Mitchell-Kay, an assistant professor of (See **PARTNERSHIP** on page 7)

Business school study: Super Bowl generated \$500 million for state

By Hal Mattern

A research team of students from ASU's W. P. Carey School of Business combed the metropolitan Phoenix area before, during and after Super Bowl XLII earlier this year to gauge the game's economic impact on Arizona.

The three-month study, led by 24 students in the W. P. Carey sports business MBA program, concluded that the game and its related activities generated a record \$500.6 million in direct and indirect spending by visitors and organizations in town for Super Bowl week. The game was played Feb. 3 in Glendale.

Ray Artigue, executive director of the sports business MBA, says the study was far more complicated than similar projects because events surrounding the game were staged all over the metro area. He said the research team drove a collective 500 miles to interview fans at the various events.

"We crisscrossed the town," Artigue says. "The people we needed to interview about their spending were spread out among dozens of hotels, numerous parties and the weeklong NFL fan experience. We spent 10 days gathering data before the game and finished at the airport two days afterward."

The students collected 1,594 surveys to represent a cross-section of the visitors who traveled to Arizona for the game and related events. Respondents were asked a variety of questions, including the events they were attending, the number of nights they were staying and what they were spending money on while in town.

The research team also contacted out-of-state companies after the game to determine how much they spent on sponsorships and private events during Super Bowl week, all in an effort to calculate organizational spending.

The W. P. Carey Sports Business MBA program was

hired to conduct the study by the Arizona Super Bowl host committee. The sports program has conducted similar economic impact studies for several other sporting events, including college football's BCS national championship games in 2003 and 2007; the FBR Open in 2006; and Phoenix International Raceway events and the LPGA Safeway International in 2007.

"We had many choices of research firms from across the country to conduct this study," says Bob Sullivan, president of the host committee. "Based on their methodology, thoroughness and professionalism, we made a correct decision to work with ASU."

In 2006, the W. P. Carey MBA Sports Business program was lauded by the Wall Street Journal as one of the top five graduate sports programs in the country.

Mattern, with the W. P. Carey School of Business, can be reached at (480) 965-5577 or hal.mattern@asu.edu.

Future teachers sweep awards in video contest

By Matt Crum

Teams of future teachers from ASU's College of Teacher Education and Leadership (CTEL) swept first through third places in the higher education digital stories category, as well as the Best in Show honor, at the 2008 iCademy Competition during the Microcomputers in Education Conference at ASU's Tempe campus.

The iCademy Video and Photography Program encourages elementary through high school teachers and students to engage in project-based learning experiences using video technology. This year's program drew nearly 90 entrants from third grade through higher education in the digital stories (video) category, and more than 60 in the photographic essay category.

Students created videos and essays addressing the theme "Wisdom of Our Elders," focusing on the state's history through the eyes of longtime residents. Many students interviewed grandparents and other relatives to capture stories about their perspectives on Arizona's history.

"Our goal is to get diverse groups of students involved in a statewide multimedia dialogue about Arizona," says Mark Nichols, a project director at ASU's Applied Learning Technologies Institute and iCademy Program director.

About 150 students from CTEL, located on ASU's West campus, entered their Arizona Living History videos. The students, who are working on bachelor's degrees as well as Arizona teacher certification, undertook their video projects in classes taught by CTEL faculty members Keith Wetzel, Teresa Foulger and Mia Williams.

"When they graduate and start their teaching careers, these students will be well-prepared to use technology in their classrooms and to involve their own students in iCademy," Wetzel says.

CTEL students Nichole Aragon and Danielle Gonzalez produced the video "The History and Development of Tolleson, Ariz.," which was awarded first place for higher education videos.

"Danielle and I had a strong interest in learning about Tolleson's history, because we both attended Tolleson High School," Aragon says. "It's great to know that what we learned through this project will be made available for others to see."



Best in Show winners at the 2008 iCademy Competition include, from left, Eric Biber, Melinda Barrera, Jon Swaengen, Holly Weiner, and Edward Grace, who posed for this photo with ASU professor Mia Williams, second from right, and iCademy director Mark Nichols, right.

"The project gave us the chance to capture a unique Arizona story before it was lost forever," adds Edward Grace, a member of the group awarded Best in Show. "It also taught us ways we can use technology to enhance student learning when we have our own classrooms."

Connie Schaeffner, the second-place winner, was inspired by seeing the work submitted by youngsters in the iCademy Competition.

"Watching the videos created by elementary and middle school students made me very excited thinking about having my future students create a project like this one," she says.

Videos and photographic essays from the 2008 competition can be viewed at iCademy's Web site <http://icademy.asu.edu>.

Winning teams received prizes and an invitation to participate in the Microcomputers in Education Conference.

CTEL winners were:

- Best in show – "Somewhere Over the Rainbow" by Edward Grace, Jon Swaengen, Melinda Barrera, Holly Weiner, Eric Biber and instructor Mia Kim Williams. The video tells the story of longtime Phoenix resident Gus Brethauer and his building materials museum, which features artifacts

from the early days of Arizona cities such as Phoenix and Bisbee.

- First place – "The History and Development of Tolleson, Arizona" by Nichole Aragon, Danielle Gonzalez and instructor Keith Wetzel. The video traces the history of this Southwest Valley city from its early 20th century days as the "vegetable center of the world" to its present mix of agriculture, industry and housing.

- Second place – "Clemenceau Public School" by Connie Schaeffner and instructor Teresa Foulger. The video takes a look back at the home of the Clemenceau Heritage Museum in Cottonwood. The building was constructed in 1924 as an elementary school for the children of workers at a nearby copper smelter. It served as a school until 1986.

- Third place – "Montezuma's Well" by Stephanie Harr, Dalal Jawad, Devon Moseler, Amanda Schluter and instructor Keith Wetzel. The video focuses on this rare geologic feature in the Verde Valley, a natural sinkhole American Indians used for crop irrigation from more than 1,000 years ago until the 14th century.

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

Biodesign Institute names McLeod as facility services chief

By Julie Kurth

The Biodesign Institute at ASU has appointed Michael McLeod as director of facility services. In this role, he will oversee facility improvements, maintenance, space management, security, and shipping and receiving.

"Mike was instrumental in much of the construction planning for the Biodesign facility, so he knows the institute inside and out," says Jeffrey Darbut, director of finance and operations at the institute. "By bringing him to the institute, his 30 years of facilities administration experience will assist us in completing two additional buildings."

McLeod previously worked within ASU's central Facilities Department and has been at ASU for six years. Most recently, he served as the interim associate director of the capital programs management group. He coordinated design, construction and move-in phases of ASU's largest research buildings, including Biodesign's Buildings A and B, and the Interdisciplinary Science and Technology Building V.

Earlier in his career, McLeod was the general manager of site services with Intel Corp., where he worked for 16 years in the company's Chandler, Ariz., and Santa Clara, Calif., locations.

McLeod earned a bachelor's degree in industrial technology from Cal Poly in San Luis Obispo, Calif. He obtained accreditation by the U.S. Green Building Council in Leadership in Environmental Engineering and Design. He also is a member of the Project Management Institute.

Kurth with the Biodesign Institute, can be reached at (480) 727-9386 or julie.kurth@asu.edu.

NSF award boosts Buneo's bioengineering research

By Joe Kullman

Research aimed at understanding how the brain combines different forms of sensory information to help plan and modify our physical movements will be supported by a National Science Foundation (NSF) Career Award recently won by Christopher Buneo, an assistant professor in the Harrington Department of Bioengineering in ASU's Ira A. Fulton School of Engineering.

NSF Career Awards recognize scientists and engineers considered to be potential leaders in their fields.

The award will provide about \$609,000 over five years for Buneo's research, as well as for an educational program to develop material for a biotechnology course geared for high school students.

Buneo is studying how information about objects we perceive around us – their position and velocity – is transmitted to the brain by our senses, which describe our perceptions to us using different neural "languages."

For example, he says, "Our eyes provide information about the visual motion of a fly buzzing around us from the perspective of the direction in which we are looking. At the same time, our ears relay information – the buzzing sound generated by the flapping of the fly's wings."

If we want to reach out and swat the fly, the brain must combine information from our eyes and ears with information from our moving arm, "which speaks yet another neural language," Buneo says.



Christopher Buneo

"Clearly, some sort of 'interpreter' is needed to allow the senses to work together to perform this task," he says.

It's believed that the part of the brain known as the posterior parietal cortex may serve this interpreter role, but how this is accomplished is unclear.

Buneo's research seeks to understand the role of the posterior parietal cortex in the perception of the world around us, as well as its role in producing physical movements.

To do this, he records the activity of posterior parietal neurons as movements are made in a virtual-reality environment. This environment allows sensory information to be easily manipulated, which Buneo hopes will reveal the role of this neural information in movement production.

From a broad perspective, the work will lead to a better understanding of how our brains work. Buneo says this knowledge should help advance the development of technologies for people with nervous system dysfunction.

Buneo teaches physiology for engineers to undergraduates in the school of engineering, and a graduate-level course in modeling and simulation of physiological systems.

He has been at ASU since 2005 after earning a bachelor's degree and master's degree in physical therapy from Long Island University in New York, and a doctorate in physiology from the University of Minnesota. He later worked at California Institute of Technology in Pasadena, Calif., through a postdoctoral fellowship.

Kullman, with the Ira A. Fulton School of Engineering, can be reached at (480) 965-8122 or joe.kullman@asu.edu.

ASU Insight

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Assistant Vice President: **Terri Shafer**
Communications Manager:

Gary Campbell

Editor/Publisher: **John Jarvis**
Associate Editors: **Lisa Campbell,**

Britt Engle

Photographer: **Tom Story**

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Intergroup Relations Center lauds agents of change

By Adriana Elektra Sanchez

ASU's Intergroup Relations Center (IRC) honored and celebrated the contributions of students, faculty and staff members committed to increasing diversity, education, tolerance, inclusion and intergroup relations within the university.

IRC, identified by many as an agent of change in its 10 years of existence, gave awards to 16 individuals within the ASU community who may be different in appearance and background, but who are extremely similar in their strong commitment to the advancement of their causes.

Cecilia Saenz, recipient of the Students Against Discrimination Organization Action Award, is in her early 20s but already has a wealth of experience in community outreach. That experience includes her efforts to increase the number of U.S. citizenship applications and voter registration in the state.

"I always thought that I wanted to be a chief executive officer, but being part of the center made me realize that having money is not the only way to be successful," Saenz says. "People sometimes don't recognize the contributions of workers who are equally valuable to make a business or a country succeed."

Saenz, who came from Mexico when she was 4, recently completed a summer internship in Prague, where she was studying the effects of the European Union in a global economy. This summer she will head to South Africa, where she hopes to shift her focus from economics to civil rights.

"I want to be able to see how South Africa was able to become successful in so many aspects, and see if I can implement some of those concepts in the different projects where I plan to work," she says.

Saenz believes that a big part of her success as a student at ASU stems from the interaction she had with IRC members, in addition to her involvement with different community organizations.

"The center allowed me to find programs where I could get involved with the community, and the outside community kept reminding me why it was essential to continue my education," she says.

Teri Murphy, interim director of the IRC, is convinced that in a time

when technology has shortened the distance between peoples, it is essential to have programs that build bridges between them. Through dialogue, education and skill-building, we can learn how to more sensitively engage one another's differences.

"Diversity can be an exciting catalyst for change, but it can also be intimidating," she says. "Differences cause discomfort because they challenge our assumptions and identities. We need to learn how to more effectively understand and deal with different paradigms, values and cultures to promote a healthy, vibrant and safe world."

The list of IRC awards recipients includes:

- Patricia Gurin Scholar-Activist Award – Carol Mueller (New College of Interdisciplinary Arts and Sciences faculty, Division of Social and Behavior Sciences); and William Simmons (New College of Interdisciplinary Arts and Sciences faculty, Division of Social and Behavior Sciences).

- Alexander Astin Spirituality Award – the Rev. Fred Lucci (All Saints Catholic Newman Center).

- Dondrell Swanson Advocate for Social Justice Award – Christine Marin (Chicano Research Collection); and Madelaine Adelman (School of Justice and Social Inquiry).

- Erin S. Murphy Intergroup Relations Service Award – Charlene Shovic (Barrett, the Honors College); and Kimberly Novak (Student and Campus Community Development).

- Student(s) Against Discrimination Organization Action Award – Cecilia Saenz (University College).

- Kelly Maxwell Outstanding Graduate Student Award – Tobie Milford (School of Life Science's Biology and Society Department); and Sydella Blatch (School of Life Sciences).

- Monalee Ewing Naming and Claiming Women's Space Award – Society of Women Engineers (SWE); Dena Hester (Wellness and Health Promotion); and Alesha Durfee (Women and Gender Studies).

- Jesus Trevino Book Award – Vicky Chung.

Saenz, with Media Relations, can be reached at (480) 965-9579 or adriana.sanchez.1@asu.edu.

Students take part in mock fraud investigations

By Steve Des Georges

Bad guys and bad gals – folks such as fraudsters Frank Abagnale Jr., James Paul Lewis Jr., Cassie Chadwick and Kenneth Lay – wouldn't stand a chance against a group of ASU students that will team with the IRS Criminal Investigation Division (CID) April 25 to conduct a series of mock fraud investigations.

The exercise is designed to showcase career opportunities available through CID, a unit of the IRS that investigates potential criminal violations of the Internal Revenue Code and related financial crimes – crimes similar to the Ponzi schemes, forgery, money laundering and tax evasion scams that have landed many a crook in the hoosegow.

"Project Adrian" – named after Adrian (Mich.) College where the pilot program was offered in 2002 – will include 55 students and faculty from ASU's School of Global Management and Leadership, in addition to 18 special agents from the IRS. It will take place on the university's West campus from noon to 6 p.m.

"Our students have been eagerly anticipating Project Adrian for the chance to put into action some of the concepts and skills they have learned about this semester," says Barbara Muller, a senior lecturer in the school's accounting department who is a member of the Association of Certified Fraud Examiners. "Especially for those who have already expressed an interest in federal law enforcement or some other type of fraud investigation, this is a unique chance to catch a glimpse of the day-to-day workings of a fraud investigation. Rather than just reading about fraud in a textbook, this exercise gives students the opportunity to get 'real-life' experience as a fraud investigator."

The participants – students in Muller's ACC 494/Fraud Accounting course – will be divided into seven groups, each conducting a different investigation. The program was created by Detroit-based IRS special agent Stephen Moore in 2001, after he was asked by a retired agent to help design a college course. The program enlists college accounting majors and makes them special agents for the day, assigned to solve hypothetical financial crimes.

Some of the hypothetical investigations involve business owners skimming from their company, a bar owner who operates two sets of financial books, a multiple-filer scheme and a drug trafficker. Each group has an experienced special agent or retiree who serves as a coach and provides experienced insights during the investigation.

"The student response has been enthusiastic," Moore says. "The honorary agents will receive support, but it will be up to them to follow the paper trail."

"Their five-hour investigation may start with an anonymous informant, a meeting with local law enforcement or a bag of garbage. The students select their next steps in gathering evidence. Some will use the tools available to federal law enforcement officers, including the use of undercover, surveillance, subpoena and search warrants. At the end of their scenarios, the students meet as a group to talk about their investigation while receiving an evaluation from their coaches."

Michael Fleischmann, the special agent coordinating Project Adrian, says this is the first time the exercise has been staged in Arizona.

The exercise, he says, is the result of a request by ASU's Muller. The senior lecturer was alerted to the program by CID special agent Scott Fis-

cher, who had visited her classroom to discuss fraud investigation interviewing techniques with her students. Looking for an opportunity to expand her students' experience, she turned to Fleischmann.

The project serves a variety of purposes, Fleischmann says.

"The IRS uses Project Adrian as a recruiting tool and to inform students that there is another side to the IRS," he says. "This is an interactive presentation that shows the main duties of IRS special agents. Most people know the IRS civil side, but few people know about the criminal function."

"There is a lot more to accounting than sitting at a desk, and you can only learn so much from a book," says Fleischmann, who notes that forensic accounting is a growing career field. "This project affords the students an opportunity to put their accounting skills to the test. A number of students have applied to become special agents after participating in the program."

While other federal agencies have similar investigative jurisdiction for money laundering and some bank secrecy act violations, the IRS is the only federal agency that can investigate potential criminal violations of the Internal Revenue Code. The CID oversees a worldwide staff of about 4,400 employees, including 2,800 special agents who investigate and assist in the prosecution of financial crime cases that involve tax evasion, money laundering and narcotics.

Des Georges, with Public Affairs at the West campus, can be reached at (602) 543-5220 or stephen.desgeorges@asu.edu.

Lecture to focus on tourism's role in reducing poverty

By Corey Schubert

The Megapolitan Tourism Research Center will feature a lecture on developing tourism and reducing poverty beginning at 10:40 a.m., April 28, at the Downtown Phoenix campus.

Robertico Croes will discuss "Tourism Development, Competitiveness and Poverty Reduction" in room 234 of University Center, located at 411 N. Central Ave.

The World Tourism Organization and the World Travel and Tourism Council are encouraging poor countries to engage in tourism expansion as a means to reduce poverty, since tourism industry jobs can provide incomes to unskilled and semiskilled workers. Unfortunately, there is little empirical evidence to quantify the true economic value of poverty reduction. The lecture will address some of this evidence.

Croes is an associate professor at the Rosen College of Hospitality Management and is the associate director of the Dick Pope Sr. Tourism Research Institute at the University of Central Florida. He has served as Aruba's director of foreign affairs, a member of Aruba Parliament and as Aruba's minister of economics, tourism and finance.

"Tourism can play a significant role in reducing poverty in de-

veloping and developed countries," says Tim Tyrrell, director of the Megapolitan Tourism Research Center (MTRC). "Dr. Croes' presentation will highlight this area of interest of MTRC, which aims to find ways to enhance tourism's contribution to the public good."

Croes holds a law degree from the University of Colombia, a master's degree from the University of Southern California, and a doctoral degree from the University of Twente, the Netherlands. He is an applied economist and international political scientist with a research interest in international tourism demand and micro-states.

Croes has co-written publications with Manuel Vanegas, a faculty associate in ASU's School of Community Resources and Development.

The Megapolitan Tourism Research Center, part of ASU's College of Public Programs, researches tourism security, sustainability and social impact on a global level and brings results to local communities.

For information about the event, contact Tyrrell at (480) 496-0156 or e-mail timt@asu.edu.

Schubert, with the College of Public Programs, can be reached at (602) 496-0406 or corey.schubert@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.

Experts say that people can be prompted to take "green" actions if they think others like them are doing it. "We most want to follow those who seem similar to us," says ASU psychology professor **Robert Cialdini**. Cialdini's studies have found that people use less energy if they think most neighbors have cut back. "This 'everybody's doing it' pitch is almost never used in the (public service announcements) around energy conservation," he says. **Reno Gazette-Journal**, March 27.

ASU professor **Mark Edwards** says algae are the products of the future that could help Arizona innovate globally. "We have a huge competitive advantage here," says Edwards, noting that Arizona has plenty of sun, which algae need. Algae also can thrive in most kinds of wastewater, even industrially polluted water with heavy metals from mining. "Once the green biomass is revoked from the water, the water and remaining nutrients may be recycled in a continuous growing loop," he says. **Arizona Republic**, March 27.

Riverside, Calif., is training police officers to consider alternatives to force when dealing with mentally ill citizens. The city plans to add counselors who will respond with officers to mental health calls in an attempt to find proper resources for the residents that will keep them out of the law enforcement system. That represents a change by law enforcement toward solving problems rather than reacting to them, says **Scott Decker**, director of ASU's School of Criminology and Criminal Justice. **Press-Enterprise**, April 1.

Aztec mathematicians developed their own specialized arithmetic that included fractional symbols, such as hearts and hands that likely had a relation to the human body. "I think (the study) is neat because it shows that this sort of math and science was pretty practical in orientation," says **Michael Smith**, an ASU archaeology professor. "We have the idea that ancient societies were dominated by religion. Yeah, religion was important, but they were also very practical people doing very practical things." **National Geographic**, April 3.

ASU economist **Dawn McLaren** says the collapse of Arizona's housing-based economy is part of what's pushing immigrants out of the state. In the construction sector, which employs many immigrants, 10 percent of jobs have vanished over the last year as home prices have plunged. The economic woes are magnified by the employer sanctions law, which has led some businesses to say they won't expand in Arizona, McLaren says. "It exacerbates the downturn," she says. **Chicago Tribune**, April 5.

ASU researchers **Lynda Williams** and **Shelley Haydel** have found three types of clay that kill or greatly reduce the bacteria responsible for such dangerous infections as E. coli and salmonella. They just don't know how it kills bacteria, a missing link that must be found if medicines are to rise from the mud. "We know they kill bacteria," Williams says. "But we don't know why. The 'eureka!' moment – we haven't had that yet." **USA Today**, April 6.



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>.

Meetings

■ Sunday, April 27

Alpha Lambda Chapter meeting, 3 p.m., Karsten Golf Course Trophy Room, 1125 E. Rio Salado Parkway, Tempe. The inaugural meeting for the newly chartered chapter of Phi Delta Gamma, a national graduate honor society. Information: (480) 965-4821.

Lectures

■ Friday, April 25

"Advancing Life Sciences in the Business Environment," 3-4 p.m., Biodesign Institute Auditorium. Speaker: Buena Allegri, technology manager, Advanced Systems division of GE Healthcare Life Sciences. Sponsored by Biodesign Institute. Information: (480) 727-0370.

"Primate Molecular Phylogeny," 3:30-4:30 p.m., School of Human Evolution and Social Change (SHESC) room 340. Speaker: Todd Disotell, Department of Anthropology, New York University. Sponsored by SHESC. Information: <http://shesc.asu.edu/colloquia> or (480) 965-7887.

■ Monday, April 28

"The Way We Eat: Why Our Food Choices Matter," 2 p.m., Evelyn Smith Music Theater. Speaker: Peter Singer, Ira W. DeCamp Professor of Bioethics, Princeton University, and the laureate professor at the Centre for Applied Philosophy and Public Ethics at University of Melbourne. Part of the Wrigley Lecture Series, co-sponsored by the College of Liberal Arts and Sciences' second annual Ambassador Lecture and the College Council, Center for Biology and Society, and the Bioethics Club. Free, but tickets required. Information: (480) 965-8840.

"The Resonant Coupling Method for Measuring Recombination Rates in Crystals, Thin Films and Nanostructures," 4-5 p.m., Goldwater Center (GWC) room 487. Speaker: Richard Ahrenkiel, National Renewable Energy Laboratory. This is a nanoscience seminar sponsored by the Physics Department. Information: (480) 965-3561.

■ Tuesday, April 29

"The Truth about Stress and How to Reduce it Today," noon-1 p.m., Mercado, 502 E. Monroe St., Phoenix. Speaker: Wellness coach Karen Danner. R.S.V.P.: (602) 496-1000 or ASUlectures@asu.edu.

Artist Panel and Discussion, noon, Museum of Anthropology, SHESC room 240. The panel is in conjunc-

tion with the museum's exhibit "Mosaic: Cultural Identity in America." Information: (480) 965-6224.

"Beyond Me to We: Public Goods and the 'General Welfare' of the Constitution," 7:30 p.m., Education Lecture Hall (ED) room C-117. Speaker: Thomas Davis, Department of History. Part of the 13th annual Last Lecture Series. Reception at 7 p.m. Sponsored by Office of Student Engagement. Information: (480) 965-9600 or ben.braksick@asu.edu.

■ Wednesday, April 30

Community of Undergraduate Research Scholars 2008 Poster Session, 11:30 a.m.-12:15 p.m., Decision Center for A Desert City (DCDC) conference room, 21 E Sixth St., suite 126B, Tempe. Immediately following: "Central Arizona Groundwater Replenishment District, Point and Counterpoint Discussion," 12:15-1:30 p.m., with Robert Anderson, Fennemore Craig P.C., and Kathryn Sorensen, city of Mesa. R.S.V.P.: (480) 965-3367 or Estella.Ohanlon@asu.edu.

"Genomic Characterization as a Means to Discover Novel Tumor-specific Mechanisms Associated with Clinical Outcomes and Response to Chemotherapy," noon-1 p.m., Biodesign Institute Auditorium. Speaker: John Carpten, senior investigator and director, Integrated Cancer Genomics Division, Translational Genomics Research Institute (TGen). Part of the Biodesign-TGen Inaugural Synergy Seminar Series. Information: (480) 727-0370.

"Measuring Economic Tradeoffs for Ecosystem Services: The Case of Western Canadian Boreal Plains," 3-5 p.m., Global Institute of Sustainability (GIOS) room 481. Speaker: W.L. (Vic) Adamowicz, professor, Department of Rural Economy, faculty of Agricultural, Life & Environmental Sciences, University of Alberta. Sponsored by GIOS and the Center for Environmental Economics and Sustainability Policy, W. P. Carey School of Business. Information: (480) 965-8840.

"How Do Proteins Sample Conformational Space in the Cell? The Influence of Chaperones and the Ribosome," 4 p.m., Bateman Physical Sciences Center (PS) A-103. Speaker: Silvia Cavagnero, University of Wisconsin-Madison. Sponsored by Center for Biological Physics. Refreshments at 3:45 p.m. Information: (480) 965-4073.

■ Friday, May 2

"Viral Induction and Inhibition of the Interferon System," 11 a.m.-noon, Biodesign Institute Auditorium. Speaker: Adolfo Garcia-Sastre, professor, Department of Microbiology, Mount Sinai Medical School of Medicine and director, Emerging Pathogens Institute. Sponsored by Biodesign Institute Center for Infectious Diseases and Vaccinology. Information: 480-727-0370.

■ Wednesday, May 7

"Looking for Loss in All the Wrong Places," noon-1 p.m., Mercado, ASU at the Downtown Phoenix campus, 502 E. Monroe St. Speaker: award-winning author and speaker Bronwyn Marmo. R.S.V.P.: ASUlectures@asu.edu or (602) 496-1000.

■ Friday, May 9

"Administrative Reform and European Union Integration: Examining the Role of New Public Management in the Republic of Montenegro," 4-5 p.m., University Center room 822A, Downtown Phoenix campus. Speaker: Larry D. Terry II, School of Public Affairs. Sponsored by School of Public Affairs. Information: (602) 496-0409.

Miscellaneous

■ Friday, April 25

Astronomy Open Houses, 8-10 p.m., roof of the Bateman Physical Sciences Building's H wing (fifth floor). Come anytime during the evening and take a peek through the telescopes, see a poster display, take an astronomy quiz and see a slide show. Information: (480) 965-7652 or <http://eagle.la.asu.edu/openhouse>.

■ Saturday, April 26

International Wine and Beer Festival, 4:30-7:30 p.m., Old Main Lawn. A benefit conducted by the Alumni Leadership Council of the College of Liberal Arts and Sciences at ASU. Tickets: \$50. Information: (480) 965-8151 or clas.asu.edu/winefestival.

■ Monday, April 28

CLTE Collaboratory, 9 a.m.-4 p.m., Discovery Hall room 212 (formerly AG). A drop-in service to address teaching issues facing instructors. Sponsored by Center for Learning and Teaching Excellence. Continues 9 a.m.-4 p.m. through Friday. Information: <http://clte.asu.edu>.

■ Tuesday, April 29

Blood Drive, 10 a.m.-3 p.m., north side of Schwada Classroom Office Building (SCOB). Information: (480) 965-0456. Also on April 30.

"STAR in the Employment Interview," 3-4:30 p.m., Student Services Building (SSV) room 329. Sponsored by Career Services. Information: (480) 965-2350.

Reception for Graduating Greek Seniors, 5:30-7:30 p.m., Karsten Golf Course, 1125 E. Rio Salado Parkway, Tempe. Sponsored by Alumni Association. R.S.V.P.: (480) 965-2586.

■ Wednesday, April 30

ASU Retirees Association Spring Luncheon, noon, Shalimar Country Club, 2032 E. Golf Ave., Tempe. Speaker: Arizona state historian Marshall Trimble. Cost: \$15.50. Reservations: (480) 965-7668.

■ Thursday, May 1

First Thursday, 5-6 p.m., Biodesign Institute east patio. A monthly social and scientific exchange designed to spark collaboration among ASU's scientific research community. Information: (480) 727-9386 or Julie.kurth@asu.edu.

■ Monday, May 5

Technology Training Program Microsoft Access 2007 New Features, 8:30 a.m.-noon, University Services Building (USB) room 1502. Sponsored by the Office of Human Resources. Information and registration: www.asu.edu/hr/training/tech.

■ Wednesday, May 7

Technology Training Program Microsoft Excel 2007 Level 1, 8:30 a.m.-4:30 p.m., USB room 1502. Sponsored by the Office of Human Resources. Information and registration: www.asu.edu/hr/training/tech.

Roundtable Discussion: Cost Sharing, 9-10 a.m., Centerpoint (CTRPT) room 310B. Sponsored by Office for Research and Sponsored Projects Administration. Information: (480) 727-0765.

■ Thursday, May 8

Technology Training Program Microsoft Outlook

Piper Center workshop helps writers reach finish line

By Judith Smith

You've finished your novel, poem or short story. You're certain it's ready to be published. Now what?

Editing is the next step – and it's one not to be taken lightly, says Kate Gale, co-founder of Red Hen Press in Granada Hills, Calif.

Gale presented a workshop titled "Editing: Accidental Beauty or Hard Work?" at the "Desert Nights, Rising Stars" writing conference, which is sponsored by the Virginia G. Piper Center for Creative Writing.

For poetry, the trick is to find a writer you trust to help you make the final changes, Gale says.

"You've made a draft, and you carry it around with you," she says. "Then you come to a workshop, or find a writing partner or mentor you can share with."

That writing partner should be "someone who likes what you're writing and can give

you good feedback," she says, adding: "We all like the idea that sometime we will write something that's perfect, but usually our work needs revising."

After the writing partner has made suggestions for improving the poem or short story, and you've done the work, the next step is to start sending it out, Gale says, adding that the process is a bit trickier for a novel.

"For a novel, the next step is to get a professional writer to look at it, to see if it's ready to send out," she says.

So should you pay an editor to look at your work?

Gale's rule No. 1 is to not pay the person who will publish the book.

"You should also send it to someone you think will like it for the first reading," she says.

Rule No. 2 is to ask the writer if you can use his or her name when trying to get the book published.

Rule No. 3 is to pay an editor no more than \$500.

"If it needs more than \$500 worth of work, go to a writing workshop," she says. "Editors and agents don't want to do a lot of work. Agents normally read just the first 50 pages."

A conference participant who had sent poems to several literary presses – and received just one "charitable" rejection letter – asked Gale how to know "what's going on" at the presses when they don't communicate with you.

Gale says Red Hen Press officials mainly publish work by authors they know, and whose "audiences" they are familiar with – those who typically will buy a particular author's books.

"We publish one thing per year where we don't know who will read the work," Gale says. "This makes it seem really insular, but we get hundreds and hundreds of manuscripts."

So how do you get to be that one?

Gale recommends that authors submit works to presses that seem to publish the type of work they do.

"Write a letter and talk about yourself, then tell why you like the publishing company," she says. "Tell them you like the authors they publish, and that you think you belong there."

She also advocates meeting the authors the press publishes by going to readings, or by simply picking out a few and sending them notes, "asking if you can send them your poems to read."

Also important, Gale says, is for an author to let the press know that they will help get the book into the public eye.

"I like to know that the author gets out there and does readings and tries to sell the books," she says.

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

2003 Level 1, 8:30 a.m.-4:30 p.m., Classroom Laboratory/Computer Classroom Building (CLCC) room 204, West campus. Sponsored by the Office of Human Resources. Information and registration: www.asu.edu/hr/training/tech.

■ Friday, May 9

Technology Training Program Microsoft Excel 2003 Level 2, 8:30 a.m.-4:30 p.m., USB room 1502. Sponsored by the Office of Human Resources. Information and registration: www.asu.edu/hr/training/tech.

Entertainment

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

■ Friday, April 25

Verdi's "Requiem" 7:30 p.m., ASU Gammage. Featuring the ASU Symphony Orchestra and combined choirs.

■ Saturday, April 26

"Urinetown," 2 p.m., Paul V. Galvin Playhouse. "Urinetown" mocks and celebrates the tension between corporate greed, water conservation and an impassioned revolution sparked by pay-as-you-go toilets. A collaboration between the ASU Herberger College School of Music Lyric Opera Theatre program and the ASU Herberger College School of Theatre and Film. Other performances: Also: 2 p.m., April 27.*

■ Tuesday, April 29

NightSongs, 7:30p.m., ASU Art Museum. A collaboration between the ASU Art Museum and Herberger College School of Music. Students will perform songs based on night-themed poetry against the backdrop of paintings and sculpture of night imagery, combining the visual with the auditory. Information: (480) 965-2787.

■ Wednesday, April 30

"When Elma Grows Up," 7 p.m., Dodge Theater, 400 W. Washington St., Phoenix. A benefit for Eight, Arizona PBS. Information: (480) 965-2877 or www.azpubs.org/ssl.

■ Friday, May 2

"Kokoon," 7-11 p.m., Chocolate Factory, 1105 N.W. Grand Ave., Phoenix. A collaborative, performative experience among ASU Herberger College Dance, the Chocolate Factory and Taliesin West, designed by the students and faculty of Taliesin West, and interacted within – and on – by the students of ASU Herberger College Dance. Several vignettes and dance performances lead participants through a progressive flight of fantasy and innovation. "Kokoon" is a special project of the ASU Herberger College of the Arts Office of Community Engagement. Information and R.S.V.P.: (480) 965-7144 or joe.baker@asu.edu.

Exhibitions

Archives, Luhrs Gallery – 8 a.m.-5 p.m., Monday-Friday. Hayden Library, fourth floor. Information: (480) 965-3145.

To May 8, "Arizona's Favorite Pastime." Spring training is a big event in Arizona, but baseball is not new to the state. This exhibit looks at baseball in Arizona from territorial times through today, from sandlot games through spring training. The exhibit includes images, documents, ephemera, and artifacts related to men's and women's baseball in Arizona from the 1890s to 2007, from Flame Delhi through Dustin Pedroia.

Art Café, Memorial Union – 7 a.m.-9 p.m., Monday-Thursday; 7 a.m.-3 p.m., Friday; 8 a.m.-3 p.m., Saturday; 4-8 p.m., Sunday. Information: (480) 965-9600.

Through May 7, "Perspectives in Black and White." This exhibit is a collection of photographs by Erica Velasco, whose passion for photography began when she was in high school. Her other passion is travel, and the photographs reflect this interest. The collection includes landscapes, flora and architecture.

ASU Art Museum – Through May 18, "Josh Greene: Some Parts Might Be Greater Than the Whole." San Francisco-based artist Josh Greene is the second artist in residence for the social studies initiative of the ASU Art Museum, an exhibition series in which the museum turns over a complete gallery to an artist to explore his or her social interactive approach. In this exhibition, a curator and his office have become part of the art.

Ongoing, Americas Gallery. This gallery is organized topically, presenting ideas that are addressed by works from all of the Americas. The gallery's diversity of art forms creates interactions among works of art,

ASU art exhibits explore cultural identity

ASU's Museum of Anthropology is featuring two new concurrent exhibits – "Mosaic: Cultural Identity in America" and "Fuse: Portraits of Refugee Households in Metropolitan Phoenix."

Through the artwork of local artist Eliza Gregory and selected student artists, these exhibits explore questions of identity and cultural experience in the largest urban center in the Southwest. Although the exhibits focus on two distinct topics, their approaches and themes complement each other, with both exploring contemporary regional, social and political relationships.

In "Mosaic: Cultural Identity in America," jury-selected student artists explore questions of national identity. Sarah Elsasser, the guest curator and a student in Barrett, the Honors College, has asked students to express, through a variety of artistic media, how they understand and identify with being American. "Mosaic" contextualizes American identity as a diverse and changing ascription, based on ethnicity, religion, gender and sexual orientation. This exhibit



Eliza Gregory's "Fuse" exhibit is a collection of photographs, such as the one pictured above, that portrays refugee households in Phoenix.

presents positive and negative takes on American culture and invites visitors to engage emotionally with the artwork.

"Fuse" is a portrait exhibit of the complex worlds of resettled refugees in the Phoenix metropolitan area. It

fosters critical thinking on who refugees are and how, through sharing experiences, the Valley community can seek common ground. The photographs validate the struggles and triumphs of these families, portraying them in a way that fosters a deeper sense of belonging in the community.

The exhibition was developed in collaboration with Community Outreach & Advocacy for Refugees (COAR), a youth-led nonprofit organization based in Tempe that works with refugees and local artist Eliza Gregory, a member of the eye lounge artist cooperative on Roosevelt Row.

The exhibits are on display through Oct. 3. The Museum of Anthropology is open from 11 a.m. to 3 p.m. when school is in session. An artist panel discussion will be held at noon, April 29, in the Museum of Anthropology in the School of Human Evolution and Social Change building.

For more information about the exhibits and upcoming events, contact the museum at (480) 965-6224 or visit the Web site shesc.asu.edu/asuma.

suggesting new affinities between contemporary and historic; painting and video; Latin and North American artists. The gallery includes two components that periodically change: Spotlight features an artwork of special interest; and Interdisciplinary Gallery, which displays work selected by guest curators who can demonstrate a link between the art, and their own lives and disciplines.

Ongoing, "Permanent Collection: Loans, Acquisitions and Gifts," a revolving exhibition of items from the museum's own contemporary collection, as well as items on loan.

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

Through June 29, photographs by Edward L. Davies, and museum-quality canvas and archival ink artworks by Cooper Downs. Native American Davies, of Tempe, has focused his photography primarily on Native American subjects and themes, but he has begun to explore the natural world from his perspective, finding "amazing forms in fire and flame, light and darkness." Downs, a Scottsdale resident, captures intuitive impressions on a computer, then uses a wide-format printer to transfer the art to canvas. The result is fine art that contains exquisite and intricate details delineated with vivid colors that appear illuminated and in fluid motion.

Deer Valley Rock Art Center – 9 a.m.-5 p.m., Tuesday-Saturday; noon-5 p.m., Sunday, 3711 W. Deer Valley Road, 2 miles west of I-17. Information: (623) 582-8007.

Nov. 17-Sept. 1, "Land of Fire, House of the Sun: Award-Winning Rock Art Photography." This exhibit features a stunning array of rock art photographs from the Coso Mountains in California. The thousands of petroglyphs found in the Coso Mountains indicate that the area has been important to native peoples for centuries. The exhibit showcases two winners of the American Rock Art Research Association's Oliver Award for Excellence in Rock Art Photography. Artist Alain Briot received the award in 1998 for a photo essay that captured the essence of rock art in the Land of Fire. Artist Rick Bury received the award in 1996 for a photo essay that depicts the relationship between seasonal changes and Chumash rock art.

Fletcher Library, West campus – Exhibits open during library hours. Information: (602) 543-8500.

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

Opens May 1, "Two Generations of Photography." An exhibit by Ed Valinski Sr. and E. J. Valinski Jr. This father-son duo has traveled extensively throughout the Southwest, which has drawn them closer to the tradition and history of the past. Their color and black-and-white prints capture buildings, people and places – as well as the past and present – for others to appreciate and reflect on. Memories of their experiences have been frozen in the frames of time.

Through April 30, "Elements: Through the Camera Lens," An exhibit by Chandler photographer Chrys Gakopoulos. Her visually captivating collection focuses on seeing form, texture, color, light and

shadow. Gakopoulos uses the camera lens as a way to explore and discover "details found in nature." She sees beauty in the details that others often miss, and her work captures an emotional experience. The details define the character of the subject and deliver a new dimension to the viewer.

Harry Wood Gallery – 9 a.m.-5 p.m., Monday-Thursday, 9 a.m.-3 p.m. Friday, Art Building, first floor. Information: (480) 965-3468.

April 28-May 2, Jonathan Brown, master's degree in fine arts thesis exhibition in metals. Opening reception: 7-9 p.m., April 28.

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," Was Arizona's famous "Trunk Murderess" Winnie Ruth Judd guilty or insane, or did she shoot in self-defense? 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 ASU 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.

Noble Library Science and Engineering Library Atrium – 7 a.m.-midnight, Monday-Thursday; 7 a.m.-7 p.m., Friday; 9 a.m.-5 p.m., Saturday; 10 a.m.-midnight Sunday. Information: (480) 965-7607.

Northlight Gallery – 7-9 p.m., Monday; 10:30 a.m.-4:30 p.m., Tuesday-Thursday; 12:30-4:30 p.m., Saturday, Matthews Hall. Information: (480) 965-6517.

Old Main – 8 a.m.-5 p.m., Monday-Friday. Information: (480) 965-8346.

Old Main, now home to the ASU Alumni Association, is fascinating as much for its history as its architecture. Dedicated Feb. 4, 1898, the three-story building dominated the campus and was the first building in Tempe wired for electric lighting. For many years, it was the school's central classroom and office building. Self-guided tours include photos, Great Depression-era Works Progress Administration murals, the restored ballroom and memorabilia. Brochures are available at the Alumni Association reception area.

Step Gallery – noon-5 p.m., Monday-Thursday; noon-3 p.m., Friday, Tempe Center, 10th Street and Mill Avenue. Information: (480) 965-3468.

April 21-May 2, "Action Safe Area," An exhibition of works from the Spring 2008 New Systems in Sculpture class, presenting works that include video installation, video objects, stop-motion animation and interactive video.

Academic scale developed by ASU researchers sets definitions for 'macho' men

(Continued from page 1)

The journal's associate editor, Stephen Quintana, worked with Arciniega and his team through many drafts to produce the final manuscript. The journal features just one article in each of its four issues per year based on its appeal to a wide range of readers and researchers, and the quality of the research itself. Journal editors have received many positive comments about the article since its publication.

The project evolved from research Arciniega worked on in 2005 with Tom Anderson, who was a doctoral student in counseling psychology at ASU. They realized then that very little research had been done on machismo. The few studies that had been done focused on a restricted view of aggression and dominance among Mexican-American men. Therefore, Anderson developed a "Measure of Machismo" to investigate clinical correlates.

"Both the academic literature and the popular literature tended to talk about machismo as very negative," Arciniega says. "Other measurement scales only perpetuated this negative stereotype."

He sought to redefine machismo into a more positive trait of Mexican-American men by developing a new scale that included negative and positive aspects.

The research team for the second study included Terence Tracey, a professor of counseling and counseling psychology in the Division of Psychology in Education with the Fulton College

of Education. Tracey is an expert in statistical analysis and development of scale construction measurement. The research team also included doctoral candidate Zoila Tovar-Blank, who then was a graduate research assistant.

The researchers used Anderson's instrument in a sampling of 403 Mexican-American men of various ages and education levels. Anderson gathered 71 positive and negative statements about manhood from traditional Latino stories, folklore and interviews with Mexican-American males about their gender roles and values.

"We pride ourselves on Tom Anderson gathering statements from so many different areas, with a range of positive and negative statements of what it means to be a Mexican-American man," Arciniega says.

The statements ranged from "real men should never let down their guard" to "men should be affectionate with their children."

Tracey culled through the research items to determine if the responses validated the statements. "His intricate, statistical analysis was phenomenal," Arciniega says.

The responses helped the team discover two distinct constructs:

- Traditional machismo is the stereotypical masculine personification of a Mexican-American man as controlling, sexist and violent, correlated with antisocial behavior, aggressive masculinity and wishful thinking as a coping style. These men tend to have more difficulty express-

ing emotion. However, traditional machismo did not correlate with dominance as hypothesized.

• Caballerismo is a positive image of a man as the family provider who respects and cares for his family. It depicts Mexican-American men as chivalrous, nurturing and noble. These men rated higher on the social connectedness scale, saying they felt value in their family relationships and were in touch with their feelings, and the feelings of others. They also displayed more practical ways of solving their problems.

As expected, younger, less-educated men identified more with traditional machismo than caballerismo. However, the hypothesis that older, more educated Mexican-American men would correlate more with caballerismo did not hold true, Tovar-Blank says.

The study also revealed that overall satisfaction of life among these men contradicted expectations of lower satisfaction of life. Caballerismo was associated with a higher satisfaction of life, but the men who displayed traits of traditional machismo didn't see their manly characteristics as negative. They viewed themselves as assertive men who stood up for themselves and were the heads of their household.

"Individuals who endorsed a more positive aspect of machismo, such as caballerismo, reported more satisfaction with life," Tovar-Blank says.

But those men who endorsed traditional machismo also were more likely to be less in touch with their feelings or denied their emotions, which could have clinical implications

for counseling Mexican-American men.

"We felt there must be a difference in coping skills," Arciniega says. "People who use wishful thinking, not practical problem-solving, were highly connected to traditional machismo."

Arciniega says the team's hypothesis correlating traditional machismo to fighting and arrests was confirmed. Not surprisingly, the men who didn't fight identified with the more gentlemanly traits of caballerismo.

The article revealed that men who strongly identified themselves as Mexican endorsed more traditional machismo, while men who valued people from other cultural groups endorsed more caballerismo aspects. Although the study focused on Mexican-American men, there were responses from other Hispanics, including Cubans, Puerto Ricans, Guatemalans, Caribbeans and South Americans.

"It seemed to hold just as well for these groups," says Tracey, who also expressed caution in the statement because of the small sample. "We really want to do a further study with samples from these other groups to see how these constructs apply. Do they apply to men in general?"

The team hopes to test and retest for reliability, as well as to study larger sample groups, including non-Mexicans, and include questions about sexual orientation, marriage and acculturation data.

Martin, with the Mary Lou Fulton College of Education, can be reached at (480) 965-4911 or verina.martin@asu.edu.

In BRIEF

Honor society to conduct charter meeting

The inaugural meeting of the newly chartered Alpha Lambda Chapter of Phi Delta Gamma, a national graduate honor society, will take place at 3 p.m., April 27, in the Trophy Room of the Karsten Golf Course, located at 1125 E. Rio Salado Parkway in Tempe.

Refreshments will be served. There will be a no-host bar, and a prize drawing will be held.

Charter-member dues are \$65. For more information, contact Judith Smith at (480) 965-4821 or jps@asu.edu.

Silent auction items up for sale at bookstore

Seven photographs, paintings and other works of art, and a certificate for a custom album, which were part of the silent auction at the SpringArtFest, still remain for sale at the ASU bookstore, Tempe campus, through May 2. Some of the artworks have an opening bid as low as \$10.

For more information, call (480) 965-4821.

'Planet Bob' earns Webby Awards honors

The Webby Awards, the leading international honor for the Web, recently cited "Planet Bob" as an official honoree, a distinction that recognizes work exhibiting remarkable achievement. "Planet Bob," a joint video production from ASU's International Institute for Species Exploration and Media Alchemy Inc., uses humor to draw attention to the serious subject of biodiversity and the science of taxonomy.

By combining live action, state-of-the-art animation, and the vocal talents of venerable TV host Hugh Downs and others, "Planet Bob" presents the mysterious, exciting – and surprisingly funny – side of taxonomy.

More information can be found at the Web site www.planetbob.asu.edu.

'U Lucky Devil' prize drawing announced

ASU faculty and staff members who also are members of the ASU Alumni Association are invited to participate in "U Lucky Devil," a drawing for prizes that include a two-night stay at the Westin San Diego, iTunes gift cards, invitations to tea time at the U Club and more.

The drawing, which will be announced April 30, closes out a month of appreciation events for U Devils, the Alumni Association group for members who also are employees of ASU.

Those interested in participating in this drawing and all upcoming U Devils activities can join the Alumni Association at a special employee rate (\$25 annual/\$300 life member) by visiting the Web page www.asu.edu/alumni/udevils.

Participants sought for stress-reduction study

Kathy Matt, who runs ASU's Stress and Neuroendocrine Research Lab, is conducting a stress-reduction

study using the "Emwave Personal Stress Reliever" and needs participants. Matt is looking for participants who feel that stress is causing changes in their bodies, such as headaches or sleep problems.

ASU employees who are experiencing feelings of job-related stress may be eligible to participate. The study participants need to be non-smokers ages 30-65, with no heart problems, high blood pressure or depression. The stress symptoms can include headaches, sleep disturbances, upset stomach, difficulty concentrating, a short temper, or other symptoms that may be related to stress felt at work.

For more information, visit the Web site www.asu.edu/class/kines/snrl or call Ginger Hook at (480) 965-3986.

Event pays homage to ASU employees

In recognition and appreciation of the many ways that ASU employees serve the university and the greater community, an annual celebration is held on each campus. All classified and administrative staff, academic and service professionals, and faculty members from ASU's Tempe campus, are invited to attend the Employee Recognition Celebration from 2:30 p.m. to 4 p.m., May 14, in Old Main's Carson Ballroom.

ASU President Michael Crow will address the assembly at 3:00 p.m.

This is an informal celebration, and employees can come and go as their schedules permit. Light refreshments will be served.

Invitations will be distributed through campus mail May 1.

This afternoon celebration, which replaces the Employee Recognition Breakfast this year, is one component of the university employee recognition program. More information about the program can be found at the Web site www.asu.edu/recognition.

ASU's Polytechnic, Downtown Phoenix and West campuses held their appreciation events during April.

ASU Libraries officials issue friendly reminder

As the semester comes to a close, the ASU Libraries offer tools for faculty and students to manage their library accounts from anywhere in the world.

All library users can log into their accounts online at www.asu.edu/lib to check due dates, renew items and verify that the correct e-mail address is associated with their accounts. Library users also can renew their items at any time by calling (480) 965-2595.

As material due dates may change because of recalls by other users, it is important for library users to monitor their online accounts and e-mail notifications so they can be alerted to those changes as soon as possible.

The ASU Libraries offer several exterior book returns to return materials 24 hours a day, 7 days a week. Materials can be returned to any library book return, regardless of which library they were checked out from. Please note that library staff can process returned materials daily even if the library isn't open, so due dates will be enforced accordingly.

For more information about library services during the intersession and summer sessions, visit the ASU Libraries Web page www.asu.edu/lib.

ASU Bookstores slates textbook buybacks

As a service to the university community, the ASU Bookstores will be buying back textbooks on the following dates and times:

Tempe campus

- April 28-May 1: 7:30 a.m. to 6:30 p.m.
- May 2: 7:30 a.m. to 5 p.m.
- May 3: 10 a.m. to 4 p.m.
- May 5-8 7:30 a.m. to 6:30 p.m.
- May 9: 7:30 a.m. to 5 p.m.

Memorial Union and Hassayampa locations

- May 1-2: 9 a.m. to 4 p.m.
- May 5-7: 9 a.m. to 4 p.m.

Palo Verde East and Maui Wowi locations

- May 1-2: 8:30 a.m. to 4:30 p.m.
- May 5-7: 8:30 a.m. to 4:30 p.m.

West campus

- April 28-May 1: 9 a.m. to 6:30 p.m.
- May 2: 9 a.m. to 5 p.m.
- May 3: 10 a.m. to 2 p.m.
- May 5-8: 9 a.m. to 6:30 p.m.
- May 9: 9 a.m. to 5 p.m.

Sands location

- April 28-May 1: 9 a.m. to 5 p.m.
- May 5-May 7: 9 a.m. to 6:30 p.m.

Polytechnic campus

- April 28-May 1: 8:30 a.m. to 6 p.m.
- May 2: 8:30 a.m. to 2 p.m.
- May 5-8: 8:30 a.m. to 6 p.m.
- May 9: 8:30 a.m. to 2 p.m.

Downtown Phoenix campus

- April 28-May 1: 8:30 a.m. to 5:30 p.m.
- May 2: 8:30 a.m. to 4 p.m.
- May 5-8: 8:30 a.m. to 5:30 p.m.
- May 9: 8:30 a.m. to 4 p.m.

Grad student takes home conference award

Melissa Bunte, a second-year graduate student working toward her master's degree in geological science in ASU's School of Earth and Space Exploration, has been honored for her presentation at the Lunar and Planetary Science Conference (LPSC). Her presentation, "Geologic Mapping of the Zal Region of Io," was selected for honorable mention in the poster presentations for the 2008 Stephen E. Dworkin Planetary Geoscience Student Paper Awards.

Bunte, who has defended her thesis and will be graduating in May, is also a member of the American Astronomical Sciences Division of Planetary Sciences. Her research focuses on mapping volcanic regions on Io to investigate the geologic processes that formed the regions.

Engineering research paves way for new guidelines on road designs

(Continued from page 1)

are adopted by many countries throughout the world.

Witczak says he expects the new guidelines soon will be used in the Middle East, parts of Europe and South America.

The project stems from AASHTO's decision in 1999 to launch a study into upgrading the methods by which asphalt and concrete pavements were designed. It included everything from pavements for roads and bridges to airfields, shipping ports and rail lines.

Soon after, the Transportation Research Board gave the go-ahead to ASU engineering researchers to study new ways to design and construct asphalt and concrete pavements. They worked with Applied Research Associates Inc., a nationwide en-

gineering and technical services company.

The project became the largest transport study to be conducted in the United States, leading to an extensive update of the design guide.

"It's the kind of major project most universities don't get to work on," Witczak says. "It's very rewarding to know the outcome is going to affect the way people design structures nationally and internationally."

In developing one of only a few major pavement design upgrades in the past several decades, Witczak was assisted by ASU civil and environmental engineering assistant professor Claudia Zapata and research professor Mohamed El-Basyouny.

Zapata added a new feature to pavement design guidelines by including climatic and environmental aspects.

Older guidelines don't deal with effects of climate on pavements, she says. The new version provides different design and building guidelines for different locations based on varying climate, soil and other environmental conditions.

"We researched how soil changes due to climate conditions and how that affects pavement performance. That will allow you to know how well a road will be holding up in 10 or 15 years," Zapata says.

The new design guide uses a "mechanistic" approach over a purely "empirical" approach to designing and constructing pavements.

"That means we're using pure science and pure engineering rather than experience," Witczak says. "It's a very significant advancement in the way we've used technology to integrate the environment with

material properties."

The complexity of the design guide requires the final analysis to be done with the use of a specially designed computer program. El-Basyouny developed the program software, which enables assessment of how much stress will make pavements crack.

"We took 94 different pavement sections from throughout the United States to test in our labs," El-Basyouny says. "If you have a lot of good information but don't have good analysis and good predictions, your assessments are no good. This is a complete software program that helps with inputting the data and analyzing, it and then it gives you the results at the end."

Omer, with the Ira A. Fulton School of Engineering, can be reached at (480) 208-7705 or sidra.omer@asu.edu.

Partnership at ASU brings tutoring program to children in foster care

(Continued from page 1)

elementary education, has brought the project into the classroom on the West campus by implementing the home design learning assignment in her Classroom Management/Environmental Design course.

She also has mentored her 14 students as they have solicited donations and conducted shopping excursions at Goodwill, used furniture stores, Teachers Treasures, and other outlets featuring inexpensive goods that can be used to create a stimulating teaching and learning environment.

The early childhood ed students participating in Perry's research and program evaluation coursework have engaged in fundraising for materials, built work tables and bookshelves, and worked together to organize the home learning settings that have been unavailable or out of reach for most of the foster children. Sunshine has provided students with transportation to ASU to attend tutoring. The company's home managers have worked with the college students on designing the home learning environments.

"Having these ASU students step up as tutors has allowed us to leverage the resources we have to help even more children in foster care," says Hydee Landes, coordinator of AASK's Special Friends Program, which is designed to match foster children with committed adults who can serve as role models, advocates, mentors and friends. "If the example set by ASU and the College of Teacher Education and Leadership motivates others to get involved, then we are well on our way to our goal of helping hundreds of children still waiting for a tutor or mentor match."

Perry says the benefit to ASU students is an important step in their career paths.

"The program benefits our students by offering them firsthand opportunities to learn about language and literacy development, and to be of service to disadvantaged youths residing in the local community," Perry says. "It provides students with 'real-world' leadership skills, opportunities for community collaboration, experience in advocating for quality educational programming for disadvantaged youths, and opportunities for undergraduate

research – all of which are goals of our Early Childhood Teaching and Leadership program."

While the children at the receiving end of the partnership are rewarded daily with a structured, quality learning experience, they also will receive an up-close look at where their journey might end. About 50 foster children will receive a tour of the West campus later this month, as well as festivities celebrating their academic accomplishments.

"Our goal is to help one child at a time in whatever way possible," says Ron Adelson, AASK's chief executive officer. "Collaborations such as this one with the college are invaluable to help kids in the foster care system succeed."

AASK is conducting a campaign to find 100 new mentors during the first 100 days of the new year. Interested volunteers can call (602) 930-4900 or visit the Web site specialfriendsaz.org.

Des Georges, with Public Affairs at the West campus, can be reached at (602) 543-5220 or stephen.desgeorges@asu.edu.

Clarinetist at ASU uses dental school device to research playing methods

(Continued from page 1)

optic scope that goes into the nose or the side of the mouth); and ultrasound.

His search led him to the Dental School at the University of Maryland, and its device called the Head and Transducer Support System, or HATS.

"This is a device made to immobilize the head," he says. "You sit in a chair and a clamp goes around your head. A robotic arm holds a transducer under the chin and sends images from under the mouth. They use it for speech research."

Gardner visited the Dental School's Vocal Tract Visualization Lab, with his clarinet in hand and one big question to ask of director Maureen Stone: "Is this going to work with a clarinet?"

It did work, and Gardner now has ultrasound images that show the contour of the tongue, back to front.

"We're going to image the syllables and compare them," he says. "We hope to learn how the tongue motion that we use to teach compares to the tongue motion used in performing."

Gardner hopes to learn "if we are teaching students correctly, and if we could potentially make it more accurate," he says. "Or find different syllables, or find something else."

Stone says that although the lab looks at some unusual things, such as Zaghareet (the sound Middle Eastern women make with their tongues at happy and sad occasions) and clicks from African click languages, Gardner was the first to ask about clarinet music.

"When Josh approached me to study tongue motions during clarinet playing, I thought it was a great idea, though I didn't realize that there was a whole lot of tongue motion during clarinet playing," Stone says. "I should have known, because I've seen harmonica-players, flute-players, and singers' tongues. I was also impressed with his resourcefulness. He found us online, came to check out whether the equipment would be suitable to his study, and got his research funded."

So far, Gardner has only made an ultrasound of himself playing the clarinet, but he hopes to find other clarinetists to participate.

"There are not many people who do multiple articulation," he says. "I will try

to use professionals who are proficient with it."

Gardner acknowledges that, to some musicians, the technique is controversial.

"Some people say it ruins your articulation, but having this tool makes it easier to play and make a musical statement," he says. "You don't want to be hindered by technique – then it loses something."

Gardner hopes to see multiple articulation become a standard tool in the clarinetist's repertoire.

"The sole purpose for my research is to help make this technique more accessible – to help find it a spot in standard clarinet performance practice," he says.

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

EMPLOYMENT

The following positions are available as of April 25 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 Device 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. Codes below are: (O) – position is open to the public; (L) – position is limited to current ASU, Northern Arizona University, University of Arizona and Arizona Board of Regents employees.

STAFF POSITIONS

TEMPE CAMPUS

Professional

Business Coordinator Senior (O) #14667 – W. P. Carey School of Business/External Affairs/Development Services (May 1).
Business Operations Specialist (O) #14708 – College of Liberal Arts and Sciences, Wilson Hall Administration Team (May 8).
Coordinator (O) #14671 – VP-Research and Economic Affairs (April 30).
Manager (O) #14682 – VP University Student Initiatives (May 15).
Manager (O) #14687 – VP-Research and Economic Affairs (May 1).
Program Coordinator Senior (L) #14683 – Office of Executive VP and Provost of the University-Intergroup Relations Center (May 2).
Research Technician (O) #14696 – College of Liberal Arts and Sciences-Chemistry & Biochemistry (May 15).
Sponsored Projects Officer (O) #14689 – VP-Research and Economic Affairs (May 5).
Student Support Specialist Senior (O) #14710 – Mary Lou Fulton College of Education, Division of Curriculum and Instruction, Graduate Programs Office (May 2).
Technical Support Analyst (O) #14658 – Ira A. Fulton School of Engineering (April 30).
Technical Support Analyst (L) #14716 – Ira A. Fulton School of Engineering (May 7).
Undergraduate Business Career Coordinator (O) #14670 – W. P. Carey School of Business/Undergraduate Business Career Center (May 9).

Technical and computer

Tech Support Analyst Associate (O) #14693 – University Technology Office (May 2).

Administrative support

Office Specialist Senior-Payroll and Employment (O) #14678 – University Services (May 5).
Office Supervisor (O) #14684 – School of Letters and Sciences (May 2).

Service/field craft/maintenance

Building Attendant-Second Shift (Facilities Management) (O) #14672 – University Services (April 30).
Custodian-Second Shift (Facilities Management) (O) #14674 – University Services (April 30).
Custodian Lead-Second Shift (Facilities Management) (O) #14673 – University Services (May 2).
HVAC Refrigeration Technician (Facilities Management) (O) #14665 – University Services (May 2).

DOWNTOWN PHOENIX CAMPUS

Professional

Business Operations Manager Senior (L) #14675 – College of Public Programs (April 25).
Specialist (O) (part-time) #14677 – College of Public Programs/Lodestar Center of Philanthropy & Nonprofit Innovation (April 30).
Specialist-Generation Next Project (O) (Part-time) #14715 – College of Public Programs/Lodestar Center of Philanthropy & Nonprofit Innovation (May 1).

Administrative support

Secretary Administrative (part-time) (O) #14694 – College of Public Programs (May 5).
Administrative Assistant (O) #14705 – College of Public Programs (May 5).
Administrative Associate (L) #14717 – University College (April 30).

POLYTECHNIC CAMPUS

Professional

Coordinator (O) #14706 – Polytechnic campus (April 30; every two weeks thereafter until search is closed).

ACADEMIC POSITIONS

TEMPE CAMPUS

Academic Associate #9154 (50%) – Biodesign Institute-Center for Evolutionary Functional Genomics (May 1; every two weeks thereafter until search is closed).

Assistant Research Technologist #9147 – Biodesign Institute (May 2; every two weeks thereafter until search is closed).

Clinical or Visiting Professor #9155 – W. P. Carey School of Business-Management (May 1; every two weeks thereafter until search is closed).

Faculty Associate # P5036 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5037 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5038 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5039 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5040 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5041 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5042 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5043 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5044 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5045 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate # P5046 – University College-School of Letters and Sciences (April 30; every week thereafter until search is closed).

Faculty Associate #9156 – University College-American English & Culture Program (July 11; every two weeks thereafter until search is closed).

Faculty Associate # P5034 (Part-time) – University College-School of Letters & Sciences (April 30; every month thereafter until search is closed).

Faculty Research Associate #9151 – Liberal Arts and Sciences (May 1; every week thereafter until search is closed).

Instructor #9148 – University College-School of Letters & Sciences (April 30; every month thereafter until search is closed).

Instructor #9149 – University College-School of Letters & Sciences (April 30; every month thereafter until search is closed).

WEST CAMPUS

Instructor #9150 – Economic/Financing and Marketing (May 15; every month thereafter until search is closed).

Sun Devil SPORTS



Commitment to community

Seventh- and ninth-grade students from Issac School in Phoenix accompanied ASU student-athletes as part of a recent outreach program at the university.

Top photo: From left, Maria Castro, Rafael Martinez, Denise Olivas, Darryl Elston and Marquis Profit take part in a discussion with ASU hurdlers in an astronomy class.

Bottom left: ASU track star Sarah Stevens, left, chats with Kalilu Konek during lunch.

Bottom right: Gabriel Tena, left, and Ricardo Ruelas, right, head off to class with ASU wrestler Kyle De Berry.

TOM STORY PHOTOS

President's recognition reception honors multiple award recipients

By Linda Uhley

Recipients of the President's Award for Innovation, the President's Medal for Social Embeddedness, and the top multiple SUN Award for Individual Excellence were honored by ASU President Michael Crow, and associate vice president and chief human resources officer Matthew McElrath, at the President's Recognition Reception and award ceremony April 16 in the Carson Ballroom of Old Main on the Tempe campus.

SUN Awards for Individual Excellence

The SUN Award for Individual Excellence is a peer recognition award that provides specific and immediate recognition to fellow employees for demonstrations of individual excellence in such areas as creative activity, continuous improvement, fostering cooperation, providing exemplary service, valuing diversity and promoting ASU. During 2007, more than 2,200 SUN Award certificates were presented to ASU employees.

Four individuals were selected as ASU's 2007 top multiple SUN Award recipients. They are:

- Cathie Birrell, Student Affairs.
- Wadell Blackwell, Multicultural Student Affairs.
- Amelia Huggins, Office of Human Resources.
- Dora V. Tompkins, Department of Student Engagement.

President's Award for Innovation

One team received the President's Award for Innovation. This award recognizes ASU individual employees or teams for innovations that improve educational, administrative, or other organizational processes through creative approaches. The innovation is an original program, project, initiative or technique that has been implemented and has demonstrated sustainable results. The winner is:

• **InnovationSpace** – This is an entrepreneurial joint venture that involves ASU's College of Design, the Ira A. Fulton School of Engineering and W. P. Carey School of Business. The goal of this transdisciplinary education and research lab is to teach students how to develop products that create market value while serving real societal needs and minimizing impacts on the environment.

ASU team members include Kate Benjamin, College of Design; Prasad Boradkar, industrial design; Emily Callaghan, College of Design; Tamara Christensen, College of Design; Thomas Duening, Entrepreneurial Programs Office; Adelheid Fischer, College of Design; Mark Henderson, Polytechnic Department of Engineering; James Hershauer, Department of Management; Mookesh Patel, visual communication design; the late Paul Rothstein, industrial design; and Philip White, industrial design.

President's Medal for Social Embeddedness

Three teams received the President's Medal for Social Embeddedness. This award recognizes ASU departmental, interdepartmental or multidisciplinary teams that have demonstrated excellence in identifying a community need or issue and fostering

mutually supportive partnerships with Arizona communities to implement successful solutions. The winners are:

• **Arizona HealthQuery: A Community-University Partnership** – This is a living community health data system consisting of a unique, massive relational database containing all essential demographic, clinical and financial elements of administrative health data on millions of Arizona residents, contributed by a variety of Arizona health organizations. AZHQ serves as a continuous resource for the information needed by researchers, policymakers, clinicians and community leaders to improve the health – and health care – of Arizona residents.

ASU team members include Center for Health Information and Research's Wade Bannister, Leon Bendler, Miwa Edge, Heather Gray, Gevork Harootyan, Tameka Jackson, William Johnson, Ross Merritt and Kathleen Russell; George Runger, industrial engineering; and Barbara Wilson, College of Nursing and Healthcare Innovation.

Community partners include Amanda Aguirre, Regional Center for Border Health; Adda Alexander, Arizona Hospital and Healthcare Association; Dan Ausman, Abrazo Health Care; Bruce Bethancourt, Banner Medical Group; Martin Breeden, Mercy Gilbert Medical Center; Twila Burdick, Banner Health System; Kathy Byrne, El Rio Community Health Center; Carol Carr, the EXCEL Group; Dan Coleman, John C. Lincoln Health Network; Daniel Crawford, Yuma Pediatrics; Andrei Damian, Cardiovascular Consultants; Robert Dowd, Sonora Quest Laboratories; Kathleen Dowler, Chandler Regional Hospital; Janice Ertl, Society of Saint Vincent de Paul; Marisue Garganta, St. Joseph's Hospital and Medical Center; Susan Gerard, Arizona Department of Health Services; Christine Goldberg, Arizona Health Care Cost Containment System; Philip Hamilton, Arizona Department of Administration; John Hensing, Banner Health System; Todd Hirte, Yuma Regional Medical Center; Roger Hughes, St. Luke's Health Initiatives; Linda Hunt, St. Joseph's Hospital and Medical Center; Thomas James III, Humana Inc.; Paul Jensen, IASIS Healthcare Corp.; Nancy Johnson, St. Elizabeth's Health Center; Tricia Johnson, Rush University Medical Center; Jeffrey Joyce, Maricopa Integrated Health System; Jeffrey Kang, CIGNA Healthcare; James Kennedy, Maricopa Integrated Health System; Jacqueline Lundblad, Sun Health Corp.; Wendy Lyons, Scottsdale Healthcare; Emilia Matos, Pediatric Associates of Yuma; Tara McCollum Plese, Arizona Association of Community Health Centers; Elizabeth McNamee, St. Luke's Health Initiatives; Debbie Nixon, Your Partners in Quality; Lisa Picaso, TMC Healthcare; William Pike, Carondelet Health Network; Richard Porter, Arizona Department of Health Services; Judy Rich, TMC Healthcare; Anthony Rodgers, Arizona Health Care Cost Containment System; David Rogers, Sunset Community Health Center-Somerton; Ann Roggenbuck, North Country Healthcare; Linda Ross, Arizona Association of Community Health Centers; Avein Saaty-Tafuya, Clinica Adelante Inc.; Peggy Stemmler, Stemmler and Associates; John Swagert, Mountain Park Health Center; Julian Villanueva, Pediatric Associates of Yuma; Wickenburg Community Hospital; Mark Wiest, CIGNA Healthcare; and Gay Williams, Health Net of Arizona Inc.

• **ASU and Teach For America Partnership** – This joint effort addresses Arizona's most pressing educational needs by bringing

ASU resources and expertise to bear on education in Arizona through a multipronged approach of recruitment, teacher support and development, and alumni leadership. The impact of this partnership is evident through such things as the number of Teach For America corps members enrolled in ASU's education programs; the increased attention toward high-needs schools; the enhanced collaboration between ASU faculty and local school districts; and the dramatic increase in ASU students' Teach For America corps member applications.

ASU team members include Daniel Ashlock, associated students; Carrie Bauer, Office of Classroom Scheduling; Daniel Bergin, Office of General Counsel; Jeff Bricker, campus recreation; Amanda Burke, Office of University Initiatives; Heather Carter, CTEL-Education Downtown; Sylvester Chestnut, residential life operations; Michael Coakley, residential life; Arnold Danzig, educational leadership and policy studies; Safali Evans, University Student Initiatives; Tamra Garstka, campus recreation; Maureen Gerard, College of Teacher Education and Leadership; Barbara Giles, College of Teacher Education and Leadership; Melinda Helton, Parking and Transit Services; Sandra Johnson, University Technology Office; Michael Kelley, CTEL-Elementary Education; Louis Kelly, University Technology Office; Mari Koerner, College of Teacher Education and Leadership; Melissa Krewson, residential life; Robert Lane, digital document services; Ida Malian, CTEL-Special Education; Kim Marrone, Office of University Initiatives; Suzanne Painter, CTEL-Graduate Studies; Andrew Perkins, Sun Card Office; Laura Ploughe, business applications and fiscal control; Peter Rillero, CTEL-Secondary Education; Pamela Sanchez, campus recreation; Tammy Taber, residential life operations; and Kathy Tibbetts, Office of Classroom Scheduling.

Community partners include Teach for America's Michelle Berg, Carolina de Rosas, Yuanxia Ding, Sarah Kirby, Will Seamans, Andrea Stouder, Demitra Taylor and Katie Tennesen; Rosemary Gaona, Arizona Department of Education; Aramark Food Service's Brandi Heatherly and James Jorgenson; and Jenny MacDonald, United Parcel Services.

• **Naco Fire District Brownfields Supplemental Assistance Partnership** – This collaboration between the southeastern cross-border community of Naco, Ariz., and ASU provides a disadvantaged community with the resources necessary to improve quality of life while fostering relationships that encourage independence and shared knowledge. The partnership addresses cross-border environmental themes, community development and enrichment, education, historic preservation and cross-border revitalization.

ASU team members include Anne Therese Carpenter, Morrison School of Agribusiness and Department of Technology Management; Richard Gordon, Morrison School of Agribusiness; Nicholas Hild, Department of Technology Management; Larry Olson, Department of Technology Management; and Steven Sutherland, Department of Technology Management.

The community partner on this project is Rebecca Orozco of the Center for Lifelong Learning.

For more information about the awards program, or to read the full abstracts, visit the Web site www.asu.edu/recognition.

Uhley, with the Office of Human Resources, can be reached at (480) 965-5089 or linda.uhley@asu.edu.