

*Nonprofits navigate a  
changing landscape*

*Sun Devils collaborate  
to increase literacy*

*Celebrating ASU  
Gammage's 50th  
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## President's Letter

After last May's Spring Commencement ceremony, there are now more than 380,000 Sun Devils across the globe, and the ASU Alumni Association provides a variety of ways to stay engaged with your alma mater. You'll find alums in all 50 states and scores of countries outside of the United States. For the

nearly 50 percent of Sun Devils who live outside Maricopa County, we have more than 40 geographic chapters and more than 35 international connection groups through which you can connect with other alums and back to ASU. In Maricopa County, where a majority of our alumni reside, we have networking and career development events at least once a month. Many alumni also participate in networking and other events with our 23 academic affiliate chapters, which serve graduates of specific degree programs at the university. To connect Sun Devils with common ties, we also feature 14 special interest chapters or clubs, which represent alums from a variety of affinity segments, including the Hispanic Business Alumni, former Devils' Advocates tour guides, and veteran alumni.

Because one-third of our alumni base is 35 and younger, we have the Arizona State Young Alumni group, which hosts a variety of events in Maricopa County, from career mixers to attending professional sports events around the Valley. Through our Sun Devil Generations program, we involve children from ASU families in Sun Devil traditions. Aimed at children from birth through eighth grade, the program hosts events such as Fingerpaint the A, summertime Movie Mania, and Sparky's Sprint, as well as the popular holiday Storytime with Sparky.

To keep you connected to the latest news from ASU, in this issue we take a look at how the university facilitates change in three major areas of endeavor – in the world of biodesign, in the nonprofit sector, and in educational efforts aimed at improving literacy. We also take a look at the history of ASU Gammage as the auditorium celebrates its 50th anniversary this month.

It's going to be a busy fall here at ASU – we'll start our away-game tailgate series at New Mexico on Sept. 6. We'll also host the Legends Luncheon during Homecoming week, which is Oct. 27-Nov. 1 this year. Whether you live close to ASU or across the country (or globe), we invite you to come back and visit us.

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

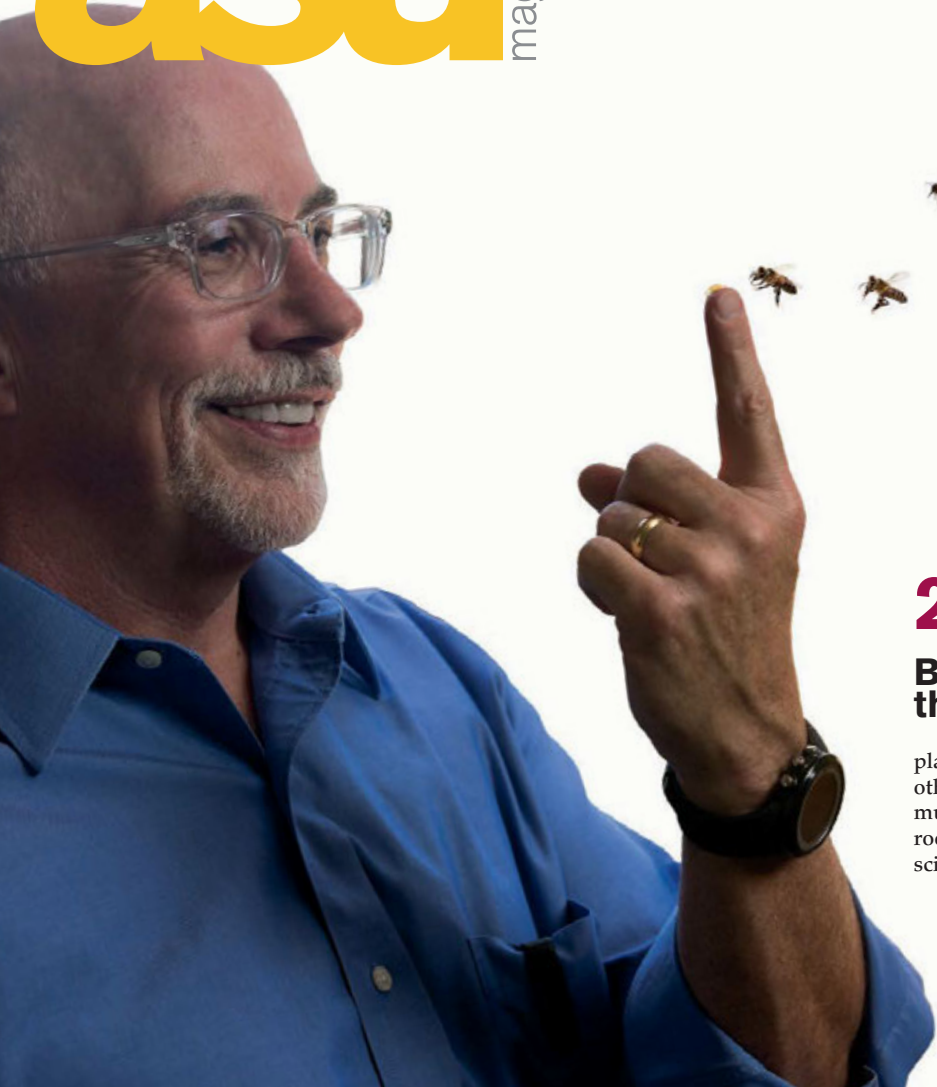


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### Beyond the bottom line

Today's nonprofit organization faces challenges that might have seemed unrecognizable to similar groups operating 40 or even 20 years ago. Dynamic shifts are underway in the nonprofit world, and units such as ASU's Lodestar Center for Philanthropy and Nonprofit Innovation are applying data-driven research to help organizations modernize their operations, and providing next-generation training to nonprofit leaders and board members.



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A look back at 50 years of ASU Gammage, the university's iconic performance venue. Plus, new books by alumni, staff and faculty in Shelf Improvement.

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The ASU Sun Devil Marching Band has made beautiful music together for nearly 100 years.

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### Words of wisdom

Reading and writing skills are crucial for success in the 21st century. But as the landscape of how we work – and the tools we need to do so – are changing, it's becoming more and more apparent that many students are lagging in key literacy achievements. ASU is looking to change the ending to that story-in-progress.



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## Filling their cups

Starbucks,  
ASU team up  
for employee  
education  
program



Photo by: Starbucks

ASU has partnered with Starbucks to provide a degree-completion program for Starbucks employees worldwide through the ASU Online platform.

**Starbucks and Arizona State University recently announced the formation of the Starbucks College Achievement Plan, a powerful, first-of-its-kind program designed to benefit the thousands of eligible part-time and full-time U.S. partners (employees) of the coffee shop chain.**

Starbucks chairman, president and CEO Howard Schultz hosted the first Partner Family Forum in the United States in New York's Times Center and joined ASU President Michael M. Crow and U.S. Secretary of Education Arne Duncan to launch officially the Starbucks College Achievement Plan, which will allow eligible employees to finish a bachelor's degree with full tuition reimbursement for juniors and seniors.

Through the collaboration, partners based in the United States working an average of 20 hours per week at any company-operated store (including Teavana®, La Boulange®, Evolution Fresh™ and Seattle's Best Coffee® stores) may choose from more than 40 online undergraduate degree programs taught by ASU's award-winning faculty, such as electrical engineering, education, business and retail management. Partners admitted to ASU as a junior or senior will earn full tuition reimbursement for each semester of full-time coursework they complete toward a bachelor's degree. Freshmen and sophomores will be eligible for a partial tuition scholarship and need-based financial aid for two years of full-time study. Partners will have no commitment to remain at the company past graduation.

President Crow said of the partnership, "ASU is pioneering a new university model focused on inclusivity and degree completion, and Starbucks is establishing a new precedent for the responsibility and role of a public company that leads through the lens of humanity and supports its partners' life goals with access to education," said Crow. "We are very pleased to collaborate with Starbucks, who has impressed us with its strong commitment to its employees by providing this unique opportunity for a first-class college education. ASU has the vision, programs and scale to deliver it to Starbucks employees in every part of the country."

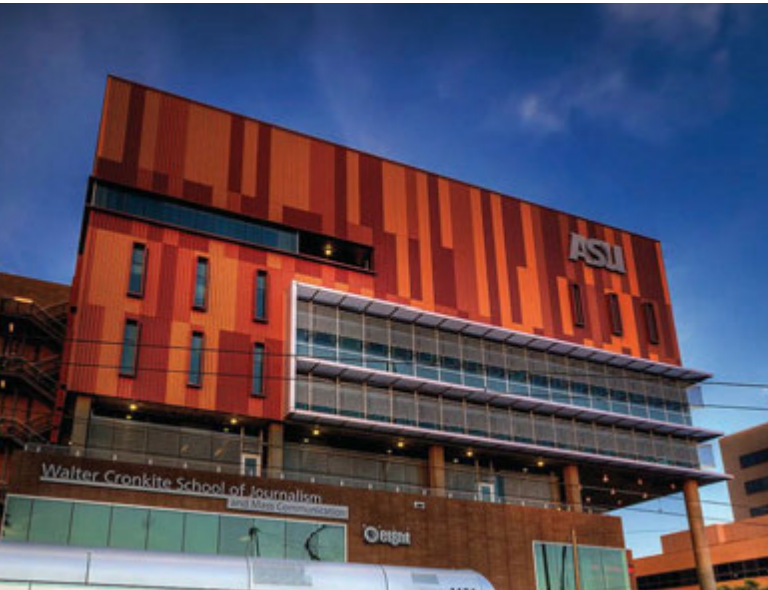
In addition to financial support, Starbucks and ASU have developed an innovative retention model to support the unique needs of working students. Partners will have a dedicated enrollment coach,

financial aid counselor and academic adviser to support them through graduation. The program also will include adaptive learning services to help students progress at the right pace for them; networking and community-building opportunities; and additional resources to help students plan their educations.

To learn more about the Starbucks College Achievement Plan, visit: <http://www.starbucks.com/careers/college-plan>. Starbucks' CEO Schultz also discussed the plan on Jon Stewart's "Daily Show" – to view the video, visit: <http://news.starbucks.com/collegeplan/comedy-central-daily-show-howard-schultz>.

journalism education, but until now, we haven't had the hospital," said Christopher Callahan, dean of the journalism school and university vice provost. "Now we do – a multiplatform media organization in one of the nation's largest media markets."

One new addition to EIGHT's lineup as a result of the change will be the school's TV newscast, Cronkite NewsWatch, which covers public policy news around the state, will give Arizona PBS one of the nation's only daily local PBS newscasts. The station has had a daily public affairs interview program, "Horizon," for decades, but no locally produced newscast.



## Lights, camera ... education

Arizona PBS moves to Cronkite school

EIGHT/Arizona PBS, the 53-year-old public television station based at Arizona State University, will become part of the university's Walter Cronkite School of Journalism and Mass Communication, continuing to provide quality PBS programming while serving as a national hub for news innovation and reinvention, the university announced over the summer.

EIGHT, which includes three TV channels and the online portal [azpbs.org](http://azpbs.org), is now the largest media organization operated by a journalism school in the world. The station previously had been part of ASU's Office of Public Affairs.

"Eight has served Arizonans for more than 50 years, providing important national and regional content in public affairs, education, the arts, science and culture across our state," said ASU President Michael M. Crow. "That critical mission will continue, and we will redouble our efforts to make Arizona PBS the best public television enterprise in the nation featuring all of the outstanding PBS programming now available on EIGHT."

Under Cronkite, Arizona PBS also will serve as a journalistic "teaching hospital." Like a teaching hospital in medical education, these immersive professional programs provide intensive learning environments for students, important services to the community and the ability to experiment and innovate.

"We have called this a 'teaching hospital' approach to



Julie Ann Wrigley has been recognized by ASU for her contributions to sustainability research and programs.

## Sustaining change

ASU to honor conservationist's philanthropic investments

Julie Ann Wrigley remembers seeing so clearly Santa Catalina Island from her childhood home in Newport Beach, Calif., that she felt she could reach out and touch it. She remembers the smog taking that away from her. She remembers the many abalone on the rocks below that house disappearing as the water grew more polluted. She says she knew about sustainability issues before they were ever called sustainability issues.

"For me, it's a second career," says Wrigley, a co-chair on the board of directors at Arizona State University's Global Institute

of Sustainability and a longtime conservationist and philanthropist. "I spend as much time working on my world of sustainability as I spend on my other business endeavors. And to me, that's how people can make a positive impact at every level; everyone is capable of participating."

Wrigley's most serious conservation concerns are for human prosperity and well being and protecting the Earth's life-support systems. To address them, she has increased her support of research at the ASU institute with an additional \$25 million investment, bringing her commitment to the university's sustainability efforts to more than \$50 million. In recognition of her support and leadership, ASU recently announced the renaming of the institute to the Julie Ann Wrigley Global Institute of Sustainability.

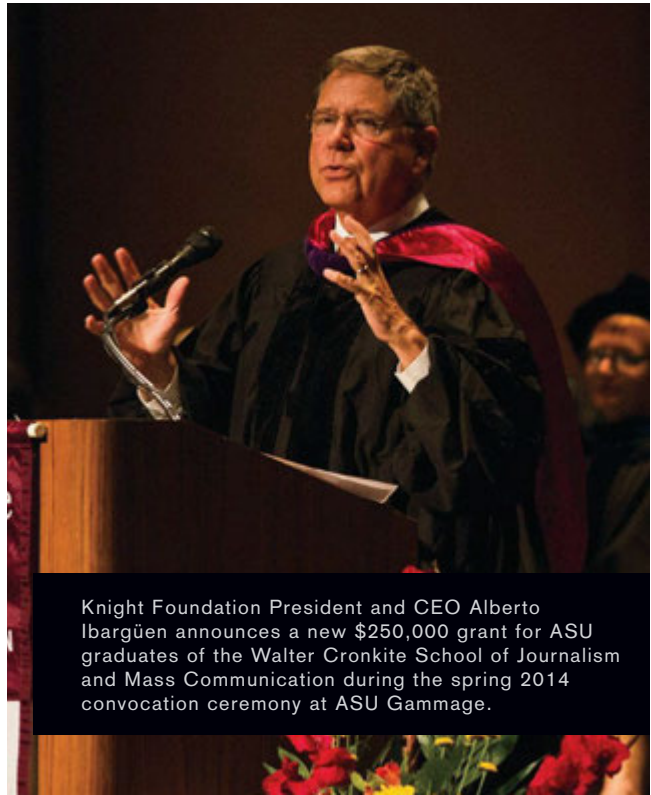
Wrigley believes the place to start solving the world's sustainability issues is with those organizations, agencies and institutions willing to become change agents. She says ASU is one of those places that is already developing solutions to environmental challenges. While co-chairing the ASU Wrigley Institute's board, she also helped found its School of Sustainability, the first comprehensive degree-granting program of its kind in the United States.

Launched in 2007, the School of Sustainability now boasts 550 alumni employed in fields such as government; education; nonprofits and NGOs; business and industry; recycling and waste; energy and environmental design; food and farming; finance and more. The university now offers more than 500 courses that include concepts of sustainability, engaging thousands of students.

And the institution is making strides in walking the walk of sustainability. As a sample of its commitment to operate its four campuses sustainably, ASU invested \$52 million in campus sustainability projects in fiscal year 2013, including energy efficiency, dining, transportation, renewable energy and other projects; the university's waste sent to landfill is down 24 percent from 2007 (when measurements were first taken), despite adding 29 percent in space and 33 percent in enrollment through 2013; greenhouse gas emissions are down 15 percent from 2007; and ASU has 23.5 MWdc of solar generating capacity, which is more than 43 percent of the university's daytime peak load.

Wrigley's latest \$25 million investment will be used to enhance the institute's work understanding and teaching students about the "Anthropocene," the current period in history in which human activity is increasingly impacting the Earth's capacity to sustain populations of all species.

"I cannot think of a more deserving person than Julie Wrigley to have her name connected with this great Global Institute of Sustainability," says ASU President Michael M. Crow. "ASU and Julie Wrigley have been dedicated partners in building the nation's most comprehensive program in sustainability teaching, learning and discovery, and we could not have done it without her generous investment and leadership."



Knight Foundation President and CEO Alberto Ibarguen announces a new \$250,000 grant for ASU graduates of the Walter Cronkite School of Journalism and Mass Communication during the spring 2014 convocation ceremony at ASU Gammage.

## Knight Foundation president unveils new grant for Cronkite alumni

The president of the John S. and James L. Knight Foundation announced the establishment of a special \$250,000 grant for ASU journalism graduates to accelerate innovation in newsrooms across the country.

Alberto Ibarguen, Knight Foundation president and CEO, made the surprise announcement during the Walter Cronkite School of Journalism and Mass Communication's spring convocation ceremony in May at ASU Gammage in front of 255 graduating students and nearly 1,700 guests.

Ibarguen, who leads the nation's largest funder of journalism and media innovation, said the opportunity grant would offer up to \$15,000 to any Cronkite graduate working in a newsroom who proposes an innovative way to advance digital reporting and storytelling.

"We've been waiting for (this) generation of digital natives, driven to tell stories, to become the leaders of newsrooms in America," he said, "and maybe this will help that generational turn go even faster."

Cronkite Dean Christopher Callahan said the Knight Foundation's support will assist Cronkite alumni in newsrooms who are looking to advance the profession.

"At Cronkite, we teach our students how to be innovative thinkers and entrepreneurs in the digital age," he said. "This latest grant from Knight Foundation will help our outstanding alumni promote innovation in newsrooms and the media."





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Kevin Galvin will lead Arizona State University's efforts in media relations and strategic communications.

## Former White House reporter to lead ASU media relations

Kevin Galvin, senior communications director at Harvard University who has served as a White House reporter, national editor and foreign correspondent, is the new head of strategic communications at Arizona State University.

Galvin's title is vice president for media relations and strategic communications. He took over the position this summer from Virgil Renzulli, who after 12 years as vice president is moving into a

full-time faculty position at ASU's Walter Cronkite School of Journalism and Mass Communication.

Galvin previously served as senior director at Harvard Public Affairs & Communications, where he handled media issues related to university management and the institution's endowment. Before joining Harvard in 2008, Galvin was deputy national editor, and later technology and innovation editor at the Boston Globe, New England's largest daily newspaper.

A 1988 graduate of Emerson College who holds master's degrees from Georgetown University and the University of Southern California, Galvin started his journalism career at the Associated Press in Boston. He later was a foreign correspondent for the AP in Latin America before moving to Washington, D.C., where he was a White House reporter, covering President Bill Clinton during his impeachment and the war in Kosovo.

## ASU-led study yields first snapshots of water splitting in photosynthesis

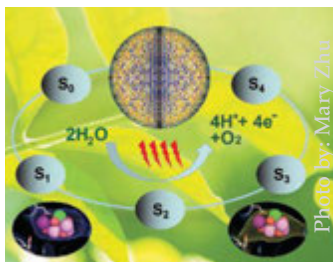


Photo by: Mary Zhu

The Oxygen-Evolving Complex of the Photosystem II process cycles through five states, S<sub>0</sub> to S<sub>4</sub>, where four electrons sequentially are extracted from the complex in four light-driven, charge-separation events. The black ellipses show snapshots of the metal cluster observed in this study.

An international team, led by Arizona State University scientists, released the results of a groundbreaking study that shows the first snapshots of photosynthesis in action as it splits water into protons, electrons and oxygen – the process that maintains Earth's

oxygen atmosphere. "This study is the first step towards our ultimate goal of unraveling the secrets of water splitting and obtaining molecular movies of biomolecules," said Petra Fromme,

professor of chemistry and biochemistry at ASU. Fromme is the senior author and leader of the international team, which reported their work in the July 9 online issue of Nature.

Photosynthesis is one of the fundamental processes of life on Earth. The early Earth contained no oxygen and was converted to the oxygen-rich atmosphere we have today 2.5 billion years ago by the "invention" of the water splitting process in Photosystem II (PSII). All higher life on Earth depends on this process for its energy needs, and PSII produces the oxygen we breathe, which ultimately keeps us alive.

The revealing of the mechanism of this water splitting process is essential for the development of artificial systems that mimic and surpass the efficiency of natural systems. The development of an "artificial leaf" is one of the major goals of the ASU Center for Bio-Inspired Solar Fuel Production, which was the main supporter of this study.

"This is a major step toward the goal of making a movie of the molecular machine responsible for photosynthesis, the process by which plants make the oxygen we breathe, from sunlight and water," explained John Spence, ASU Regents' Professor of physics, team member and scientific leader of the National Science Foundation-funded BioXFEL Science and Technology Center.

ASU recently made a large commitment to the groundbreaking work of the team by planning to establish a new Center for Applied Structural Discovery at the Biodesign Institute at ASU. The center will be led by Fromme.

The recently published work was supported by the Department of Energy's Office of Science, the National Institutes of Health, the National Science Foundation, German Research Foundation, the Max Planck Society, the Directed Research and Development programs of the SLAC National Accelerator Laboratory and the Lawrence Livermore National Laboratory, the BioXFEL Science and Technology Center, among others.

## ASU tops international list of "best buy" colleges

Arizona State University was ranked first in an annual list of "best buy" public schools in the United States, the United Kingdom and Canada released by the Fiske Guide to Colleges.

The list was based on quality academic offerings and affordability.

"All of the Fiske Best Buy schools fall into the inexpensive or moderate price category, and most have four- or five-star academics ratings," according to Liz Kelsch, publicity manager for Sourcebooks, Inc., the publisher of Fiske's annual college guide.

The full top 10 list of the "Best Buys of 2015" by Fiske includes the following schools:

1. Arizona State University
2. University of Edinburgh (UK)
3. The Evergreen State College
4. University of Florida
5. Indiana University
6. University of Iowa
7. Iowa State University
8. University of Mary Washington
9. University of Maryland, Baltimore County
10. New College of Florida

The Fiske Guide is online at <http://www.fiskeguide.com/>.

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## Robin Roberts to receive 2014 Cronkite Award

Robin Roberts, the award-winning anchor of "Good Morning America" on ABC News, will be the 2014 recipient of the Walter Cronkite Award for Excellence in Journalism. Roberts will accept the 31st annual award, presented by the Walter Cronkite School of Journalism and Mass Communication, at a luncheon ceremony Oct. 6 at the Sheraton Phoenix Downtown Hotel.

"I'm truly humbled to join the list of remarkable journalists who have received the Walter Cronkite Award," said Roberts. "I'm honored to be selected and look forward to spending time with the students at Arizona State University. I know we're all in great hands with this next generation of journalists."

Roberts was named co-anchor of "Good Morning America" in 2005, leading the broadcast to the top of the morning show ratings and three consecutive Emmy Awards for Outstanding Morning Program. With more than 20 years of broadcasting experience, she has conducted interviews with newsmakers that include President Barack Obama, Academy Award-winning actor Sidney Poitier and basketball legend Kareem Abdul-Jabbar.

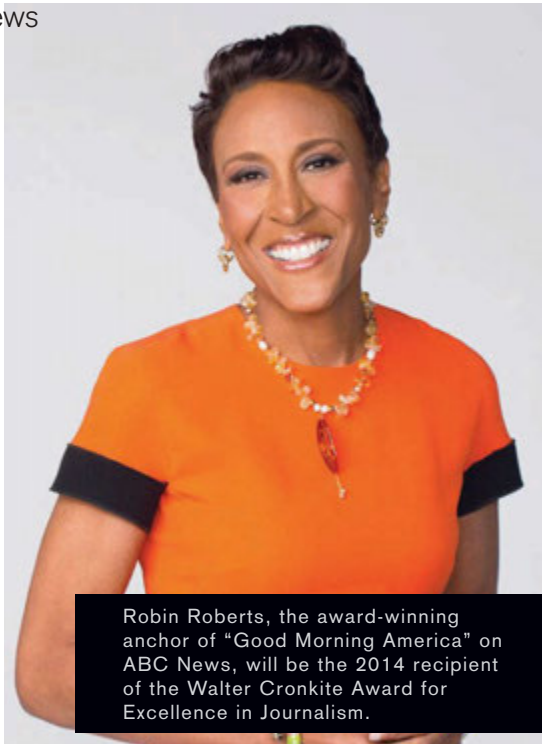
From 1990-2005, Roberts was a contributor to ESPN, serving as one of the network's most versatile commentators. Her assignments included anchoring "SportsCenter" and contributing to "NFL Primetime." She also served as a contributor to "Good Morning America" while working at ESPN.

Roberts has reported on news around the globe, including a trip to Africa with former President Bill Clinton for a first-hand look at the AIDS crisis. She also played an important role in the coverage of the 2008 presidential election and Hurricane Katrina in 2005.

Recently, Roberts faced public battles with a rare bone marrow disorder called myelodysplastic syndrome in 2012 and breast cancer in 2007. For her courageous spirit, she has been recognized with awards and honors, including the Susan G. Komen Foundation, the Congressional Families Cancer Prevention Program, ESPN's Arthur Ashe Courage Award at the ESPYS and the prestigious Peabody Award for "Robin's Journey" in 2013.

A native of the Mississippi Gulf Coast, Roberts graduated with a communications degree from Southeastern Louisiana University in 1983.

She is the recipient of numerous broadcast awards and is the author of two books, "Everybody's Got Something" and "From the Heart: Eight Rules to Live By."



Robin Roberts, the award-winning anchor of "Good Morning America" on ABC News, will be the 2014 recipient of the Walter Cronkite Award for Excellence in Journalism.

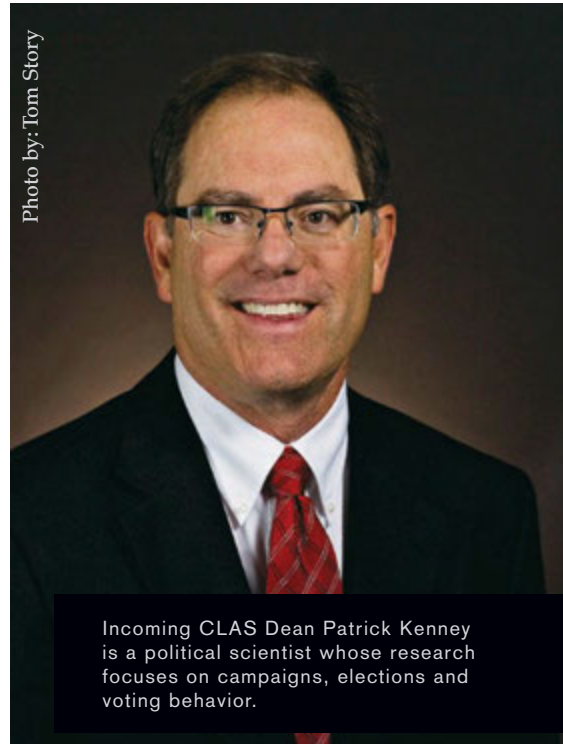


Photo by: Tom Story

Incoming CLAS Dean Patrick Kenney is a political scientist whose research focuses on campaigns, elections and voting behavior.

## Leading the way

### Patrick Kenney appointed dean of College of Liberal Arts and Sciences

Patrick Kenney, a professor of political science, founding director of the School of Politics and Global Studies, and director of The Institute for Social Science Research, has been appointed university vice provost and dean of the College of Liberal Arts and Sciences (CLAS) at Arizona State University.

Kenney assumes the leadership role held previously by Robert E. Page Jr., who is now ASU's provost and Foundation Chair of Life Sciences. CLAS is the largest college on the ASU campus, with more than 20,000 students and 750 tenured faculty. In his role as vice provost and dean, Kenney will oversee liberal arts and sciences' 60 schools, departments, institutes and centers.

Kenney is a political scientist whose research focuses on campaigns, elections and voting behavior. He joined ASU's Department of Political Science in 1986 and was named chair in 2002. He became the director of the Institute for Social Science Research in 2010. Under his leadership, ASU's School of Political and Global Studies was founded, fusing and redefining the study of politics, philosophy, culture, law, science and global engagement.

Kenney went on to serve as associate vice provost of social sciences with the Office of Knowledge Enterprise Development and as dean of social sciences in the College of Liberal Arts and Sciences in 2012, until he assumed the position of interim vice provost and dean of the College of Liberal Arts and Sciences in 2013.

Kenney received his bachelor's, master's and doctoral degrees from the University of Iowa. He has co-authored three books with ASU colleague Kim Fridkin, including "No-Holds Barred: Negativity in U.S. Senate Campaigns." Their most recent work together is "The Changing Face of Representation: The Gender of U.S. Senators and Constituent Communications," published earlier this year.

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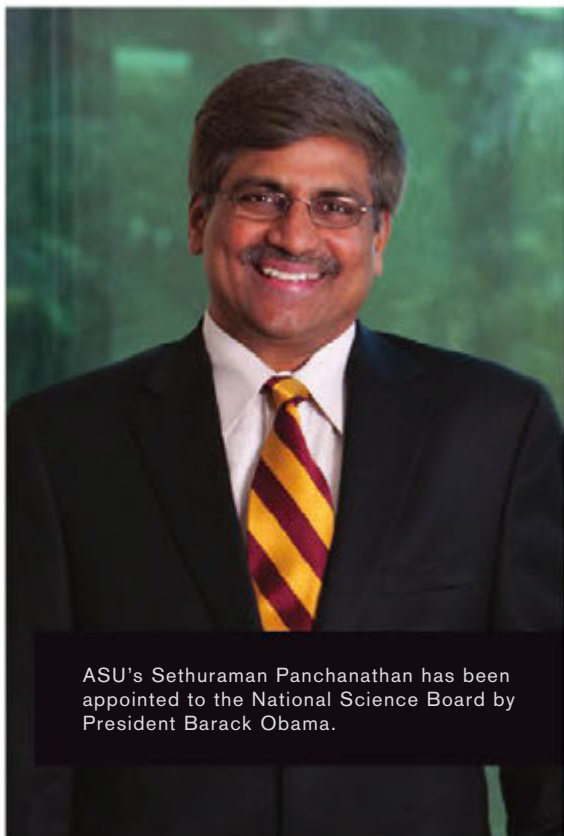


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ASU's Sethuraman Panchanathan has been appointed to the National Science Board by President Barack Obama.

## ASU's Panchanathan appointed to National Science Board

Sethuraman "Panch" Panchanathan, Arizona State University's senior vice president of the Office of Knowledge Enterprise Development and the leader of ASU's research, entrepreneurship and economic development efforts, has been appointed to the U.S. National Science Board (NSB) by President Barack Obama.

The appointment marks the first time an American of Indian origin has been appointed to this pre-eminent board, which focuses on national science and technology policy. Drawn from industry and universities, and representing a variety of science and engineering disciplines and geographic areas, NSB members are selected for their eminence in research, education or public service, and records of distinguished service. NSB members are appointed for six-year terms.

In addition to being an advisory body to the U.S. President and Congress on science and engineering issues, members of the 25-member board establish the policies of the National Science Foundation (NSF) within the framework set forth by the president and Congress. The NSF is a major science-funding agency with an annual budget of \$7.2 billion (FY 2014) and the goal of promoting the progress of science; advancing national health, prosperity and welfare; and securing national defense.

In addition to his work with OKED, Panchanathan is a professor in ASU's School of Computing, Informatics, and Decision Systems Engineering. He is also director of the Center for Cognitive Ubiquitous Computing (CUBiC).

Panchanathan recently was named a Fellow of the National Academy of Inventors. He led a team that received two Microsoft Imagine Cup awards, and he has been chosen for the Governor's Innovator of the Year for Academia award and the ASU Leadership Award.

# Sun Devils for life

The ASU Alumni Association welcomes the following life members, who joined between March 17 and June 11, 2014.

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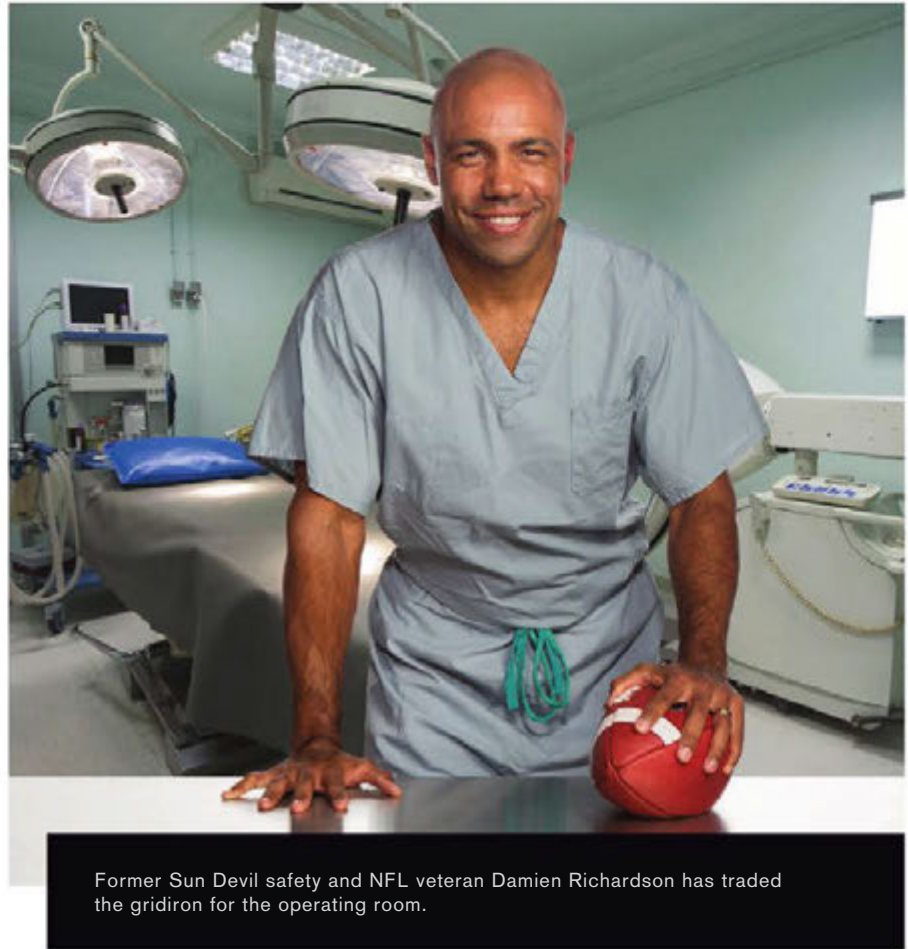


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## Conditioned for success

ASU's champion athletes say college careers led to later victories

By Joseph Healey



Former Sun Devil safety and NFL veteran Damien Richardson has traded the gridiron for the operating room.

Being a student athlete in college, particularly in an NCAA Division I school like ASU, isn't all glitz and glamor. The lifestyle of a major collegiate student-athlete in any sport invariably consists of rigorous training routines, epic road trips, and a commitment to keep up with their academic studies. It's a full-time commitment that can be overwhelming without the proper guidance.

Thanks to a deep trove of resources and support within Sun Devil Athletics, ASU's student-athletes have been able to succeed during their college careers with the help of coaches, advisors, professors and teammates. Once they become alumni, members of Arizona State's men's and women's teams have long been able to parlay their combination of classroom and competitive success into professional prominence after their playing days.

### The doctor will see you now

Boasting a bucket-list résumé that exceeds the wildest dreams of most, Damien Richardson's professional passport includes stamps at the Rose Bowl and the Super Bowl during his football career. Now, having traded the gridiron for the operating room, the former seven-year veteran of the NFL is an orthopedic surgery resident for Banner Good Samaritan Medical Center in Phoenix.

Richardson, who was a three-year starter at strong safety for the Sun Devils while majoring in bioengineering, was one of Arizona State's most decorated student-athletes both in the classroom and on the field. He was a Woody Hayes National Scholar-Athlete Award recipient, a National Football Foundation Hall Scholar-Athlete winner and a GTE Academic All-District VIII selection, in addition to being recognized as a Second-Team All-Pac-10 member as a senior in 1997.





Michelle Estill became a sales representative for PING Golf after a 15-year career with the LPGA.



Jeff van Raaphorst balances work as a district sales manager for Medtronic with work as a radio commentator for the Sun Devil football team.

He indicates that a combination of influential coaches and faculty members, as well as towering team standards befitting the Rose Bowl squad he played for helped shape his expectations for himself in all walks of life.

"I had fantastic academic and athletic experiences at ASU that prepared me very well for my career in the NFL and

practicing medicine," said Richardson. "As a student-athlete I learned how to start with 'national championship' caliber goals in everything I pursue and do everything possible to achieve those goals. I'm very thankful for everything ASU provided me."

Richardson chose to retire from the Carolina Panthers in 2005 after he missed consecutive seasons due to serious injuries. He then returned to Arizona to prepare for MCAT testing before attending medical school at the University of California – San Francisco (UCSF). Motivated by a passion for the involvement of statistics in medical research, Richardson took a hiatus from medical school in 2010 to complete a master's degree in public health from Harvard University before later returning to finalize his studies at UCSF.

Through exhaustive dedication to his field, Richardson now shares the same emotion for research and study in the medical field as he did on the football field.

"I got goose bumps when I stepped on the field, and now I get goose bumps when I know I'm really helping somebody and that I'm doing the things that I'm passionate about doing," said Richardson. "It's my barometer that tells me I'm going in the right direction, and that I'm doing what I'm most passionate about."

#### Proven performers on and off the field

A member of the LPGA Tour from 1991 to 2006, Michelle Estill remains tightly linked to professional golf. She's spent the past eight years with PING Golf, including the past six as a senior sales field representative.

Despite a collegiate career at ASU that included a national runner-up finish at the 1986 NCAA championships, Estill nearly opted for a career path outside golf after college. She was encouraged to continue professionally by Arizona State golf coaching legend Linda Vollstedt. That decision paid off marvelously for Estill, whose LPGA career netted her nearly \$2 million in overall earnings, while also developing or enhancing traits that have been beneficial in her sales career.

"Playing for Linda Vollstedt prepared me for anything in life," said Estill.

"Playing at ASU was more than golf; athletes have different elements that drive us, and we perform differently in the work place than non-athletes."

Another Sun Devil who opted for a career based in sales after their playing days is quarterback Jeff van Raaphorst, who led ASU's first and only Rose Bowl champion squad to victory on New Year's

Day in 1987. His career has taken him from the bowl game's MVP status to that of district sales manager for Medtronic, Inc., a company that specializes in the research, design, manufacture and sale of medical instruments and appliances.

A member of both the ASU Sports and Rose Bowl Halls of Fame who also works as Sun Devil football's long-time analyst for radio broadcasts alongside play-by-play man Tim Healey, van Raaphorst returned to ASU to complete his MBA studies in 1997. Still living and working in the Phoenix area, he champions a winning approach that all student-athletes can embody to forge rosy paths to all-around success in life.

"It's important for student-athletes at the college level to take advantage of all the opportunities they have around them that can help them prepare for the future," advised van Raaphorst. "Especially at ASU, where the resources available to student-athletes are second-to-none, it is vital that athletes in any sport take advantage of every opportunity to prepare themselves for what they wish to pursue when their playing careers end."

#### Prepared for just about anything

A truly passionate standard of excellence enabled Jackie Vasquez Theodorakis to be a key performer on ASU's 2008 national champion softball team, and that outlook has continued with each venture she has pursued since graduation.

An all-conference honoree both on the diamond and in the classroom during her time in Tempe, Vasquez Theodorakis was a recipient of the Pac-10 Conference's Scholar Athlete of the Year Award following her senior season, which provided scholarship funding she used to pursue a graduate degree in education.

Her commitment to service shines on as she is the volunteer manager of Southern Arizona for Gabriel's Angels, an organization that provides pet therapy to nearly 14,000 neglected and at-risk children in Arizona. She says confidence, time management and championship expectations are among the primary traits she honed during her Sun Devil career, thanks largely to the excellent tutelage she received.

"Choosing to be a student-athlete at ASU was the best decision of my life and there were so many experiences about playing for a National Champion team that have helped me in my life after college," recalled Vasquez Theodorakis. "One thing I know for sure is that I'll never have a boss that challenges me and pushes me as much as my coaches did at



Jackie Vasquez Theodorakis applies her team spirit learned with ASU's softball team to her work as a volunteer manager for Gabriel's Angels.



Nick Brunelli blends a competitive swimming regimen with work as a credit analyst for Merck & Co., Inc.

ASU, so I'm prepared for just about anything."

An All-American swimmer during all four years he competed at ASU, Nick Brunelli continued to pursue dreams of Olympic excellence in the pool beyond graduation while also balancing a budding business career.

Since concluding his Sun Devil swimming career, Brunelli, who now lives in North Carolina, has managed to balance his time between preparation as an Olympic hopeful and his position as a credit analyst for Merck & Co. Inc., a set of simultaneous goals that has required total focus and discipline around-the-clock.

For Brunelli, however, taking on these burdens have proven beneficial.

As he prepared for the Olympic trials in 2011, he broke the 50 freestyle Masters world record for

the 30-34 age group while also maintaining a successful career path with Merck, one of the world's largest pharmaceutical companies. Though for some this balancing act would be impossible, or, at best, incomprehensible, Brunelli says he was well prepared for such demands due to the training he received at Arizona State.

"I honestly couldn't imagine my life now if I hadn't been a collegiate student-athlete and had the opportunities I did at ASU," confessed Brunelli. "It's helped me in virtually every part of my life; the sort of training and guidance I had prepared me to focus, manage my time and always keep the best mentality possible toward everything I do."

Joseph Healey is a Mesa-based freelance sportswriter.



Zeke Jones is the new wrestling head coach at ASU.

### Back again

Olympic Sun Devil returns to coach wrestling team

Zeke Jones is like a boomerang. You can toss him to the four winds, and he always comes back to Arizona State.

After completing an outstanding wrestling career as a national champion and three-time All-American for the Sun Devils, he became an Olympic star and won a silver medal in 1992. He came back to Tempe and served as an assistant coach for the team from 1993 to 1998.

He departed again, finding work as an Olympic freestyle coach and a collegiate head coach at the University of Pennsylvania. Now it is 2014 and Jones has returned to take on the role of head coach at his alma mater.

He is passionate but not soft-hearted when it comes to ASU. Jones wants his wrestlers to be successful on the mat and in the classroom.

"I think they know my background and that I have set the bar high," Jones said.

Practice begins in October, but Jones began the coaching process shortly after being hired in early April. He has been meeting with his athletes since then, trying to learn what makes them tick.

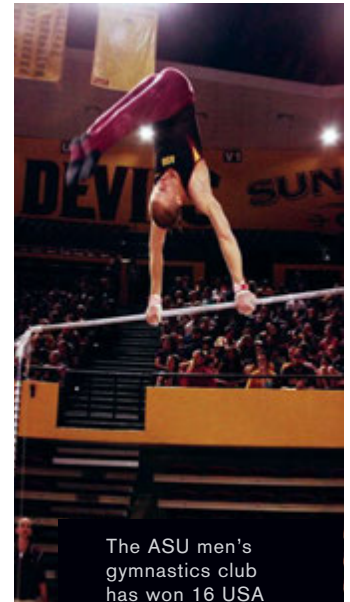
"I can't help them unless I know them," he said.

Jones will seek to help his wrestlers learn new ways to find victory in what is admittedly an ancient game.

"I am passionate, and I know there are a lot of ways you can win," he said. "Wrestling is a tough physical and mental sport. It might have been the earliest in the history of man. It is wired into us. There is nothing more natural than wrestling."



ASU won the Territorial Cup Series over the University of Arizona by having its teams in 18 intercollegiate varsity sports outperform the Wildcats.



The ASU men's gymnastics club has won 16 USA Gymnastics national championships.

## We are the champions!

### ASU bests the U of A in 2013-14 Territorial Cup Series

Members of the Sun Devil Nation were able to rest easier over the summer with the knowledge that Arizona State had claimed victory in the Territorial Cup Series with the University of Arizona for the first time in the five-year history of the competition.

The Territorial Cup Series, sponsored by State Farm Insurance, focuses primarily on football, where the teams face off annually in a late-season Territorial Cup game, which has a history stretching back to 1899. ASU rolled over the Wildcats in last year's game, 58-21.

But for the series, teams from the two schools compete against one another in 18 common varsity intercollegiate sports. The winning school in head-to-head competition is awarded one point, and a half-point goes to each if the season series is split, such as in 2013-14 with men's and women's basketball and women's indoor volleyball. Another way to earn a point is the higher finish between the schools in Pac-12 Conference championship events, such as swimming and diving and track and field.

ASU totaled 11.5 points for the 2013-14 school year, Arizona 8.5. The first team to reach 9.5 points is considered the winner of the series, and ASU reached that with a sixth-place finish in the conference championship tournament for men's golf.

Now the race begins anew for 2014-15. All eyes will be on the football contest between the two rivals, which takes place this year on Nov. 28 in Tucson.

## Aspire higher

### Men's gymnastics club instills excellence

It seemed like it was the end for men's gymnastics, but it wasn't – it was the beginning.

When Arizona State dropped men's gymnastics in 1993, former Sun Devil gymnast Scott Barclay and a handful of others tried to get school officials to reconsider. But after about five years of pounding his head against the wall, Barclay decided to find another way to nurture the talent of male Sun Devil gymnasts.

The result is a privately funded gymnastics center in Chandler, near Chandler Fashion Center mall, which is home to the ASU men's gymnastics club, as well as being a place where aspiring young gymnasts can learn the sport. Appropriately enough, it is named the Aspire Kids Sports Center. Barclay has been the coach the entire time and has led the Sun Devils to 16 USA Gymnastics national championships.

"We fought tooth and nail (to remain an NCAA sport)," Barclay said. "But then a bunch of us, alumni and those who love the sport, started to brainstorm. We started to work on building something. Everything started to click. I can say that in these 20 years, we have accomplished each one of the things that we dreamed about."

The budget is \$120,000 per year, according to Barclay, and the money comes from private donations and fundraising projects, such as an annual junior gymnastics event at the Rawhide facility on Interstate 10 just south of Chandler.

Even though as a club, the team is not bound by the same academic requirements as NCAA teams, Barclay said he encourages good studies and hands out what he calls "book scholarships."

Athletes can train year-round at the Aspire center, and the club's schedule begins in January. ASU will have about 30 athletes participating during the coming season, including team leader Zack Mollett, a junior who shines in the all-around.

## Talent show

### Incoming players bolster men's basketball roster

It takes a Sun Devil to know a Sun Devil.

And former Arizona State University basketball player Quincy Brewer, now the head coach at San Bernardino Valley (Junior) College in California, thinks his star player, guard Gerry Blakes, will be a good fit in Tempe as he joins a group of six other newcomers for ASU coach Herb Sendek.

"He (Blakes) is a very good offensive player, really dynamic and aggressive," said Brewer, who played at ASU from 1993-97.

Blakes averaged 23.7 points per game at San Bernadino Valley. At 6-foot-4, Blakes is five or six inches taller than Jahii Carson. Could he also play the point?

"Absolutely," Brewer said. "He's big enough to see over most people (guards) and quick enough."

Sendek will need an infusion of new blood from players like Blakes, particularly after the departure of center Jordan Bachynski and point guard Carson for the NBA.

Blakes is one of three community college players coming aboard. The others are guard Roosevelt Scott of Indian Hills (Minn.) Community College and forward Willie Atwood of Connors State College (Tenn.). A fourth collegian, forward Savon Goodman, will be transferring from the University of Nevada-Las Vegas.

Incoming freshmen from the high school ranks are guard Tra Holder from Los Angeles; Kodi Justice, a guard from Dobson High in Mesa; and Connor MacDougall, a forward from Arizona Division I state champion Corona del Sol High School in Tempe.

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



Gerry Blakes (making basket) will be joining the ASU men's basketball team for 2014-15.

## Tuned in

### Pac-12 Networks boosts its signal for Sun Devil fans

Pac-12 Networks, the 24-7 sports network devoted solely to the universities of the Pac-12 Conference, will bring fans even closer to the action with increased programming and a new online subscription service for international audiences in 2014-15.

Entering its third year, Pac-12 Networks will increase its coverage to 850 live sporting events, more than any other collegiate sports network in the country. Coverage will include more than 100 live Sun Devil events across all 20 sports, including non-conference and conference matchups for the ASU football team and more behind-the-scenes programming.

Pac-12 Networks are distributed regionally and nationally by more than 60 TV providers, including seven of the top 11 video operators in the country. In Arizona, the network is carried by Cable America, Centurylink, Comcast, Cox, Orbitel, Suddenlink, Valley Connections, Western Broadband and DISH.

And for those living outside the United States, a new online service will help bring sports events and archival programs to their screens. In August, Pac-12 Networks launched an online subscription service with YouTube, available in 25 countries, with an additional 14 countries to be added by summer 2015.

For more information on accessing the Pac-12 Networks, both within the United States and internationally, visit <http://pac-12.com/networks>.



(left to right) Mike Yam, Rick Neuheisel and former ASU quarterback Jake Plummer host the Pac-12 Football Weekly studio show.



Sun Devils Bryan McBride (top) and Shelby Houlihan (bottom) brought home national titles during the 2014 NCAA Outdoor Track and Field Championships.

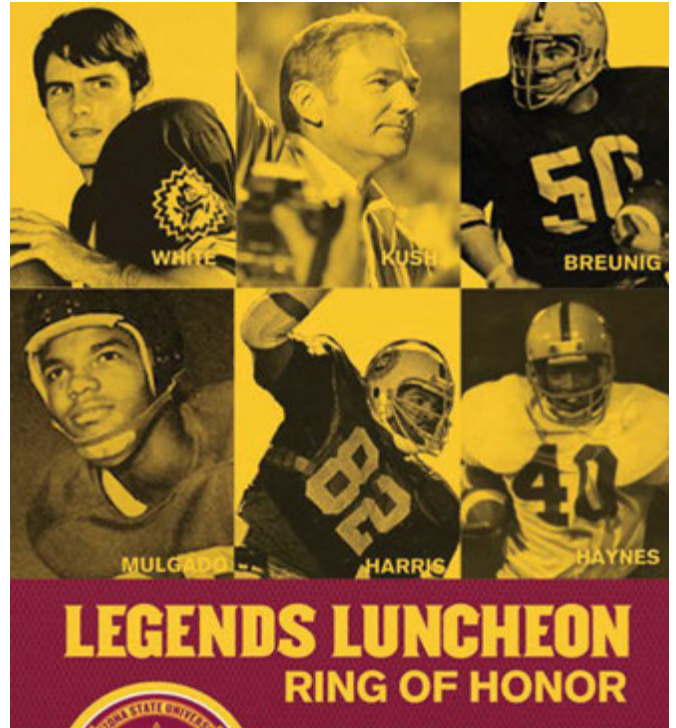
## Setting the standard

Two Sun Devil track athletes take home national titles

High jumper Bryan McBride and distance runner Shelby Houlihan brought home national titles in their respective events in June at the 2014 NCAA Outdoor Track and Field Championships.

McBride, a redshirt junior, set a new lifetime best when he cleared 2.28m (7 feet – 5.75 inches) on his third and final try, earning 10 team points and moving up to No. 2 in the ASU outdoor track and field record book. Houlihan, also a junior, overcame a late press from Florida's Cory McGee in the last 200 meters of the 1,500-meter finals to win the race in 4:18.10. The victory marked the first national title of her Sun Devil career and the first-ever title in this event in ASU program history. The Sun Devils have had at least one outdoor national track and field champion every year since 2006.

Both athletes were honored for their accomplishments on June 24 at Chase Field before an Arizona Diamondbacks game.



**Friday, Oct. 31, 2014**  
**11 a.m. – Registration**  
**11:30 a.m. – 1 p.m. – Program**

**Marriott Tempe at The Buttes**  
**2000 Westcourt Way, Tempe**

Join us at Legends Luncheon 2014 to honor the remarkable Sun Devil football players as we induct them into the Ring of Honor Society.

The Ring of Honor recognizes those who have made outstanding contributions to the legacy of ASU football and serves as an inspiration to all Sun Devil fans.

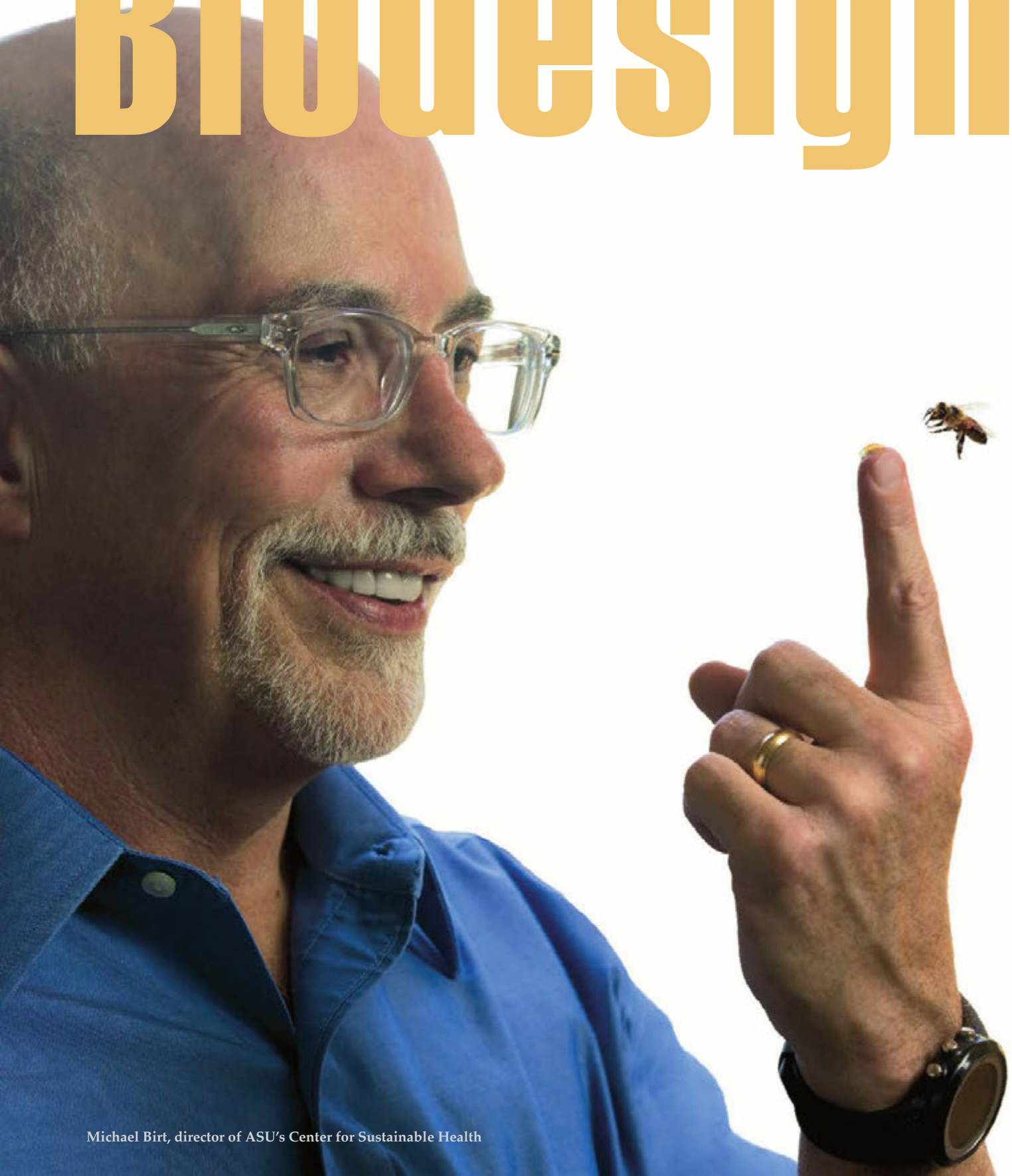


**Register at: [alumni.asu.edu/legends](http://alumni.asu.edu/legends)**

Special pricing for ASU Alumni Association and Sun Devil Club Members

**ASU ALUMNI**  
 ARIZONA STATE UNIVERSITY

# Biodesign



Michael Birt, director of ASU's Center for Sustainable Health

# ing the future



The honeybee is an amazing creature. The tens of thousands of bees in a typical hive will fly miles in every direction, gather microscopic bits of nectar from flowers, bring them back to the colony, use dance and touch to communicate to

other bees where the honey is, and ultimately create a sweet, golden syrup that has been a metaphor for the good life since ancient times.

For ASU researcher Michael Birt, the honeybee serves as an inspiration for the creation of a life of good health. Birt, who has been figuring out how to best use the many newly available biological sensors to improve health, realized that he could follow the example of the honeybee. "Think of it as a biomimetic model," Birt says. "Honeybees are the best in nature at finding, collecting and acting on data."

**Researchers  
draw inspiration  
for resolving  
challenges from the  
world around us**

**By Christopher  
Vaughan**

Inspired by the system that bees have constructed, Birt envisions an array of thousands of tiny sensors that gather data and funnel it back to a central system, which might be a clinician or even a person's own computer. In Birt's estimation, the millions of bytes of data gathered and processed minute-by-minute and hour-by-hour can lead to the transformation of modern health care.

Birt's Project HoneyBee is emblematic of biodesign research at ASU, which uses multidisciplinary teams that take a "bio-inspired" approach to tackle some of the world's most complex problems. Much of this strategy is concentrated within ASU's Biodesign Institute, which celebrates its tenth anniversary this year, but such biologically inspired thinking is found all across the university.

"Biodesign takes a perspective that is different than that found in traditional research," says Raymond DuBois, M.D., who is executive director of the Biodesign Institute. "We believe that the natural world holds lessons and opportunities that can benefit mankind." In a broad sense, scientists working in this sector see their mission as solving societal problems by reimagining the "design rules" found in nature.

## Using data to boost wellness

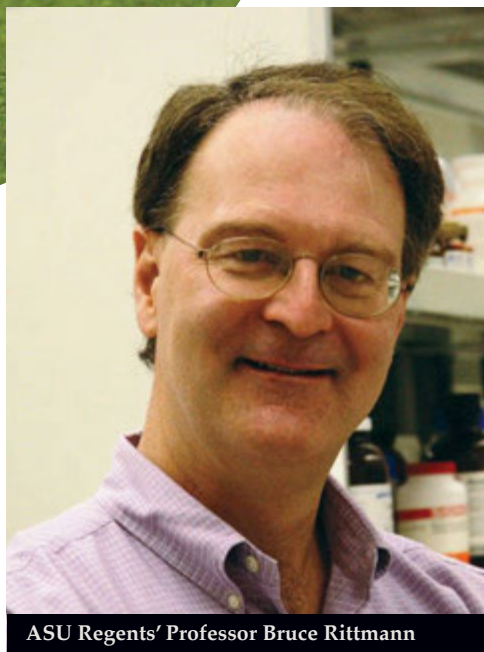
Project HoneyBee is a perfect example of the kinds of interdisciplinary research that can transform health care, DuBois and Birt say. Birt, who is director of the Biodesign Institute's Center for Sustainable Health, doesn't have a degree in science – his academic training is in Japanese history. But he does have more than 25 years of experience in health care, having founded a company to support health care and diagnostic enterprises in Asia. He ultimately launched an initiative called the Pacific Health Summit with Nobel Laureate Lee Hartwell at the Fred Hutchinson Cancer Research Center. Hartwell, who has become ASU's chief scientist of personalized medicine at the institute's Center for Sustainable Health, was recruited to come to the ASU Biodesign Institute, and Birt joined him to continue their collaborations.

"We think that data (are) the most important part of improving health now," Birt says. Currently, people get health measurements taken only sporadically – when they visit the doctor – and those measures are compared to large population averages. An array of sensors moves beyond episodic measurements into a world of continuous measurement, where physicians



Raymond DuBois, M.D. executive director,  
ASU Biodesign Institute





ASU Regents' Professor Bruce Rittmann

can spot things beginning to go wrong as they happen, and comparisons can be made with an individual's own past medical history, he says.

"This will accelerate the shift from a late-stage, disease-treatment approach, which is especially ineffective for aging populations, to an early detection and prevention approach," Birt says. "That shift affects everything we do (at the center)."

Birt mentions two examples of new medical applications for sensors: a Google invention that uses a sensor in a contact lens to continuously monitor blood glucose, and a microscopic sensor inserted into the eye to monitor intra-ocular pressure that could be useful for glaucoma patients.

The world of ubiquitous sensors already has arrived for many people. Apple and Google are beginning to build whole platforms around smartphones and sensors for physical activity. Many people already are using devices like FitBit, which was created with input from James Levine, co-director of the Mayo Clinic/ASU Obesity Solutions Initiative and an international expert on obesity. When such sensors improve to the point where they can supply the kind of data that doctors need to diagnose and treat effectively, they will change medicine for both patients and providers, Birt says.

"In 10 or 20 years, we will be capturing physiological information about ourselves that will be important in ways that we can't envision right now," he notes.

## Partnering with nature for a happy life

One important characteristic of biodesign work is that researchers do not just study the non-human environment to glean solutions – they actually employ parts of the environment to do the work.

As an example of sustainability research at the Biodesign Institute, DuBois points to the work of Bruce Rittmann, who directs the Swette Center for

Environmental Biotechnology. Rittmann and his colleagues at the center harness some of the earth's tiniest life forms to do our biggest jobs. "We partner with microorganisms and get them to work with us to produce renewable fuels, to clean up pollution, and, we hope, to improve our health," Rittman says. "It's a partnership: they give us these services, and we give them a happy life."

Much of Rittmann's work involves understanding how microbial communities behave, and then learning how to encourage the behaviors that humans find useful. Sometimes it involves what he calls "bioprospecting": going out into the field to discover new organisms with interesting properties. Sometimes that involves organisms that inhabit extreme environments such as deep in the ocean or in hot springs, places where microorganisms need special skills to survive.

"What we do is ask researchers who were going to some of these places anyway to gather soil and rocks to bring them back for analysis," says Rittmann, who, in addition to his role at the Biodesign Institute, is a distinguished sustainability scientist in the Julie Ann Wrigley Global Institute of Sustainability, as well as a Regents' Professor in the School of Sustainable Engineering and the Built Environment, a part of the Ira A. Fulton Schools of Engineering. "In this way we've found other organisms that have qualities that might be advantageous, such as operating at high temperature or high pH."

## Tiny tuning forks and "editing" organisms

Biodesign research also tackles security-related issues. Nongjian Tao, a professor within the School of Electrical, Computer and Energy Engineering at the Ira A. Fulton Schools of Engineering and director of the institute's Center for Bioelectronics and Biosensors, creates technologies that can detect explosives, pollutants, pathogens and volatile organic compounds. One of his projects involves crafting tiny quartz tuning forks

that vibrate differently depending on which target molecules attach to them.

Although many biodesign experiments are inspired by nature's design rules, other projects rewrite the rules to create tools that have never been seen in the natural world. One project led by Hao Yan, director of the Center for Molecular Design and Biomimicry, folds genetic molecules to create "DNA origami," which acts as a nanostructure scaffold for the creation of new drug delivery systems. Other researchers are engaged in "synthetic biology," in which a whole genome is taken apart, edited and rebuilt from scratch to create entirely new molecules and systems.

## Inventing nature to overcome limitations

Biodesign Institute researcher Stephen Johnston is creating antibiotics not found in nature by creating peptides with useful properties. But he asserts that what his team is doing falls well within the concept of being "natural."

"'Natural' is sort of a false concept," says Johnston, who is co-director of the institute's Center for Innovations in Medicine, a professor in the School of Life Sciences within the College of Liberal Arts and Sciences, and director of a graduate degree program in biological design. "There's a false dichotomy between the natural world and humanity. People and their inventions are just as much a part of nature as plants and bacteria."

Instead of copying nature, Johnston and his colleagues use whatever materials they can – including inventing new biological materials – to create platforms that solve fundamental problems, he says. "We don't worry too much about how nature does it."

In his synthetic antibody work, Johnston and his colleagues make an array of peptides (chains of amino acids) and find those that bind best to the target in which they are interested. "When you combine them you get a molecule with high affinity and specificity for the target," Johnston says. His lab also is involved in an effort to create a cancer vaccine by finding bits of proteins that are common in tumors and sensitizing the immune system to those molecules, so that cancer is destroyed right as it begins to form.

"We do whatever works," Johnston says. "If you want to create fundamental new solutions then you can't have any limitations – if you find nothing to mimic in nature, then invent nature."



Stephen Johnston, co-director of ASU's Center for Innovations in Medicine

## Innovations meet the real world

Ultimately however, the success of the institute, and the biodesign efforts at ASU more generally, will be measured by the number of innovations that are actually used and benefit the world at large. New inventions can work fantastically in the lab, but then crash upon any one of a hundred real-world obstacles.

"I think that innovation in new diagnostics and treatments are tremendously important, but our struggle is in getting these in to the health care delivery domain and used appropriately," says Natalie Landman, who is the associate director for the School for the Science of Health Care Delivery at the College of Health Solutions.



Natalie Landman, associate director, School for the Science of Health Care Delivery

New innovations can fail because they are impractical, misunderstood, used incorrectly, not economical to produce, or their use is not reimbursed by health insurance companies, she says. And even if something should work, in health care it needs to go through a clinical trial to prove it does work. Much of the answer to this quandary lies within the ASU design principle of conducting use-inspired research, she says.

“We have interesting science going on, but the more we can get plugged in with our clinical partners and what they are struggling with, the better things will be.” Landman points to many great innovations – such as CT scanning, pacemakers and ICU monitoring tools – that came about because clinical users expressed a need for them.

To that end, the researchers and faculty tackling biodesign challenges at ASU are well aware of the need to make sure that what they are producing will be economical and useful. “A common theme of everything we do is that it has to be economical,” says Johnston. “We want these things to serve the world.” The institute always has had an emphasis on getting technologies out into the world, he says, and as a result his group has spun off three companies to help the technologies make that transition.

For other efforts, like Project HoneyBee, developing the research through collaborations with end users is something that is built into the project.

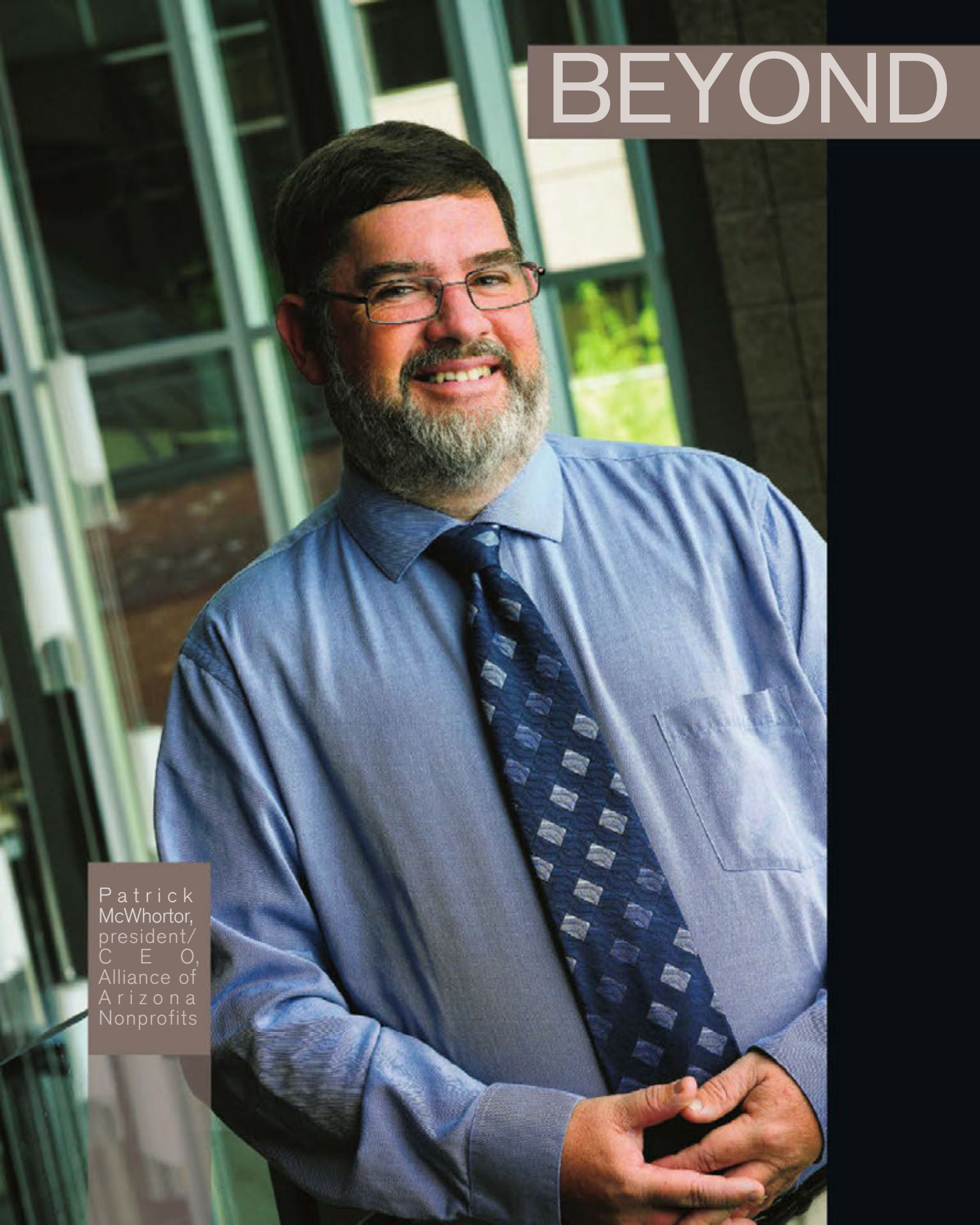
“We have good relationships with every health system in Maricopa County,” Birt says. The team already has eight observational clinical trials on the use of sensors with local health systems, and they have created a ‘honeycomb’ scheme to plan and track these collaborations, he adds. “This work actually requires multiple parties to participate. The very nature of the work is interdisciplinary,” he says.

Being director of the Biodesign Institute has been a lot of fun and very challenging, DuBois says, because it is a unique opportunity to create a convergence of all the sciences, from biology to medicine, chemistry, computer science, social science and physics, he says.

“That’s one of our directives – to break down silos and work together,” he says.

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

# BEYOND

A portrait of Patrick McWhortor, a man with a beard and glasses, wearing a blue shirt and a patterned tie. He is smiling and looking slightly to the right. His hands are clasped in front of him. The background shows a window with a view of greenery.

Patrick  
McWhortor,  
president/  
C E O,  
Alliance of  
Arizona  
Nonprofits

# Nonprofits look to ASU for help navigating a changing landscape

By Eric Swedlund

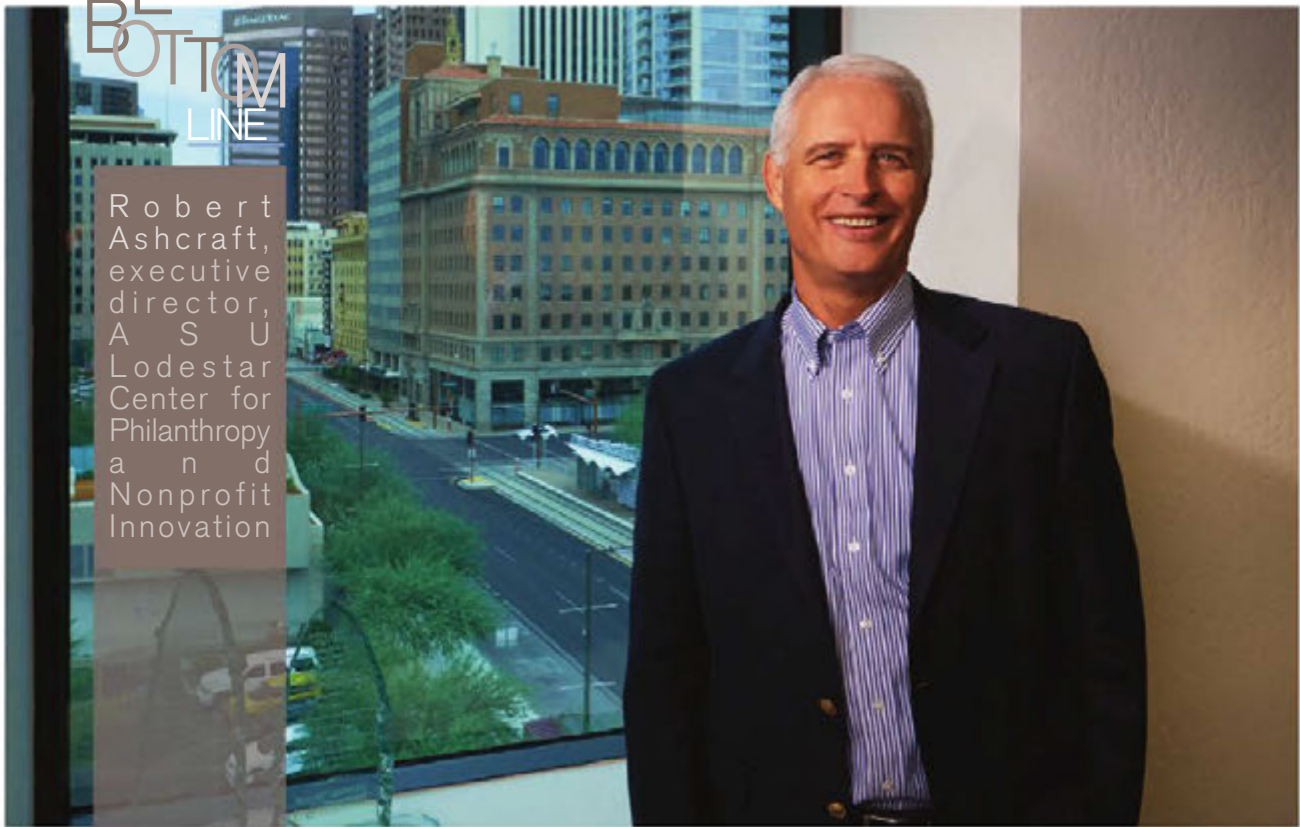
# THE BOTTOM LINE

Today's nonprofit organization faces challenges that might have seemed unrecognizable to similar groups operating 40 or even 20 years ago.

Some of the current "hot topics" in the field include: the promise – or peril of crowdfunding; a growing level of income inequality between the richest and poorest in America; a shift from questioning a nonprofit organization's overhead to questioning its impact on society; and the role of social entrepreneurs, who borrow and adapt for-profit ideas to resolve societal challenges.

# THE BOTTOM LINE

Robert Ashcraft, executive director, ASU Lodestar Center for Philanthropy and Nonprofit Innovation



The evolving nature of nonprofit organizations is fueled by several factors according to alumnus Patrick McWhortor, president and CEO of the Alliance of Arizona Nonprofits.

After a rash of business scandals in the early years of the 2000s, there was a heightened demand for accountability to the public, which included looking critically at nonprofits as well as for-profit businesses. This led to greater transparency and the need for improved organizational infrastructure.

The second issue is the so-called “Great Recession” that began in 2007, and which McWhortor emphasized is not over for nonprofits. The continuing economic uncertainty has forced many organizations to meet a growing demand for services at the same time their resources have dwindled and their reserves are becoming tapped out.

“In the past probably 10 to 20 years there has been a growing emphasis on the need for nonprofits to shore up their business infrastructure as a way to make them more efficient, promote accountability, and ultimately, have the most impact they can in the community,” he says.

Dynamic shifts are underway in the nonprofit world, and units such as Arizona State University’s Lodestar Center for Philanthropy and Nonprofit Innovation are applying data-driven research to help organizations modernize their operations, and providing next-generation training to nonprofit leaders and board members. According to Robert Ashcraft, the Lodestar Center’s executive director, one of the most crucial steps in successfully adapting involves addressing the issue of capacity building – a concept that the National Council

of Nonprofits defines as “activities that improve and enhance a nonprofit’s ability to achieve its mission and sustain itself over time.”

“Nonprofits increasingly are very complex. Part of our role is to build the capacity for how they’re led,” says Ashcraft. “We have a number of capacity-building initiatives, and we’re applying the discipline and metrics of enterprise across all sectors to identify the elements that constitute effective leadership and management of nonprofits.”

## READY FOR A NEW APPROACH

McWhortor asserts that the economy is driving a lot of interest in innovation in the nonprofit sphere – including developing new models for sustaining nonprofit missions and making the most impact with constrained resources.

Social entrepreneurship is a significant trend driving innovation, McWhortor says. It’s practiced by retiring baby-boomers and millennials alike; both groups are looking to make a difference in the world, even if that difference takes place outside the traditional boundaries of nonprofits.

“That brings lots of new ideas and creative business models to the nonprofit world and in some cases, they’re challenging some of the underlying assumptions of the nonprofit world,” McWhortor says.

The Lodestar Center, which grew out of a 35-year-old undergraduate program and took on its current name in 1999, offers degree programs in nonprofit leadership at the bachelor’s, master’s and doctoral levels and is arguably the largest and most robust nonprofit academic

center operating at a university anywhere, Ashcraft says.

“We are a huge epicenter of this field that supports students at all levels and provides a great laboratory for them engaging in their research and learning. It’s the full range of knowledge, tools, training, academic programs and research,” he says. “Other universities certainly have elements of those things, that might include a research institute or some community outreach, but we have all of these elements under one roof.”

Despite being an established center, Lodestar has focused on leading rather than just following industry trends and sharing them with professionals interested in expanding their skillset. Jill Watts, director of capacity building initiatives at the Lodestar Center, oversees the Generation Next Nonprofit Leadership Academy, a nine-month training program that began in 2008 and is sponsored by American Express. The academy’s training curriculum is carefully crafted to address specific trends in the nonprofit world, so current leaders can make their organizations responsive to external changes.

“It helps them to see what sort of trends are happening, why people are giving, why they stop giving and there are very specific questions we ask to understand the donor psyche,” Watts says. “All of those factors can go into the design and implementation of a campaign or development program. It all goes back to how we can put this research into practice.”

## LEARNING TO PLAN FOR IMPACT

Fundraising is one area that has changed dramatically for nonprofits in recent years. Corporate social responsibility isn’t just a matter of the community relations department cutting a check these days; corporations are shifting their philanthropic missions, moving away from sponsorships of luncheons and galas and other traditional mainstays of the not-for-profit budget.

“Most corporations have become very strategic about their philanthropic giving. They want to see results. They want to see impact. They want to build relationships,” Watts says.

That’s led to a movement in nonprofits to diversify their funding mix. Whereas nonprofits could traditionally fill their budgets with an annual campaign and a few grants, now they’re looking at a scarcity of unrestricted funds related to the fact that, by and large, donors have become much more specific in their desires.

Watts says that nonprofit leaders have had to become much better at discussing the specific impact of their programs, especially when given access to their counterparts in the business world.

“We ... try to get (nonprofit leaders) face time with those people and do ‘speed-networking,’ basically,” she notes. “They can sit for five minutes at a time with corporate leaders and talk about where there might be an alignment between their mission and the corporation’s focus.”



Jill Watts, the ASU Lodestar Center's director of capacity building initiatives

# THE BOTTOM LINE

Diana “DeDe”  
Yazzie  
Devine,  
president/  
CEO,  
Native  
American  
Connections



## Reaching out – and back – into the community

ASU has been invaluable in helping the Valley’s Native American Connections grow and navigate the changes in the nonprofit world, says Diana “Dede” Yazzie Devine, the group’s president and CEO and a 1999 graduate of the MBA program at ASU’s W. P. Carey School of Business. When she started at Native American Connections 35 years ago, Devine was the third employee and the group functioned on a \$50,000 annual budget. Now, Native American Connections has 140 employees, an annual budget of \$11 million and operates at 18 sites throughout the Phoenix area.

“Midway in my career here, I knew we were running a business, just like any other business,” says Devine, who went through the business school’s executive MBA program to boost her business knowledge. “We’re using sophisticated financing strategies; we’re acquiring properties and using them as assets; we’re acting just like businesses, but with heart, with the thought of always aligning our mission to our business decisions.”

Devine, who serves on the Lodestar Center’s advisory board, says Native American Connections regularly partners with ASU in a number of ways.

“We look to the Lodestar to train our board members – they’ve done a lot of work around how to interact with

the philanthropy and donor community,” she said. “We use their products and tools, we participate in the salary survey. Every year they’re on the leading edge of what the next innovation will be.”

Devine notes that the Lodestar Center also functions as an entryway for nonprofits to access many other resources at the university, from students seeking internships and graduates seeking employment to researchers specializing in areas that align with the nonprofits’ various missions. And the community connection is not just one-way. Devine and McWhortor both serve on the ASU Community Council, a Valleywide advisory group of approximately 30 members who help advise President Michael M. Crow on topics related to nonprofits and social embeddedness.

## Partnering to resolve large-scale challenges

The Lodestar Center isn’t the only ASU unit studying nonprofit issues. David Swindell, associate professor of public affairs and director of ASU’s Center for Urban Innovation, conducts research that deals with the interrelationships between governments and nonprofits. One of Swindell’s projects is studying nonprofit agencies across 26 different sectors at each of the country’s 50 largest metropolitan statistical areas.

“What I’m trying to develop is some kind of model to look at demand vs. supply of those services to determine



where you would look to consolidate some of these services or where there are underserved areas that could use additional services," he says. "This takes a step back and looks at the community level for measurements. Are we seeing a shift in the demand for services because we've actually solved some of these problems? A successful nonprofit is one that actually solves its way out of existence."

In another project, Swindell and his collaborators are building a tool to help governments decide whether they should collaborate on providing some services and if so, what form of collaboration makes the most sense in the context of the service and the type of community. As is the case with public-private partnerships, public-nonprofit partnerships are a growing trend for providing services. And Swindell says the advancement of nonprofits as a field of study have influenced this expansion.

"We're seeing a lot more of these in recent times because there's been a growing professionalism in the nonprofit community. There are a lot more people who are skilled at these services than there have been in the past," he says.

### Using the past to succeed in the future

Swindell says the university is able to influence how nonprofits will transform themselves in the future because Arizona's leaders – in the government, business and nonprofit realms – tend to have strong ties to ASU.

"We have so many of our graduates now who are running local governments and nonprofits, our alumni are our collaborators now," he says. "The thing about being at ASU is there are so many doors open and so many great opportunities to apply research to public problems."

Ashcraft, named in 2012 to the Nonprofit Times' "Power and Influence Top 50" list, says the success of the Lodestar Center now is a tribute to the wisdom at ASU that created it in the first place.

"If you think about our center, we're a knowledge and tools hub for those who lead and manage nonprofits, but also for those who volunteer and serve on boards and give money, across every topic imaginable," he says. "Really it was ahead of its time."

ASU's approach to nonprofits is still ahead of its time, emphasizing the embrace of new technologies to enable nonprofits to remain vibrant in the community. The Lodestar Center has moved many of its resources online, making them useful to nonprofits statewide.

"Clearly technology has changed the way in which so many nonprofits raise money," Ashcraft says, pointing to the 900 nonprofits that participated in Arizona Gives Day, an online fundraising effort hosted by the Alliance of Arizona Nonprofits and the Arizona Grantmakers Forum. "Those that don't have the understanding or the capacity turn to us and we provide the latest knowledge and tools ... We keep evolving the field and the field keeps evolving us," Ashcraft says.

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



David Swindell, director of ASU's Center for Urban Innovation

jam

blazin  
Game

Associate Professor of English

W





# Words of wisdom

**ASU faculty, researchers  
and students collaborate  
to increase literacy**

By Holly Beretto

There's no doubt the need for reading and writing is crucial for success in the 21<sup>st</sup> century. In an increasingly knowledge-powered economy, the need for working professionals to be able to read, write and think critically is essential. But as the landscape of how we work – and the tools we need to do so – are changing, it's becoming more and more apparent that many students are lagging in key literacy achievements, which means they could be falling further and further behind on the job front, becoming less and less able to learn and adapt and resolve challenges across their lifetimes.

# Karen Harris

Mary Emily Warner  
Professor of Education  
in the Mary Lou Fulton Teachers College



ASU is looking to change the ending to that story-in-progress. Across the university, educators, researchers and volunteers are working to help students and teachers achieve literary success. And they're doing it in ways that are both innovative and based in sound educational traditions and rigorous research, proving that there are many avenues to improving reading and writing comprehension. Here is a brief snapshot of literacy efforts taking place at ASU.

## Making reading – and writing – fun and relevant

When we think of a “reader,” we might envision someone quietly enjoying a book in a corner. But ASU is providing experiences that connect books to sound, motion and culture – and forging a link between developing skills as a reader and developing skills as a writer.

In May, more than 500 K-6 students and their teachers took part in ASU’s celebration of El Día de Los Niños, El Día de Los Libros (Spanish for “Day of the Children, Day of the Books”), a local offshoot of a nationwide annual event that began in 1997 in Sante Fe, N.M. Designed as a way to encourage children to get excited about reading and their Hispanic heritage, the ASU version of the celebration featured interactive reading and writing workshops hosted by authors, poets, storytellers, ASU professors, graduate students, and community literacy advocates; a free book for every child who attended (as well as a visit with the author); participation from writers who flew in from across the country; and performances by the Agua Fria High School Baile Folklórico Dancers and Mariachi Band and other groups.

“(Through this event), young people learn that reading is not only meaningful and can deal with topics close to their own hearts, but can actually be fun,” said James Blasingame, associate professor of English, who, with help from graduate student Tracey Flores, orchestrates El Día de Los Niños, El Día de Los Libros. “They also engage in their own writing activities, led by the authors and local professors and teachers.”

“We wish to provide students with an experience that allows youth to see beauty of their stories and cultivate their voice and realize the liberating power of reading and writing,” said Flores.

Events like El Día showcase that writing really does go hand in hand with reading. That’s one point that

# Carol Connor

Professor of Psychology

Karen Harris, Mary Emily Warner Professor of Education in the Mary Lou Fulton Teachers College, also makes in her research. Over the last generation, she says, the focus shifted away from explicitly teaching writing and concentrated instead on teaching reading, the idea being that students would learn to write as an offshoot of learning to read and rich literacy environments. But the reading-centric approach has not worked for most children, she said.

"Some kids do learn that way," she concedes. "But they're a small minority."

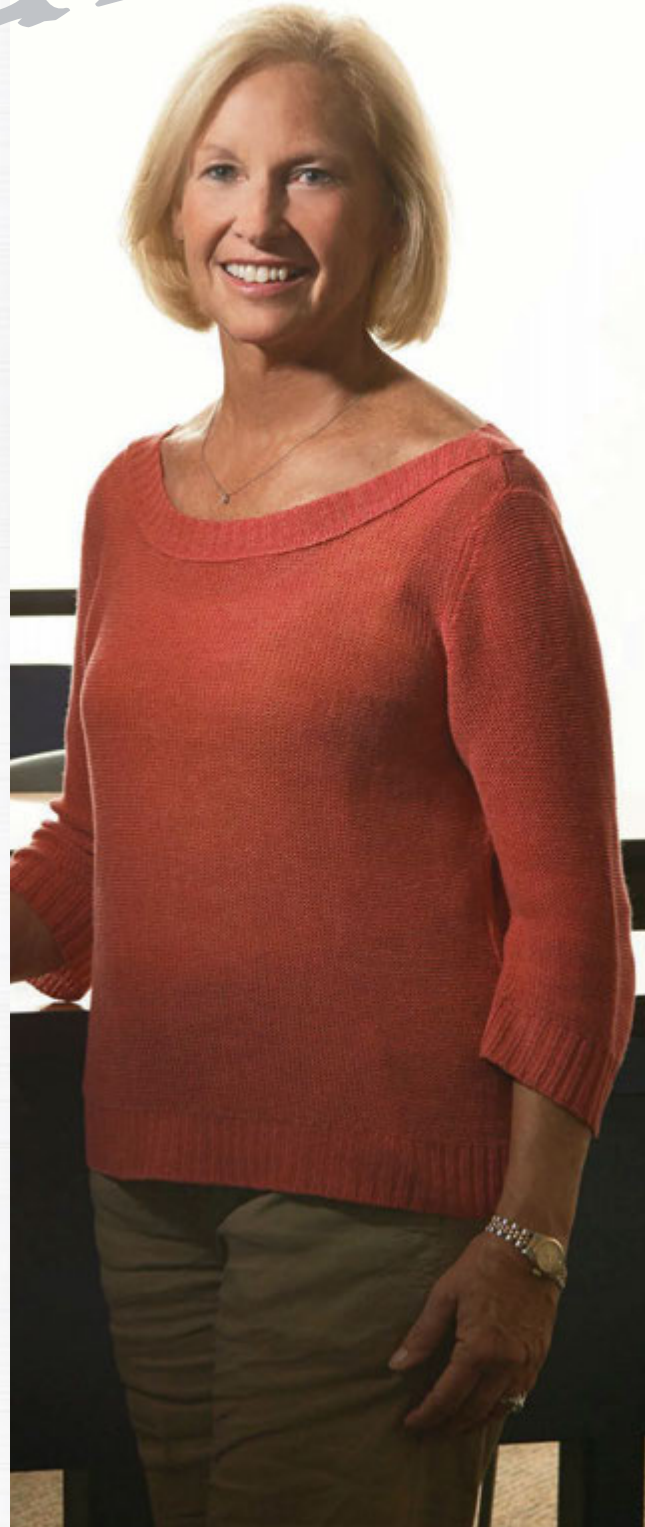
Harris' research focuses on developing evidence-based approaches to writing instruction – which means that she looks for measurable outcomes that tie how students are taught to read and write to what they achieve afterward. She praises the university's efforts to work with elementary, middle and secondary schools across the region on this issue, and says that she sees first-hand how teachers are frustrated by what she terms the search for a magic "silver bullet" idea that will help kids learn.

"Schools see, in a way many policy makers do not, that this is a tangled problem that will take a lot to fix," she explains. "Learning to read and learning to write are different skills, and our team's research helps show teachers how they can work with students across different age groups and skills and help them develop deep and rich writing skills."

## Going about instruction the "write" way

Teachers often haven't learned a lot themselves about how to teach writing, Harris explains, so they're often at a loss of how to begin. Her research proves that when teachers give their students the important foundations to learn how to plan, write and edit their work, their performance in comprehension increases and it helps them learn to use writing as a tool for learning.

Building a framework for teachers is something Carol Connor, a professor of psychology at ASU, does as well. She is the leader of a team that developed A2i (Assessment to Instruction), a software program that helps classroom teachers use planning tools, devise different levels of instruction for students at different reading levels, and measure students' results. The platform is being developed by a spinout company, Learning Ovations, which is based at SkySong, the ASU Scottsdale Innovation Center.



# Joseph Sweet

Project Coordinator,  
Mary Lou Fulton Teachers College



The software is meant to go hand in hand with a school's curriculum, and is being used by teachers in Arizona, Florida and Pennsylvania. Learning Oventions is creating a mobile app, funding its development through a Kickstarter crowdfunding campaign and other sources, with the goal of making it available to individual teachers during the 2014-2015 school year.

Connor says it's crucial that children develop reading skills early on.

"If children aren't reading at grade level by the third grade, there's almost no catching up," she says. "And our tool empowers teachers to devise ways that students can learn at different paces. Our research showed that when students used A2i in first, second and third grade, 95 percent of them were reading at grade level and by the end of third grade, many were doing so at the fifth-grade level."

Connor says that A2i helps teachers because it's not a program that steals from their instruction time. It does, however, help show them where a child might be at the beginning of a school year and what steps can be taken to ensure she's reading at grade level by the end of it.

"This tool helps teachers with their planning and classroom direction," she says, noting that teachers tend to work better – and create better learning environments – when they have a certain level of autonomy. "We'd love to see the widespread use of this program, and develop ways for it to be used in upper grades."

## Tutors provide one-on-one assistance

Another way to help students learn valuable reading and writing skills is through one-on-one instruction. In fact, as you're reading this story, nearly 250 Sun Devils will be sharing their tutoring skills in classrooms across the Valley of the Sun. Joseph Sweet, who is a project coordinator at the Mary Lou Fulton Teachers College, oversees the university's participation in America Reads, an organization that trains college students to work with children in kindergarten through eighth grade.

The program provides children with opportunities to read to an adult, strengthening their skills. The tutors provide feedback and help with both reading and writing skills as the children grow in their ability to comprehend written material.

"We work with Title I schools where 50 percent of the students have reduced or free lunch," Sweet says. "Our tutors are work study students who spend a semester working with students."

Sweet says that the parents of school children in the program call it a success. "They say our students have helped their children improve their foundational skills, so they're doing better in the classroom, doing better on homework assignments, they're catching up where there are gaps."

While the book on how to improve literacy rates in the next generation is far from finished, Sun Devils are writing new "chapters" as they help teachers and their students close achievement gaps, giving the children important building blocks for success.

*Holly Beretto is a Houston-based freelance writer.*



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## A golden Gammage

ASU's iconic auditorium celebrates its 50th anniversary season

By Bill Goodykoontz



The stage at ASU Gammage has played host to Broadway plays, symphony concerts, lectures, memorial services, rock concerts and much more over the past 50 years.

**According to John Rattenbury – who would know, given that he was there – when Eugene Ormandy finished conducting the Philadelphia Orchestra after the opening-night concert at Grady Gammage Auditorium, Ormandy waited for the audience to sit down after a standing ovation.**

It was Sept. 18, 1964. Rattenbury was the architectural representative for Frank Lloyd Wright, who had designed Gammage but died before its completion.

"After the audience sat down, Mr. Ormandy said, 'Ladies and gentlemen, I want to thank you, and on behalf of our orchestra, I want to say this is the second-best auditorium we've ever performed in,'" Rattenbury said.

A buzz ran through the audience. Huh? What? Second best? Ormandy waited a moment and continued: "If I told the truth and said this was better than my own hall back in Philadelphia, they would throw me out of my job."

Gammage is celebrating its 50th year as not only a renowned stage for concerts, dramatic performances, musicals, the 2004 Presidential Debates, and more, but also as a symbol of outreach for Arizona State University and the community it serves.



## A building born of vision

The building was the brainchild of Wright, the iconic architect, and Grady Gammage, the ASU president whose name it bears.

Colleen Jennings-Roggensack has served as executive director of ASU Gammage since 1991, and so is well aware of the building's status on-campus and beyond.

"Frank Lloyd Wright, along with President Gammage, said, 'Here is where I will plant a stick in the ground, and there will be a building with outstretched arms that says welcome to Arizona.' He continues to do that, from the time he conceptualized it through today."

Actually, Wright didn't exactly conceptualize this building in that place. Gammage and Wright were friends, and Gammage wanted an auditorium on campus. He talked to Wright about it, and Wright happened to have a design already prepared for an opera house in Baghdad, Iraq, that was never built.

So they built it in Tempe instead.

The hall has held performances of almost every type: classical music, Broadway plays, comics, rockers, opera singers, lectures, convocations, memorial services, and more. Bruce Springsteen made the concrete supports sway, the mention of which made Jennings-Roggensack laugh.

"That happens all the time," she said. "Mr. Wright designed this building so the balcony flexes."

Good to know.

Rattenbury went on to a distinguished career as an architect in his own right, serving as the senior architect for Taliesin Architects. But Gammage was the first big project he worked on. What did the job entail?

He laughed. "I never had a job like that before."

No one could find the architectural plans, and Rattenbury didn't have a car. But he stayed with it, gaining experience and earning the respect of the crew building the hall.

"It was special," he said, laughing again. "And it's still there."

Asked what Gammage's most distinguishing architectural feature is, Rattenbury didn't hesitate.

"Its acoustics," he said.

## Memory milestones

Like any building that's been around a half-century, Gammage has produced plenty of memories, recollections that are

as varied as the persons in attendance at the venue.

Clyde Parker, who served as technical director at Gammage for more than 40 years ("the building and the job kind of ran my life for 40 years, almost like a second wife," he claims), recalled a Mahalia Jackson concert years ago that bears out Rattenbury's claim of the auditorium's amazing acoustics.

When she was done with the concert proper, "she stepped out, away from the microphone, for her encore," Parker said. "She sang without (amplified) sound, and the audience was completely awed by it."

So much so, he said, that when she finished, for a moment there was a kind of stunned silence – and the acoustics are so clear that he said could literally hear the audience breathing.

For Jennings-Roggensack, it's not a concert or performance she remembers most fondly, but a memorial service for an Arizona legend.

"The proudest moment, and to me the most emotionally moving moment, is when we laid Sen. (Barry) Goldwater to rest (in 1998)," she said. "He wanted his state funeral to be held at Gammage."

But she has one other favorite memory, and it doesn't involve Billy Crystal or Robin Williams or the Joffrey Ballet of "Wicked" or "The Lion King" or any of the other big names and productions that have gone through Gammage. It involves a little girl attending Camp Broadway as a scholarship student. Her grandparents were her guardians, and they were at a dinner for students and family.

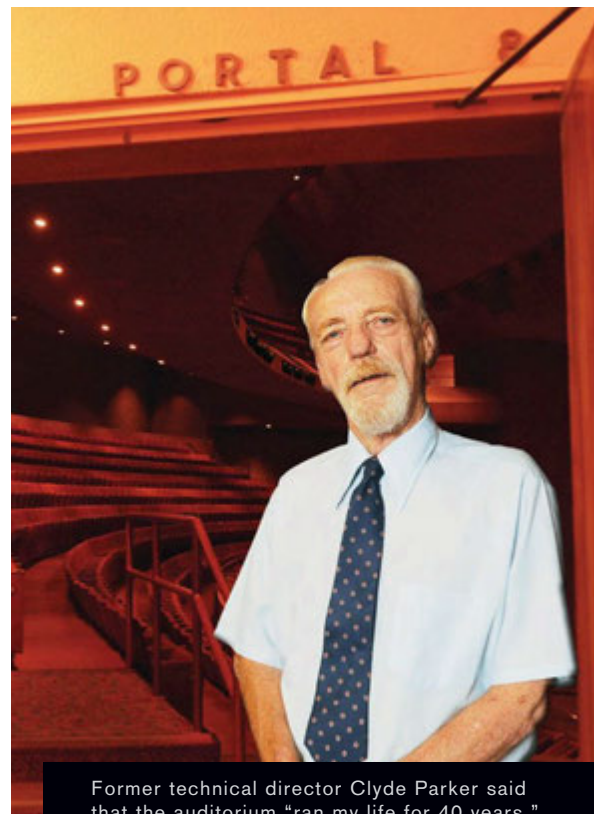
"She said to me, 'My grandfather built this building.' I looked at her and said, 'What?' And she said, 'My grandfather built this building.' I turned to (the grandfather) and I said, 'What do you mean you built this building?' He said, 'I was on the construction crew of this building, but I have never sat in this theater.' So I grabbed them, put them in the theater, turned on the stage lights, put (the girl) up on stage and said, 'Sing something.' She sang 'God Bless America' and we sobbed."

It wasn't the first time in 50 years that tears have been shed during a performance at Grady Gammage Auditorium. And it won't be the last.

*Bill Goodykoontz is a freelance arts writer based in Chandler.*



Colleen Jennings-Roggensack has been executive director at ASU Gammage since 1991.



Former technical director Clyde Parker said that the auditorium "ran my life for 40 years."



Grady Gammage, Jr., turns over the first shovel of earth at the groundbreaking for ASU Gammage in 1962.

## Fast facts about ASU Gammage and its history

- ASU Gammage stands 80 feet high, eight stories by normal building standards, and measures 300 by 250 feet.
- The 3,000-seat performance hall offers three levels of seating, with the furthest seat only 115 feet from the stage.
- In 1962, President Gammage's son, Grady Gammage, Jr. turned the first shovel of dirt at the building's official groundbreaking.
- Some of the legendary performers who have graced the stage of the auditorium include B.B. King, Neil Diamond, Bruce Springsteen, Johnny Cash, Elton John, Maya Angelou, Alicia Keys, Annie Lennox, Melissa Etheridge and Tori Amos.
- The stage can be adapted for events as diverse as grand opera, dramatic productions, symphony concerts, organ recitals, chamber music recitals, solo performances and lectures.

## ASU Gammage celebrates golden anniversary with blockbuster season

ASU Gammage will celebrate a half-century of hosting artistic excellence a series of special events and programs. On Sunday, Sept. 28, the venue will host an open house from 10 a.m. to 4 p.m., which will include complimentary birthday cake and refreshments, building tours, free performances and more.

Leading up to that will be a special anniversary concert on Sept. 23, which will feature the ASU Concert Jazz Band, the university's Wind Orchestra and the ASU Symphony Orchestra and combined choirs. The concert will highlight music by Bach, Beethoven and Richard Strauss, whose music was played by Eugene Ormandy and The Philadelphia Orchestra at the auditorium's grand opening concert in 1964.

The 2014-15 Desert Schools Broadway Across America—Arizona theater season will be filled with popular name-brand shows, including "Wicked," "Chicago," "Cinderella," "Pippin," and "The Phantom of the Opera." For more information on events at ASU Gammage during the 2014-15 season, visit: <http://www.asugammage.com/>.

## shelf improvement

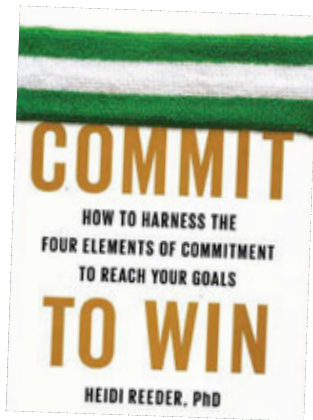


### Marie Antoinette's Head: The Royal Hairdresser, the Queen, and the Revolution

By Will Bashor '85 M.B.A., '97 B.A., Lyons Press, 2013.

With the published memoirs of Marie Antoinette's hairdresser, Léonard Autié, as his starting point, historian Will Bashor takes readers inside the court of Louis XVI and the aristocracy of 18th century France. The story-like accounts of daily life, behind-the-scenes finagling and ill-advised decisions gains credibility and value from Bashor's meticulous documentation and cross checking of historical accounts of this period. Also helpful are frank disclosures of memoir accounts that could not be verified but that are plausible elements in the story.

An accomplished social climber, Léonard as protagonist offers insights into the character of life in the broader social milieu as well as within the court's inner rooms. His affectionate loyalty to Marie Antoinette and attention to her emotional state as well as to her elaborate hairstyles are balanced throughout the book by his awareness of the world as it changed around her. The seeds of revolution are woven expertly throughout the work, even as the reader develops sympathy for the young and often unaware Marie Antoinette. Overall, this nonfiction book is an engaging account of a pivotal moment in French history told from a fresh and revealing perspective.

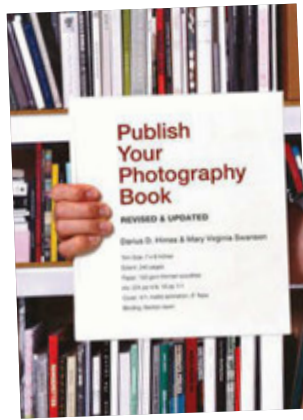


### Commit to Win: How to Harness the Four Elements of Commitment to Reach Your Goals

By Heidi Reeder '96 Ph.D., Hudson Street Press, 2014.

Willpower and motivation are often touted as the master keys to making and keeping commitments, but Heidi Reeder, an associate professor of communications at Boise State University, asserts that there are actually four components of commitment. She says that these components include treasure (how we benefit from that which we commit ourselves to), troubles (what sort of challenges or roadblocks we encounter along the road to commitment); contributions (our tangible and intangible investment in a commitment) and choices (the alternatives we have to seeing a commitment through to the end).

Reeder's book offers a detailed look at these four elements, how they interact to influence our level of commitment to a person, a job or a cause. She has even produced a mathematical formula to describe this interaction. However, her tone is anything but clinical or obtuse. Instead, she uses easy to comprehend and entertaining stories to illustrate the dynamics of commitment. She also provides helpful action plans for readers who want to strengthen their commitment to a goal, or assist others as they evaluate their commitments.

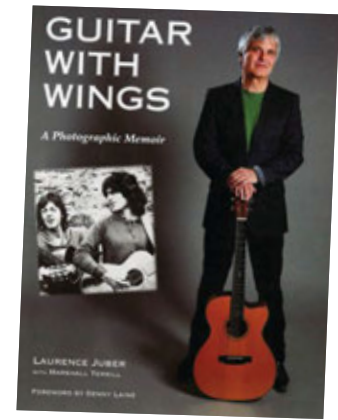


### Publish Your Photography Book: Revised & Updated Edition

By Darius Himes '93 B.F.A. and Mary Virginia Swanson '76 B.F.A, '80 M.F.A., Princeton Architectural Press, 2014.

It's the dream of many serious professional photographers – not to mention droves of aspiring amateurs – to publish a book of their work. Himes and Swanson, who are (respectively) the director of Fraenkel Gallery and an author/educator/arts advisor, have assembled a how-to book that is by turns informative, entertaining and inspiring.

Whether you're a passionate photographer, or simply a fan of the genre who would like to beef up your reading list of photo books, this volume is an absorbing read. The book mixes a detailed look at the current publishing process for trade and self-published photography books with brief essays by "industry voices" (including ASU's Regents' Professor of photography Mark Klett) that illuminate the process of making a book from a variety of angles. In the back of the book, there is a section with case studies of how contemporary photography books have gotten published, featuring question-and-answer interviews with the photographers. Finally, Himes and Swanson include a thick resources section that includes worksheets on marketing, formatting, working with distributors, and much more.



### Guitar with Wings: A Photographic Memoir

By Lawrence Juber with Marshall Terrill, Dalton Watson Fine Books, 2014

What if, in an instant, your career went from pretty good to legendary? That's what happened to Lawrence Juber, a British-born musician who was a successful guitar player in London in the 1970s. Then, in 1978, he was asked to become a member of Wings, the band formed by Paul McCartney after the Beatles broke up.

"Guitar with Wings," which Juber wrote with co-author Marshall Terrill, a public affairs information specialist at ASU's Downtown Phoenix campus, is a detailed and lively account of Juber's life before, during and after his tenure with the band. It is packed with his photos and personal musical memorabilia, including dozens of informal photos of McCartney and his first wife Linda, and their farm in the Scottish countryside, which functioned as a sort of creative mecca for Wings.

Juber's tone in the book is one of gratitude and amazement for his time spent at what he called "McCartney University." The reader is likely to be amazed as well. Fans of Beatles and Wings will enjoy the snapshots of their favorite musicians – especially the more intimate shots that could have only come from a camera held by a family friend and band mate. Contemporary music history buffs will love the inside stories of many of Wings' hit songs, as well as some of the band's crucial albums and tours. The deluxe edition of the book includes another treat: a limited-edition CD featuring Juber entitled "Standard Time."

## 2000s

**Bill Konigsberg '05 M.F.A.** recently announced the release of the second edition paperback of his debut novel, "Out of the Pocket." This edition includes two new chapters, a cover designed by Evan Walsh, a foreword by former NFL punter Chris Kluwe and an afterword by Outsports co-founder Jim Buzinski. The work is available on amazon.com.

**Justin Allen '03 B.S.**, youth basketball coach, motivational speaker and former ASU basketball player who is also a cancer survivor, announced the release of "No You Can't ... Yes I Can," an inspirational book for young people who face obstacles on the way to meeting their goals.

**Ainsley Grace Collins '01 M.C. (formerly Marji Trued Collins)**, founder of The Center for Humanness, announced the release of her self-help book, "What's My Childhood Got to Do with It? How Discovering Your Past Will Benefit Your Future." The work is available through amazon.com.

## 1990s

**Suzanne Linda '99 B.S.** announced the release of her debut novel, "In an English Garden," the first book in a planned trilogy. The book is available through amazon.com.

**John Shufeldt '95 M.B.A., '05 J.D.**, an adjunct professor in the W. P. Carey School of Business and the Sandra Day O'Connor College of Law, announced the publication of his nonfiction book, "Ingredients of Outliers: A Recipe for Personal Achievement," by Outlier Publishing. This is the first work in a planned series on this topic.

**R. Craig Coppola '92 M.B.A.**, founding principal of Lee & Associates Commercial Real Estate Services, announced the release of his first book, "How to Win in Commercial Real Estate Investing," which is available through amazon.com.

**Krisstina Wise '91 B.S.**, founder of the GoodLife Team, a real estate brokerage in Austin, Texas, published "Falling for Money: How to Have a Lifetime Love Affair with Your Finances." The book identifies principles for securing financial well-being and is available at amazon.com.

♦ **M.O. Thirunarayanan '90 Ph.D.** published an article, "Life-Integrated Evolving Digital Diplomas," in EDUCAUSE Review Online.

## 1980s

**Tobi Lopez Taylor '86 B.A., '99 M.A.**, editor of American Indian Art Magazine, announced the publication by Screenfold Press/Mare's Nest Books of her new book, "The Polish and Russian Arabians of Ed Tweed's Brusally Ranch." The work is available through amazon.com.

## 1970s

♦ **Patty Mahoney '72 B.A.E., '77 M.A.E., '88 M.Ed., '90 M.C.** announced the release through Inkwell Productions of her book "Secrets from the Pink Chair, A Struggle for Life Among the Dead." Based on a true story, the novel takes place in Tempe during the middle of the 20th Century and references ASU.

## 1960s

**Ronald E. Knipfer '65 M.S.E.**, who is retired from the U.S. Air Force and community college management, announced the publication of his book, "Everybody's Poetry." The work is available through amazon.com.

## Faculty and Staff

**Desirée Garcia**, assistant professor of English, announced the release of her book, "The Migration of Musical Film: From Ethnic Margins to American Mainstream," by Rutgers University Press.

**Carrie Gillon**, assistant professor of English, announced the release of her book, "The Semantics of Determiners: Domain Restriction in Skwxwú7mesh," by Cambridge Scholars Publishing.

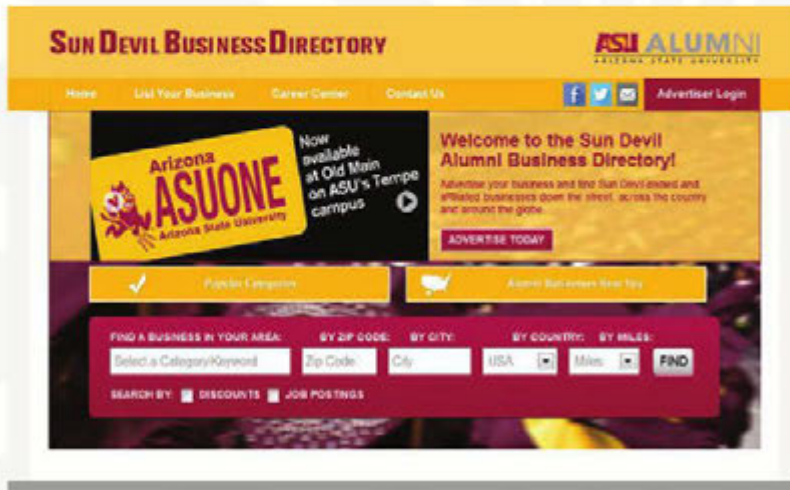
## Awards and Recognitions

**Chris Benguhe '92 B.A.**, motivational speaker, consultant and writer for the Catholic Sun newspaper in Phoenix and the Saturday Evening Post, was the subject of an ABC 15 story about his transition from a popular tabloid writer to an author of stories about ordinary people meeting extraordinary challenges.

**Bill Konigsberg '05 M.F.A.** received the Sid Fleischman Humor Award for his second young adult novel, "Openly Straight." Additional recognition of the book includes YALSA's Best Fiction for Young Adults, ALA's Rainbow List, and Georgia Peach Award nomination.

**Viktorija Todorovska '96 M.T.E.S.L., '00 Ph.D.**, a food and wine consultant and author, announced the nomination of her book, "The Sardinian Cookbook: The Cooking and Culture of a Mediterranean Island," for a culinary award from the International Association of Culinary Professionals in the baking category.

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## Success by association

New board chair names inclusion, diversity as key to organizational growth

By Liz Massey



Bob Boschee is the 2014-15 chair of the ASU Alumni Association's board of directors and National Alumni Council.

Bob Boschee '83 B.S., '85 M.B.A., the incoming chair of the ASU Alumni Association's board of directors and National Alumni Council, is keeping in step with the spirit of ASU's New American University philosophy when you ask him what he'd like to focus on during his year at the helm.

"There is something quite special about a university that defines greatness not by exclusivity, but by creating a student body characterized by diverse backgrounds, ideas, and experiences," he says.

"The Alumni Association should reflect those values ... so everyone who graduated from this great institution can remain closely connected to our rich, diverse alumni community and all it has to offer."

Boschee has maintained his connection to ASU as a student, employee, alumnus and community member. He started his career working for ASU Public Events as a technical supervisor, overseeing events at ASU Gammage, Wells Fargo Arena and Sun Devil Stadium. Later, he spent a dozen years managing treasury operations at Arizona Public Service and their parent company, Pinnacle West Capital Corp. He is now a principal partner with Merrill Lynch's Ashley & Boschee Group.

Boschee makes his home with his wife, Lynne, and his two sons, Jack and Ben, in central Phoenix. He answered a few questions from ASU Magazine right before his term as chair began on July 1.

**ASU Magazine: Tell us a little bit about your educational experience at ASU, and how you've remained connected to the university as an alumnus.**

Boschee: I attended the College of Public Programs as an undergraduate, received my MBA from the W. P. Carey School of Business and was a full-time employee of ASU Public Events during my years at ASU. I've stayed involved

in the university since that time by interacting with other alumni, attending sporting events and performing arts on campus, and volunteering my time to support ASU students. My involvement in the Alumni Association during the past 10 years has been particularly rewarding. It's a privilege to connect with other alums and to see the dramatic difference ASU grads are making in their communities, and in the world.

**ASU Magazine: As you prepare to take the helm of the Alumni Association board, what are you hearing from ASU alumni about their connection to their alma mater?**

Boschee: Because we're such a diverse group, alumni have a wide variety of opinions and priorities for the university. But what connects us all is a strong and growing sense of Sun Devil pride. Whenever I talk to alumni, I hear how proud they are to be part of a school that, in a time of cutbacks, remains unwaveringly committed to public education and is making ever increasing investments in research and in world-class programs and facilities, and that is reaching beyond the classroom and the lab to do great work here in Arizona and around the globe.

**ASU Magazine: What do you think are the association's greatest strengths as an organization?**

Boschee: People who come to ASU love it here, so a large percentage of our alumni remain in state and live in Maricopa County. This gives us a huge base of local support. At the same time, there are ASU alums living and working around the United States and across the world, and that offers us a truly global perspective.

**ASU Magazine: What are some areas you'd like to see the association grow while you are board chair?**

Boschee: Arizona leads the nation in cuts to higher-education funding. Today, our universities have 48 percent less state funding today than we did in 2008, according to the Center on Budget and Policy Priorities. As an alumni group, we have to do more to support the university and keep it great. But more importantly, we need to do more to encourage our government leaders to invest in public education and in Arizona's future.

To support that goal, I'd like to see the association ramp up its work to communicate about everything the university is accomplishing – including the investments in research and technology that are going on every day at ASU, as well as the university's outreach to various groups.

**ASU Magazine: What are some of your favorite ASU or Alumni Association affiliated events to attend/participate in? Why do you enjoy them?**

Boschee: I'm a college sports fan so I love to attend all events that bring fans and alumni together. I also love the Sun Devil Generations program that allows my young boys to be involved in activities at ASU and to see what their ASU experience will be like.

**ASU Magazine: How can alumni and other readers of ASU Magazine contribute to a stronger ASU and support the Alumni Association?**

Boschee: Get involved. Support your Alumni Association and university by ASU attending events – whether it's sporting contests, theater events, workshops, reunions, etc. Steer yourself to our campuses to see the many changes occurring and the great work that's being done.



Bob Boschee: "What connects us all is a strong and growing sense of Sun Devil pride."



Bob Boschee praised ASU for making increasing investments in research and world-class programs and facilities.



Bob Boschee: "I'm a college sports fan so I love to attend all events that bring fans and alumni together."



Current Medallion Scholarship recipients stand with Don Dotts (blue shirt, center), the former executive director of the ASU Alumni Association, at the opening of an ongoing museum exhibit on Sparky Plates at the Tempe History Museum.

## Sparky plates celebrate 25 years

Collegiate license plate program funds Medallion Scholarships

One of the greatest things about ASU’s collegiate license “Sparky” plate program is that Sun Devils can spread their ASU pride wherever they go in their vehicle. Over the past 25 years, the Sparky plate program has raised more than \$2 million for the Alumni Association’s Medallion of Merit Scholarship, now known as the Medallion Scholarship Program.

To commemorate the license plate program’s 25th anniversary, an ongoing exhibit was installed earlier this year at the Tempe History Museum highlighting key moments in Sparky plate history. Don Dotts, the former executive director of the ASU Alumni Association and the person widely regarded as the originator of the Sparky plates idea, spoke at the exhibit opening about how the program got started.

“I saw a collegiate license program in Florida when I was at a conference, and I thought, ‘we could do that,’” Dotts told the crowd. “I called Barry Arons, chair of the alumni board who was also a lobbyist in the state Legislature. He thought it was a great idea, and we had it through the Legislature in a matter of months ... it was Sun Devils who got the program together and got it done.”

More than 16,000 Sparky plates currently adorn vehicles in Arizona. To discover more about the history of the plate, a recent episode of The Alumni Experience podcast pitted two current Medallion Scholarship students head-to-head in a quiz about the Sparky plate. Visit <https://soundcloud.com/asualumni/learning-about-sparky-plates-at-25> to hear the quiz, plus commentary from Dan Miller, the Tempe History Museum’s coordinator of exhibits.

To learn more about how to purchase a Sparky plate, or the scholarships it supports, visit <http://www.sparkyplates.com>.

## Sparky Plates @ 25: An Overview

Here are a few facts drawn from the timeline in the Sparky plate exhibit on display at the Tempe History Museum.



**1960s:**  
The ASU Alumni Association establishes the Medallion of Merit Scholarship. This scholarship enables talented students from Arizona high schools to complete their college education.

**1970s:**  
Signature events and galas raise scholarship funds for the Medallion of Merit scholarship.

**1980s:**  
Gov. Rose Mofford signs legislation instituting the

official collegiate license plate program. Special university plates for ASU, U of A and NAU are created to support student scholarships.

Initial plate design includes a white background with maroon and gold accents and Sparky the Sun Devil.

Former U.S. President Ronald Reagan receives a Sparky license plate as a memento of his visit to ASU on March 20, 1989, where he spoke at a student leadership conference.

**1990s:**  
Signature events, such as a 1996 gala featuring singer Tony Bennett, continue to support the Medallion of Merit Scholarship.

Plate sales raise more than \$100,000 a year to support the Medallion Scholarship.

**2000s:**  
In 2006, the Medallion of Merit program is revamped and renamed the Medallion Scholarship Program.

Sales of Sparky license plates begin in other states. The first state to sell the plate other than Arizona

is Maryland.  
The scholarship fund now supports more than 100 students every year.

**2010s:**  
The Sparky license plate has a new all-gold look. Old Main, the ASU Alumni Association office on the Tempe campus, opens as a third-party provider for the Arizona Motor Vehicle Division to process Sparky license plate sales.

Sparky license plates go on sale in Texas. More out-of-state ASU plates are planned to be released soon.



## Mix it up

### Alumni events address diverse Sun Devil interests

You know the saying: “Summertime, and the livin’ is easy.” Easy, that is, unless you’re part of the ASU Alumni Association. Enthusiastic employees and volunteers for the organization trade the possibilities of hot-season relaxation for the chance to engage with Sun Devils around the country. This summer, our representatives welcomed ASU’s newest students, entertained future Sun Devils and their families, connected alumni with career-oriented mixers and workshops, introduced the freshman class to one of ASU’s time-honored traditions during Welcome Week, and much more.

Here are highlights of Alumni Association-sponsored activities from the past few months.

#### Signature events introduce students to the “Sun Devil Way”

From May until August, nearly 1,000 incoming ASU students, their families, and alumni participated in 37 Sun Devil Send-Offs, which were held in locations from coast to coast. Alumni, ASU staff and current students provided guests with information about the university experience and families were able to meet others from their hometown who shared a Sun Devil connection.

Once those incoming freshmen arrived in Arizona in August, they were invited to Whitewash the A, a Welcome Week tradition that stretches back into the 1930s. As many as 2,000 students made the journey up Hayden Butte to refresh the A with a coat of white paint. Members of the Student Alumni Association, the undergraduate wing of the Alumni Association, orchestrated the event and introduced the freshmen to Arizona State’s rich history and traditions.

#### Sun Devil kids dabble in crafts, watch a movie

The Sun Devil Generations program, aimed at junior ASU fans from birth to eighth grade, had an active season, with Arts & Crafts Day on May 3. Several dozen Sun Devils-in-training colored, glued and beaded their way to artistic glory. In June, a posse of Sun Devil pals gathered to watch Movie Mania.

#### Young Alumni make a splash ... and keep their eyes on the ball

The ASU Alumni Association’s Young Alumni group hosted its sixth annual pool party on June 14 at the Talking Stick Resort in Scottsdale. Participants soaked up the sunshine, splashed in the crystal blue waters, and took advantage of the giveaways and other festivities in the private ASU alumni cabanas.

The young alumni also hosted a get-together later in the summer, when several dozen Sun Devils gathered for Young Alumni Night at Chase Field on Aug. 9. Everyone enjoyed seeing the Diamondbacks take on the Colorado Rockies and the view from the Coors Light Strike Zone.

#### Additional events

More than 100 career-minded Sun Devils were able to expand their list of professional connections at networking mixers hosted by Alumni Career Resources. The Maroon and Gold Professional Network and Women In Business groups hosted events at Grimaldi’s Old Town in Scottsdale and the Thirsty Lion in Tempe.

ASU alumni were also able to glean valuable tips for entering the field or furthering their career at a May 29 seminar, “Explore the Business of Nonprofits.” More than 80 turned out to hear advice from Edmundo Hidalgo of Chicanos Por La Causa, Inc., Nora Hannah of Experience Matters, and Laura Capello of Big Brothers Big Sisters of Central Arizona.



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## Reports from the Sun Devil Nation



Yuma/El Diablito alumni chapter members met members of the Sun Devil Athletics Caravan for a celebration lunch at the home of Ram Krishna, a member of the Arizona Board of Regents.

### Yuma/El Diablito

In May, the Yuma (El Diablito) Chapter hosted a stop on the the Sun Devil Caravan, where ASU alumni and fans had the opportunity to meet Sun Devil football head coach Todd Graham, new wrestling coach Zeke Jones, men's basketball coach Herb Sendek, women's basketball coach Charli Turner Thorne, soccer coach Kevin Boyd, and Vice President for University Athletics Ray Anderson.

The tour started at James R. Rolle Elementary School with Sparky's Tour, a youth education assembly where Sun Devil student-athletes interact with children and teach the value of personal character and healthy living. Then, the coaches and Sparky participated in two community service events: visiting children hospitalized in the pediatrics unit of the Yuma Regional Medical Center, and volunteering at the Yuma Community Food Bank.

In the evening, more than 150 alumni gathered at Gowan Company for the Sun Devil Meet-and-Greet. At this event, fans and alums had the chance hold a replica of the Territorial Cup, take photos, interact one-on-one with the ASU coaching staff and administrators, and hear about the upcoming changes to Sun Devil Stadium.

Contact: Carlos Anaya, carlosanaya14@hotmail.com.

### Austin

The Austin Sun Devils enjoyed a busy spring, starting with our Pat's Run Shadow Run in late April. With more than 30 participants, this event was a huge success honoring Pat Tillman!

In early May, we hosted our annual golf tournament at the beautiful Forest Creek Country Club in Round Rock. ASU alumni came out to enjoy a day of golf, socializing, and great prizes. In the second week of May, our chapter hosted networking events at Abel's on the Lake and Abel's North, forming new friendships and providing networking opportunities.

Spring quickly turned into summer in Austin, just in time for our Sun Devil Send-Off. Alumni and new students packed Coal Vines to welcome the newest Sun Devils. Alumni answered questions, shared favorite memories and issued their best advice.

As we enter football season, our chapter is excited to continue game-watching events to cheer our Sun Devils to a great season! Our signature event, a boat cruise on Lake Austin, will be happening soon, and you won't want to miss out on this highly anticipated occasion!

Contact: Autumn Mesanko, Austin.sundevils@gmail.com.

## Chicago

Our chapter hosted a record number of events earlier in the year, including our second annual cornhole tournament with local alumni from Colorado University, two W. P. Carey alumni networking events in early spring, our bowling league, and last but not least, our Pat's Run shadow run in late April. One of the biggest highlights was having Ray Anderson, the new vice president for university athletics at ASU, visit alumni in Chicago in early May. It was great to learn more about the vision of athletics and the upcoming stadium renovation project.

Beyond enjoying visits from ASU's leadership, our chapter was proud to receive the Top Devil Award from the ASU Alumni Association. We welcomed another great class of freshmen to ASU at the Sun Devil Send-Off hosted at the CubbyBear. Sun Devil football now is underway, and we look forward to meeting and greeting our newest alumni to the Chicago area at game-watching events.

Contact: Steve Mindel,  
asuchicagoalumni@gmail.com.

## Colorado

Our chapter had a fantastic spring and summer, with an expanded event calendar and a growing community. We held one of our largest Pat's Run shadow runs back in April, then partnered with Barrett, the Honors College, in May for an alumni happy hour networking event. In July, we sent a group of new Sun Devils down to Tempe and awarded our chapter scholarship at the Sun Devil Send-Off; we also enjoyed time outdoors with our summer kickball team for its second season. We closed out the season by attending a Colorado Rockies baseball game as well as a few Rapids soccer games.

We are looking forward to hosting the Sparky's Touchdown Tailgate for the ASU-Colorado game in Boulder on Sept. 13, and are eagerly anticipating that our football-related events will continue to grow from the 300 guests we had at Blake Street Tavern at the end of last season. It has been great to see not only our local community grow, but also the entire state of Colorado, with the Northern and Southern Colorado chapters starting up and growing as well. We look forward to conducting more events this fall with them.

Contact: Shaun Bainbridge,  
bainbridge@asu.edu.

## Flagstaff

On April 26, our club hosted its first Pat's Run shadow run in conjunction with the main event held in Tempe. The Flagstaff community celebrated by running/walking a 4.2-mile trail on the beautiful Continental Country Club Golf Course. Despite the snowy weather and freezing temperatures, 50 people showed their support; following the run, participants, friends and families gathered at Jake's on the Green for breakfast.

In late May, the Sun Devil Athletics Caravan stopped in Flagstaff on its fourth stop of its inaugural tour. All ASU alumni and fans gathered at Majerles' Sports Grill for a chance to interact one-on-one with ASU coaching staff and administrators, including Sun Devil football head coach Todd Graham, new gymnastics coach René Lyst, soccer coach Kevin Boyd, Vice President for University Athletics Ray Anderson, and ASU Alumni Association President Christine Wilkinson. We also had a great casual outdoor mixer on Aug. 23. Thanks for all who showed up to participate!

To get more involved in our group, visit our home page at <https://alumni.asu.edu/chapters/flagstaff>.

Contact: Meghan Remington,  
meghan.remington@gmail.com.

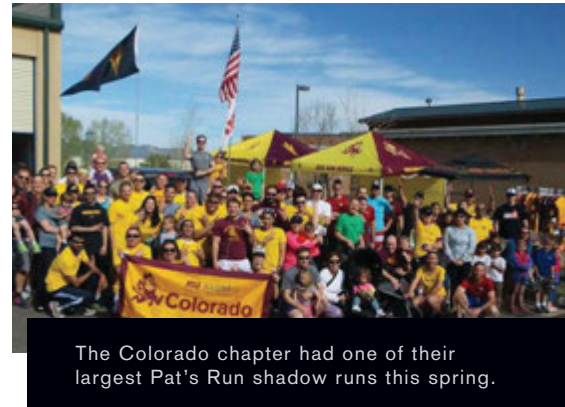
## Georgia

Our chapter members have been keeping busy! On April 26, we held a Pat's Run shadow run in Alpharetta, Ga. The event attracted alumni, veterans, and runners of all ages for a great cause – to honor Pat Tillman. On June 22, ASU alums in the Georgia area celebrated new students and parents at our summer Sun Devil Send-Off event. The day was full of food, stories and laughs! In August, we had our signature event where we tailgated with friends and family while watching former Sun Devil Eric Sogard of the Oakland A's play the Atlanta Braves. We are going to continue our Mooing Monday event, where we treat our taste buds every second Monday of the month to a different Atlanta burger joint.

Our football game-watching events this fall will remain at Hudson Grille in Brookhaven. If you are in the area, be sure to join us and meet other local Sun Devils. We have many



Chicago alumni greeted Vice President for University Athletics Ray Anderson (fifth from left) during his visit to the Windy City.



The Colorado chapter had one of their largest Pat's Run shadow runs this spring.



Flagstaff alumni ran in the snow in April at their Pat's Run shadow run!



The Georgia chapter held their Pat's Run shadow run in Alpharetta, Ga.



The LGBT Devils' Pride chapter celebrated a year of accomplishments with a brunch in June.



The Los Angeles chapter will be hosting a volunteer service event at a local Ronald McDonald House this fall.



Proud incoming Sun Devil students pose at the Sun Devil Send-Off hosted by the Greater Philadelphia chapter.



The Nonprofit Professionals alumni club will host networking mixers starting in September that are open to all professionals in the nonprofit sector.

other events planned for later in the fall, including weekend brunches, happy hour gatherings and networking lunches. Join the "Arizona State Alumni Georgia Chapter" group on Facebook to get the latest dates, times and locations.

Contact: Seth Deitchman, seth.deitchman@morganstanley.com.

## LGBT Devils' Pride

Thank you to all our Sun Devils and community members who made our 2013-14 year such a success. It was great to have so many of you at our end-of-the-year celebration brunch on June 14. We are proud to announce that our chapter membership has increased to 68, and that we continue expanding our presence both on campus and in our community.

Visit us at [alumni.asu.edu/chapters/lgbt-devils-pride](http://alumni.asu.edu/chapters/lgbt-devils-pride) for information on all of our upcoming mixers, chapter meetings, ASU football game-watching events, homecoming festivities, and programs planned for fall 2014.

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

## Los Angeles

Our chapter members were very active this summer. We co-hosted an event with the Walter Cronkite School of Journalism and Mass Communication, where local Cronkite alums and guests gathered at ASU's California Center in Santa Monica to celebrate the

kickoff of undergraduate student's sports broadcasting internships in the Los Angeles area.

In July, we welcomed new students and their families to the Sun Devil family with Sun Devil Send-Offs that took place in Westlake Village, Santa Monica and Arcadia. In early August, we went back to the infamous Hollywood Bowl for a picnic and enjoyed a concert featuring Gladys Knight and Kool and the Gang. During that month we also hosted our annual outing to Dodger Stadium for a pre-game meet-n-greet with Sun Devil and Dodger baseball great, Andre Ethier.

Join us for a volunteer/service event at the Ronald McDonald House this fall, and don't miss the Sun Devil football team's return to LA to take on the USC Trojans on Oct. 4 – complete with an Alumni Association-sponsored tailgate before the game!

For more information on the LA Chapter and these events, visit [alumni.asu.edu/chapters/los-angeles](http://alumni.asu.edu/chapters/los-angeles).

Contact: Eddie DeVall, devall@aol.com.

## Nonprofit Professionals

This was our club's first year, and together we made it a success! We had the opportunity to put our ideas into practice and get a good feel for what worked best. Starting in September, we will be having networking mixers targeted to professionals in the nonprofit sector.

Our club brings together alumni from all degree programs and academic disciplines that have an interest in the nonprofit sector and a passion to serve their community. For more information, visit [alumni.asu.edu/chapters/nonprofit-professionals](http://alumni.asu.edu/chapters/nonprofit-professionals).

Contact: Robyn McLaughlin, Nonprofit.alumni@gmail.com.

## Greater Philadelphia

The Philly Sun Devils would like to wish good luck to all of the students starting their first semester at ASU! We met so many wonderful students at our Sun Devil Send-Off this summer, which was graciously hosted once again by ASU alum Jim Shaughnessy and his wife, Patti.

Football season is here! Join us to watch every game at Tavern on Broad, located at 200 S. Broad Street in Center City Philadelphia. We'll have official ASU T-shirts to give away and other Sun Devil memorabilia as the season goes on.

Follow us on Facebook at [Facebook.com/PhillySunDevils](http://Facebook.com/PhillySunDevils) for info about all of



School of Sustainability  
Dean Christopher Boone.

our events, including the Pac-12 Alumni Brunch Club, game-watching events and PAC The Stockings!

Contact: Fernando Torres,  
PhillySunDevils@gmail.com.

## School of Sustainability

In April, we hosted our first regional networking mixer in Washington, D.C., where we had 15 in attendance. Alumni were able to discuss current issues at the mixer with School of Sustainability Dean Christopher Boone. A second regional networking mixer in San Francisco attracted 20 attendees, including Sun Devil alums and two EPA representatives. We hope to host more out-of-state events this fall and next spring.

Our spring 2014 Salute to Graduates event had more than 60 attendees, including new and current alumni, their family, and friends. A special thank you to everyone who helped with that event.

We are proud to announce that the SOS Job Shadowing Program was a huge success! The program hosted eight current SOS students shadowing eight alumni at their workplace. It will continue during the 2014-15 academic year. Our annual alumni reception will once again take place during the night before Homecoming, and we will have a tent at the Homecoming Block Party.

After a successful beginning in May, our chapter is planning to host a monthly alumni volunteer project with the Escalante Community Garden, in which School of Sustainability alumni and students will participate in a community project while educating others on sustainability.

Contact: Stephanie Quintero,  
SOSAlumni@asu.edu.



Twin Cities alumni hosted a Sun Devil Send-Off for Minnesota students headed to ASU.

## Twin Cities

Twin Cities alumni were out and about this past summer at a number of our chapter events! The Lake Minnetonka Boat Cruise, our signature event of the year, was held in June. We had a great gathering of alumni on the Elixir as we cruised around Lake Minnetonka and enjoyed a beautiful Minnesota evening on the water.

In July, we welcomed incoming freshmen and their parents to the Sun Devil family at our Sun Devil Send-Off. Parents and students alike were excited to connect with the local alumni, each other and with ASU at this great annual event. Good luck to the class of 2018!

Football season is underway, but don't watch the games alone! Join us at the Lyons Pub in downtown Minneapolis each week to cheer on our Sun Devils! Stay connected with us on our website, alumni.asu.edu/chapters/twin-cities.

Contact: Kate Lyons,  
twincitiessundevils@gmail.com.

## W. P. Carey School of Business

Our chapter heated things up over the summer with several fun and exciting opportunities for alumni involvement!

In May, our new grad mixer provided current alumni to the opportunity to welcome the incoming members from the class of 2014 at the Devil's Advocate in Tempe. The networking continued in June with an event in Central Phoenix at St. Francis. In July, W. P. Carey alumni came together to enjoy a Diamondback's game outing at Chase Field!

With Homecoming festivities approaching right around the corner, we invite all business school alumni to attend our annual Alumni Hall of Fame Reception on Thursday, Oct. 30 at the McCord Hall Plaza, and our Homecoming Block Party on Saturday, Nov. 1, on the Old Main Lawn at ASU's Tempe campus. Don't miss out on the fun - look for a complete listing of upcoming business alumni events at <http://alumni.wpcarey.asu.edu>.

Contact: Theresa DeLaere,  
wpcareyalumni@asu.edu.



The W. P. Carey School of Business will join many other alumni groups at the Homecoming 2014 Block Party on Nov. 1.

## Extending the currency of power

Elizabeth Vazquez  
'94 B.A.



**Most entrepreneurs don't launch ventures with the intent of putting themselves out of business. But when you found a nonprofit devoted to increasing access to markets for women-owned businesses, it makes sense to aim for obsolescence.**

"My goal is to make our work unnecessary in my lifetime," explains Elizabeth Vazquez, CEO and co-founder of WEConnect International, a Washington, D.C.-based organization that helps female entrepreneurs succeed in global value chains.

Vazquez was born in Mexico but was raised in Arizona by a struggling single mom who put herself through ASU at night. Her career has long focused on empowering women, she says.

"I always wondered what (my) life would have been like if my mom and other women like her had the basic resources they needed to consistently provide for their families," she explains. While entrepreneurship may not be the answer for all women, "those who want to start and grow a business should have easy access to resources," Vazquez notes.

She credits her political science training at ASU and two transformational summer internships with shaping her understanding of "how power is acquired and used, and why money is such an important instrument to understand as a currency of power."

These experiences formed her insights on what is needed for more women to be empowered.

So after earning a master's degree in law and diplomacy from Tufts University in 1996, Vazquez began her economic development playing-field-leveling career: first helping to organize the Global Conference on Women Entrepreneurs for the Organisation for Economic Co-operation and Development in 1996, then co-founding TradeBuilders, a company that hosted the world's first "virtual trade missions," in 1999. After that, she joined Quantum Leaps, a nonprofit accelerating the global development of women's enterprises. It was there, as executive director, that Vazquez began working with the multinational companies that helped to "incubate" WEConnect International, which was officially incorporated in 2009.

Today, WEConnect International focuses on improving global supplier diversity by helping women compete for contracts that normally are awarded to companies owned by men. Why this niche? "While the United States is experienced in promoting contract opportunities to underutilized business communities, it is almost unheard of outside of the United States," Vazquez says.

With Vazquez at the helm, WEConnect International is likely to change all of that. Despite being a daunting task, Vazquez is up for the challenge.

"I've met thousands of women business owners who care deeply about their companies and their communities," she says, "And when they share their stories with me I gain wisdom, strength, and humility, knowing that our work together is not easy, but important," she says.

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





**Max Schwimmer '11 B.Mus. (left) and Joseph Abad '09 M.M. (right)**, members of a Hartford, Conn., chamber ensemble named Asylum Quartet, announced that the group was the first saxophone quartet to win Grand Prize at the International Chamber Music Ensemble Competition in Boston, Mass.

## 2010s

◆ **Lauren Kyger '13 B.A.**, a former intern at the Center for Public Integrity in Washington, D.C., is part of a four-member journalism team that received the George Polk Award for Business Reporting for the exposé "After the Meltdown."

**Mark Naufel '13 B.S.**, director of new media for the Arizona Republican Party and a graduate student at ASU, was appointed by Governor Brewer as a student regent on the Arizona Board of Regents.

**Sara Sams '13 M.F.A.**, faculty associate in creative writing at ASU, is a program leader and poetry teacher in the newly established la Phoenikera Writer's Guild in Phoenix.

**Brandan Zaucha '13 B.L.S.**, is the creative director of the recently launched Underground Cellar, an online business offering competitive pricing, storage and delivery of prestigious artisan wines.

**Breanne Lott '12 B.A.** is a community health volunteer with the Peace Corps in Ethiopia, where she focuses on HIV and its impact in the community. As a member of Peace Corps Ethiopia's Gender and Development Committee, she organized a weekend Action for Gender Equality Summit for volunteers and youth from across Ethiopia to address pressing issues of gender equality that impact community health efforts.

**Alexandra Ncube '12 B.A.** was cast as Nabalungi, the leading female role, in the national tour of Broadway's "The Book of Mormon." Her first appearance in the role was Feb. 25, at Baltimore's Hippodrome.

**Mark Sneen '12 M.A.**, formerly resort manager at Sheraton Wild Horse Pass Resort & Spa, accepted a position as hotel manager of the Palace Hotel in San Francisco.



**Mark Bartschi '11 B.S.D.**

joined the board of directors of Hope's Haven, an organization that assists critically ill children and their families in Ventura County, Calif.

**Jeff Kunowski '11 B.A.**, founder and vice president of sales and marketing for Illumin8 Outdoor Media, was named the Young Entrepreneur of Year by the Arizona Small Business Administration. Illumin8 was established in 2010 with support from an ASU Edson Student Entrepreneur Initiative grant and is now affiliated with MK Solutions Group, which Kunowski helped form. MK Solutions provides technology solutions for sports and entertainment venues.

**Jessie McDonough '11 B.A.**, formerly a reporter and news anchor in South Bend, Ind., joined the Action News team in Jacksonville, Fla.

**Masha Shmukler '11 J.D.**, an attorney in the Phoenix office of Greenberg Traurig, LLP, was included in the 2014 Super Lawyers list of Southwest Rising Stars.

**Nancy Sirianni '11 Ph.D.**, previously assistant professor of marketing at Texas Christian University, accepted a position as assistant professor of marketing in the D'Amore-McKim School of Business at Northeastern University.

**Lynda Anderson '10 M.L.S.**, previously senior manager of human resources with Chandler-Gilbert Community College, accepted a position as director of human resources at Columbus State Community College in Columbus, Ohio.

**Ray Chung '10 M.Ed.** was accepted into ASU's doctoral program in educational leadership and innovation.

## 2000s

**Eddie Chang '02 B.S.**, partner; **Alon Shnitzer '02 B.I.S.**, senior managing partner; and ◆ **John Kobierowski '93 B.S.**, senior managing partner, form a solid Sun Devil presence at ABI Multifamily, a brokerage and advisory firm in Phoenix.

**Nedda Gales '09 B.S., '12 J.D.;** ◆ **Katherine Brown '08 J.D.; Dana Hooper '04 J.D.;** and **Katherine Swenson '08 J.D.**, all attorneys in the Phoenix office of Greenberg Traurig, LLP, were included in the 2014 Super Lawyers list of Southwest Rising Stars.

**Lauren Bailey '02 B.A., '02 B.A.;** **Wyatt M. Bailey '97 B.A., '00 J.D.;** **Craig DeMarco '96 B.A.;** and **Kris DeMarco '89 B.A.** are partners with Upward Projects, LLC, Inc., which was among the finalists for two 2014 Food Awards from the Arizona Restaurant Association.

**Caleb Barclay '09 B.S.D.** developed Splicity, a story telling app for iPhone. The app leads users through a video creation process and produces 17-second video stories that can be shared on Twitter and Facebook.



◆ **Rachel Brockway '07 M.B.A.**

Previously an account executive, Brockway was promoted to senior account executive with HMA Public Relations in Phoenix.



◆ **Fernando Torres '05 B.S.E.,**

a site manufacturing manager at Green Tweed & Company, was elected to the board of directors of the American Helicopter Museum.



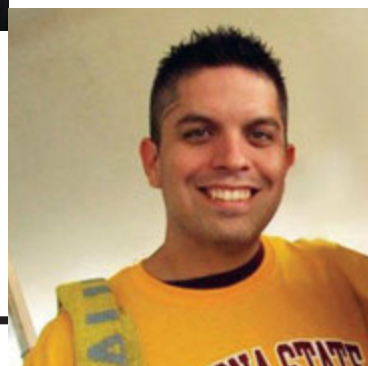
**Lauren Elliot Stine '03 B.A., '03 B.S., '06 J.D. and Michael S. Catlett '02 B.S.,**

attorneys in the Phoenix offices of the Quarles & Brady law firm, were included in the 2014 Super Lawyers list of Southwest Rising Stars.



◆ **James Rough '00 B.S.,**

associate director of Navigant Consulting, Inc. in Phoenix, Rough was elected treasurer of the Arizona Chapter of the Association of Certified Fraud Examiners. He also was elected to a three-year term on the Valley Youth Theatre board of directors.



**Alexandra Lindgren-Gibson '09 M.A.** was selected among the 22 Charlotte W. Newcombe Doctoral Dissertation Fellows for 2014. This fellowship includes a 12-month award of \$25,000 in support of doctoral candidates in the humanities and social sciences whose research addresses questions of ethical and religious values.

**Nicki Myers '07 B.I.S.** was recently crowned Mrs. Colorado 2014.

◆ **Michael Angulo '06 B.S.**, Salt River Project employee and chair of the scholarship committee for ASU's Hispanic Business Alumni Chapter, received a 2014 SRP Presidents' Volunteer Spirit Award in recognition of his efforts to address a significant community need.

◆ **Laurence Schiffman '06 B.S.**, a wealth management advisor with Northwestern Mutual Wealth Management Company in Denver, earned the Certified Financial Planner designation.

**Tiffany Miller '05 M.S., '05 M.B.A.**, previously with GoDaddy.com, accepted a position as director of business development with Kenshoo, a Facebook strategic preferred marketing developer.

**Jennifer Hammer '04 B.S.**, associate vice president and legal counsel for the Illinois Chamber of Commerce (Springfield office), was re-elected to the Board of Governors of the Illinois State Bar Association for a second, three-year term.

**Sara Wilson '04 M.A.**, formerly an interpretive planner with the St. Joseph (Mo.) Museums, accepted a position with that organization as its executive director.

**Andrew Holycross '02 Ph.D.**, a biology professor at Mesa Community College, completed a hike along the north side of the Grand Canyon, a journey of more than 500 miles. The 65-day journey was accomplished in one trip and, in combination with earlier hikes on the south side of the canyon, made Holycross the third person documented to have hiked the length of Grand Canyon on both sides.

**Marianne LeGreco '02 M.A., '07 Ph.D.**, associate professor of communication studies at the University of North Carolina-Greensboro, was included in the Triad Business Journal's 2014 40 under Forty listing.

**Abdullah Al-Bargi '01 M.T.E.S.L., '06 Ph.D.**, vice dean of development at King Abdulaziz University in Jeddah, Saudi Arabia, was named an official reviewer for the Commission on English Language Program Accreditation (CEA), a U.S.-based accreditation agency. In this capacity, he may visit and review English language programs worldwide that seek compliance with CEA standards.

**Cynthia Bejarano '01 Ph.D.**, a criminal justice professor at New Mexico State University, was named among the 2014 Regents Professors at that university.

◆**Ryan Alan Hanning '01 B.A.** was appointed assistant vice president for strategic partnerships and director of cultural advancement for the University of Mary in Tempe, Ariz.

**Joseph DeSchryver '00 M.B.A., '00 M.H.S.A.,** CEO of Sierra Vista Regional Medical Center, was appointed to the CenCal Health board.

**Mark D. Kranz '00 M.Arch.,** a design director at the Phoenix office of SmithGroupJJR, was promoted to vice president in that firm. He specializes in complex, sustainable academic teaching and research facilities.



**Henry A. (Hank) Alviani '93 D.M.A.,** formerly director of choral and vocal music studies at Clarion University of Pennsylvania, accepted an appointment as associate professor of music and director of choral studies at Kutztown University of Pennsylvania.



◆**Mark Courtney '93 B.S.,** director of research and associate professor of Emergency Medicine in the Feinberg School of Medicine at Northwestern University, received a 2014 Mentor of the Year Award from the university's Medical Faculty Council.



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◆**Jenny Holsman Tetreault '00 B.S.,** corporate counsel with Rural/Metro Corp., was recognized by the Phoenix Business Journal by inclusion in the publication's 2014 Top Dynamic Women in Business list.

**Sharon Wallace '00 M.S.,** previously public services staff officer on the Tonto National Forest, accepted a position as deputy forest supervisor of the Mt. Hood National Forest that is east of Portland, Ore.

◆**Judy C. Walruff '00 Ph.D.,** a faculty associate at ASU, was elected president of the Arizona Family Health Partnership in Phoenix.

department colloquium for electrical and mechanic engineering students at Pennsylvania State University.

◆**Geoff Rephart '99 B.I.S.** accepted a position as executive director of the new Pulmonary Hypertension Association-Midwest Chapter, which encompasses Wisconsin, Michigan, Iowa, Missouri and Indiana.

**Stephen Booze '98 B.S.,** formerly chief information officer of Appointment-Plus software in Scottsdale, Ariz., was promoted to chief operating officer at the company.

**Tim Crain '98 Ph.D.,** assistant professor in the Genocide and Holocaust Studies program at Seton Hill University, was named as that university's director of the National Catholic Center for Holocaust Education.

**Gregg Murset '98 B.S.,** founder and CEO of My Job Chart, received the 2014 Financial Education Instructor of the Year award from the National Financial Educators Council. The award recognizes individuals who have demonstrated commitment to the financial literacy movement.

**Wendy Riddell '98 J.D.,** an attorney with Berry Riddell & Rosensteel, was appointed to the Maricopa County Board of Adjustment. She was included in Chambers USA 2014 in recognition of her work in zoning and land use.

**Greg Handel '97 M.M., '07 D.M.A.,** previously associate director of the School of Creative and Performing Arts at Northwestern State University, was named director of the university's Mrs. H.D. Dear School of Creative and Performing Arts.

## 1990s

**Laura Capello '97 B.A.,** president and CEO of Big Brothers Big Sisters of Central Arizona; ◆**Mary Ellen Dalton '99 M.B.A., '08 Ph.D.** president and CEO of Health Services Advisory Group, Inc.; **Eileen Klein '98 M.P.A.,** president of the Arizona Board of Regents; and ◆**Adelaida Severson '95 M.M.C., '06 Ph.D.,** president and CEO of Bushtex, Inc., were recognized by the Phoenix Business Journal among the 2014 Top Dynamic Women in Business.

◆**Sandra O. (Ortland) Erickson '99 J.D.,** an attorney in private practice, was elected to the board of directors of the Arizona Family Health Partnership.

**Julie Huntley '99 Ph.D.,** formerly with IBM, accepted an appointment as dean of the College of Business at Oral Roberts University.

**Ravi Jethra '99 M.B.A.,** senior marketing manager with Endress+Hauser, spoke about instrumentation for energy businesses at a



**Richmond J. Vincent, Jr. '96 B.S., '02 M.B.A.**

Vice president of workforce development for Goodwill of Central Arizona, received the Economic Development Distinguished by Excellence award for Workforce Practitioner of the Year. The award was presented by the Arizona Association for Economic Development to honor Vincent's significant contributions to Arizona in support of economic development over the past year.



**◆ Gregory Titus '96 B.S.**

Accepted a position as vascular and interventional radiologist with Medical Diagnostic Imaging Group/Vascular and Interventional Physicians.

**◆ Javier Cárdenas '99 B.A.E.,**

Director of Barrow Concussion Network at the Barrow Neurological Institute and director of the B.R.A.I.N.S. Clinic at St. Joseph's Hospital and Medical Center, was recognized by the Phoenix Business Journal by inclusion in the publication's list of the 25 most admired Phoenix leaders of 2014.



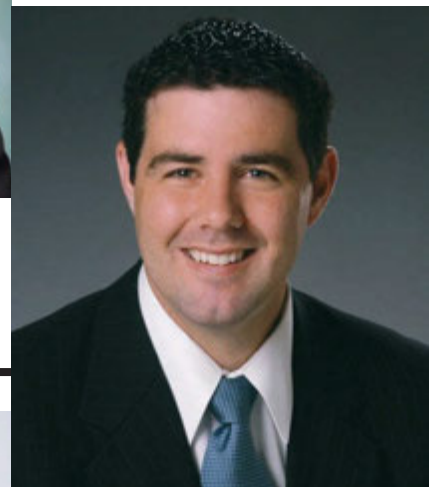
**James L. Ugalde '99 B.S., '03 J.D.,**

an attorney in the Phoenix office of the Quarles & Brady law firm, was included in the 2014 Super Lawyers list of Southwest Rising Stars.



**Joseph Falasco '98 B.S.**

An attorney in the Little Rock, Ark., office of Quattlebaum, Grooms, Tull & Burrow PLLC, became a managing member of the law firm.



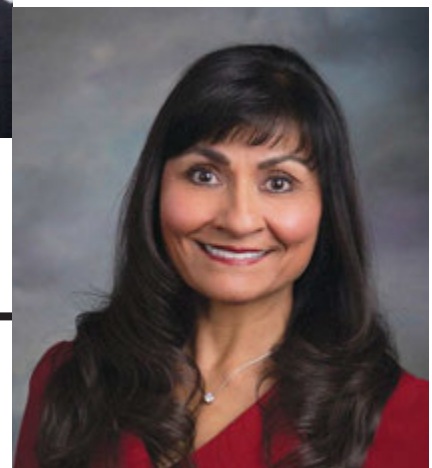
**Spencer Tew '97 B.A.,**

formerly with the Tew Cardenas law firm, joined Rennert Vogel Mandler & Rodriguez, where he will continue to practice in the areas of commercial litigation, construction and real estate litigation.



**◆ Nachie Marquez '85 B.A.**

Previously communications and public affairs director for the city of Chandler (Ariz.), accepted a position with Chandler as its assistant city manager.





**Byron O. Pope '86 B.S.,** city clerk for Beverly Hills, Calif., was elected second vice president of the City Clerk's Association of California and will become president of the organization in 2015.



**Rick Schwarz '95 B.S.L.A.,** director of landscape architecture with In2it Studio, LLC, and **Joe Schwarz '08 B.S.D.,** are participating in the nationally televised television show "Brother vs. Brother." The show premiered on June 8.



**Chris Bissonnette '93 B.S.** was appointed a leader of Summit Wealth Management, a subsidiary of Guardian Life Insurance Company of America located in Los Angeles and Orange County, Calif.

**Greg Robinson '93 B.S.,** previously a partner at Peninsula Ventures in Redwood City, Calif., accepted a position as general partner of 4490 Ventures in Madison, Wis.

**Scott Zeman '92 B.A., '98 Ph.D.,** formerly a dean at St. Thomas University, was named provost and vice president for academic affairs at Salve Regina University.

**Mario E. Diaz '91 B.S., '97 M.P.A.,** president of Mario E. Diaz & Associates, LLC, was elected to the board of directors of the Arizona Family Health Partnership.

**Srinath Ekkad '91 M.S.,** Rolls Royce Commonwealth Professor for Aerospace Propulsion Systems in Virginia Tech's College of Engineering, received the university's 2014 Alumni Award for Excellence in Graduate Academic Advising.

**Marni Kuyl '91 B.S.N., '95 M.S.,** formerly public health division manager in Washington County's (Ore.) Health and Human Services Department, was promoted to director of the department.

**Jeff Nuzum '91 B.A.,** previously in executive positions at SAP and Oracle, accepted a position as senior vice president of worldwide sales with Euclid.

## 1980s

**Lesla Storey '86 J.D., ♦David Cleary '84 B.S.** and **John Cummerford '80 B.A.,** attorneys in the Phoenix office of Greenberg Traurig, LLP, were included in the 2014 list of Super Lawyers. Storey was included also in the Southwest Super Lawyers Top 25 Arizona Women list.

**David Auerbach '89 B.A.E.S.E.,** currently chair of the Science Department at Cardigan Mountain School in Canaan, N.H., resigned this position to become the director of the Charles C. Gates Invention and Innovation program at the same school. Auerbach is a Siemens STEM Institute Fellow and recipient of the 2014 National Science Teachers Association/Vernier Technology Award.

**Quinn DeAngelis '89 B.S.,** an attorney in Scottsdale, Ariz., received certification by the State Bar of Arizona Board of Legal Specialization in estate and trust law.

**Junyong Zhu '88 M.S.,** team leader with U.S. Forest Service Forest Products Laboratory, received the 2014 Research and Development Technical Award and William H. Aiken Prize from TAPPI's International Research Management Committee. The award recognizes outstanding accomplishments or contributions that advance the technology of the paper and related industries in the field of research and development.

**Bridget Costello '87 B.F.A.,** previously director of development at Children's Museum of Phoenix, accepted a position as managing director for Valley Youth Theater, also located in Phoenix.

♦**Diane Humetewa '87 B.S., '93 J.D.,** ASU special advisor to the president for American Indian Affairs, was named the first American Indian woman to serve as a federal judge. She will serve in the Federal District Court of Arizona.

**Michael J. Lacey '87 M.A.,** formerly deputy director and COO for the protection and administration of water rights and water supplies, was appointed by Gov. Jan Brewer as the director of the Arizona Department of Water Resources.

**Anton Nikodemus '87 B.S.,** formerly president and COO of casino marketing for MGM Grand Resorts, was named COO of MGM Resorts International Regional Operations.

**Brett Wallerstedt '97 B.S.,** former Sun Devil football player, accepted a position as senior account executive for corporate partnerships with the Arizona Diamondbacks. He was employed previously as associate general manager at IMG College in the metropolitan Phoenix area.

**Rae Conelley '96 M.Ed.,** previously the principal of Frontier Elementary School in the Peoria (Ariz.) Unified School District, accepted a position as principal of the new Sunset Heights Elementary School in the same district.

**Robert D. Hannafin '94 Ph.D.,** previously dean of the College of Education, Information and Technology at Long Island University's Post Campus in Brookville, N.Y., accepted a position as dean of the Graduate School of Education and Allied Professions at Fairfield University in Fairfield, Conn.

♦**Jeff Sacks '94 B.S.** was promoted to partner-principal at Crowe Horwath LLP, where he works in risk consulting services.



## Boosting the best and brightest

### Surendra Shakya '02 M.A.

After obtaining his bachelor's and master's degrees in the United States, Nepal native Surendra Shakya returned in 2007 to Hetauda, his home community, intent on setting up a computer laboratory that would teach English, science and math digitally and bring technical progress to the country.

In the process of realizing this ambition, he encountered some very bright and enthusiastic students who came from financially poor schools. He recalls that one child already had published a book about the universe's creation while still in ninth grade and wanted to study quantum physics. "We were able to reveal

his extraordinary talent via national media," Shakya said. "As a result, (he) has received a full scholarship to pursue a high school diploma at an elite school in Kathmandu, Nepal's capital."

The intellectually promising student is just one of the 22 boys and girls who have received scholarships from EduVision Foundation, a non-governmental organization he founded in 2011.

The organization does much more than provide an academic foundation for the children it serves. "When the children were small, we focused on shaping them into giving and caring individuals," stresses Shakya. All EduVision students perform volunteering service regularly – daily when possible – tutoring neighborhood kids as well as assisting in EduVision's waste management program.

"Our students have become role models in the area of social transformation, so we are offering community involvement programs to other schools," Shakya said. Through this brand of community outreach, EduVision has touched the lives of almost 5,000 students in 15 schools and colleges.

While he was earning his master's degree in political science at ASU, Shakya participated in a number of activities that would prove valuable in launching the EduVision Foundation, including a writing a column for the State Press, working as volunteer in a national election and earning money as a teaching assistant. "I credit my reputation as a good motivational speaker to the skills that I learned during my TA days," says Shakya. "In terms of teaching, I have been greatly influenced by Dr. Michael Mitchell's methods of motivating young students."

Shakya spends a lot of time raising funds for his venture, encouraging sponsorship of individual students on EduVision's Tumblr site and recruiting international volunteers to come to Nepal and help students gain confidence speaking English. He asserted that his studies at ASU had helped him see that working with the children of a country was crucial to improving the leadership of a nation.

"Political science helped me understand the need for good political force to build a nation," he said. "This has influenced me to make the children under my wings into honest and morally unshakable political leaders in the community."

*By Oriana Parker, a freelance writer based in Phoenix.*

◆ **Charles A. Wilhoite '87 B.S.**, managing director and national director of health care services of Willamette Management Associates in Portland, Ore., was appointed to a three-year term on the San Francisco Federal Reserve's Economic Advisory Council.

**Barry S. Arbuckle '86 M.S.**, president and CEO of MemorialCare Health System in Long Beach, Calif., received a Becker's Healthcare 2014 Leadership Award in recognition of his contributions to his health system, hospital and community.

**Bruce Pearson '86 M.H.S.A.** was named senior vice president and CEO of Scottsdale Healthcare's Osborn campus.

**Jane Morris '85 M.P.A.**, executive director of Phoenix Mesa Gateway Airport Authority, was recognized by the Phoenix Business Journal among its list of 2014 Top Dynamic Women in Business.

**Mark W. Schwartz '83 Ph.D.**, executive vice president and COO of Galena Biopharma, was appointed as an independent director on the Targazyme board of directors.

**Gregory M. Pafford '81 B.S.**, a Phoenix dentist, was installed as the 105th president of the Arizona Dental Association. He is co-founder of the Phoenix Boys & Girls Club's Dave Pratt Dental Clinic and active in the Arizona Dental Foundation.

◆ **Eduardo L. Preciado '81 B.S.C.J.** announced his retirement as a section chief with U.S. Immigration and Customs Enforcement Air Operations at the Phoenix-Mesa Gateway Airport. His more than 25 years in federal law enforcement included positions with the U.S. Department of Justice's Immigration and Naturalization Service in Reno, Nev.

◆ **Ken Erler '80 B.S.** was named senior vice president and chief administrative officer at Sentry

Insurance in Stevens Point, Wisc. His current responsibilities as general counsel and corporate secretary will be retained.

## 1970s

◆ **Neil Giuliano '79 B.A., '83 M.Ed.**, a former mayor of Tempe, returned to the city recently to attend the dedication of Neil G. Giuliano Park, an expanse of grassy parkland stretching from Rural Road to the Mill Avenue bridges. The dedication took place on May 10 – exactly 20 years after Giuliano was elected mayor of Tempe.

◆ **Julie Campbell '79 B.A.** is associate director of communications and public affairs at Washington and Lee University in Lexington, Va., and the author of two award-winning books, "The Horse in Virginia: An Illustrated History" and "Studies in Arizona History."

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# Creating a new sound

**Kimberlee Swisher '09 B.A., '11 M.A.**

Music therapy plays an important role in medicine both for adults and children. Certified music therapists use evidence-based interventions to accomplish individualized goals with clients, such as alleviating pain, expressing feelings, enhancing memory skills, and improving interpersonal communication. Although not a music therapist herself, Kimberlee Swisher is helping to spread the benefits of music therapy by marrying it to modern technology in ways that are both imaginative and rewarding.

After receiving a bachelor's from ASU in music, Swisher pursued a graduate degree in the university's School of Arts, Media and Engineering, which combines arts and technology by bringing together students, faculty and professionals from backgrounds such as bioengineering, psychology, dance, theatre and computer science, to search for new rehabilitation and learning systems and explore artistically how technology influences culture.

"Todd Ingalls was my advisor and taught me everything I know about music technology," says Swisher. "I was also influenced by Garth Paine, who introduced me to the idea of creating a dynamic, rather than stagnant, interactive sound experience."

Swisher extended her advocacy of using technology to enhance music therapy in late 2012 by founding Playsound Technology, a company whose goal is to find and create meaningful experiences with technology and make them available to everyone.

One of Playsound's products is a unique gesture-based interactive system, called MIST, that allows users to create music by moving their bodies through physical space. Developed for children with mild to moderate developmental disabilities, MIST has several therapeutic effects, including increased spatial and body awareness as well as greater endurance, muscle tone, balance and synchronized movement. Another computer application produced by the company, Tiny Piano, allows the user to play a piano keyboard with the click of a mouse, typing of keys, or plugging in a MIDI keyboard.

The diversity inherent in the company's current offerings is unsurprising to Swisher,

who has presented at venues as varied as music therapy conferences and workshops on natural user interfaces.

"Most of the technology I create involve alternate methods of music making or experiencing sound, so while the ideas mostly arise from specific client needs, their application is not limited to a specific population," she says.

Beyond her work with her company, Swisher is sharing what she knows about music technology through creating a permanent interactive sound installation at the I.D.E.A museum in Mesa and by working as an instructor in ASU's Digital Culture degree program. At the heart of her vocation is her desire to share her love of music with as many people as possible.

"I love the idea of engaging everyone in music-making practices," she said. "I am a music teacher by heart and by trade, and I see myself always looking for new ways to integrate technology and music into my classroom and the community."

*By Oriana Parker, a freelance arts writer based in Phoenix.*



**Jon Pettibone '73 B.S., '76 J.D.,**

an attorney in the Phoenix offices of the Quarles & Brady law firm, was named in the 2014 Southwest Super Lawyers Magazine.

◆ **Emily Burns '65 B.A.E., '69 M.S., '84 J.D.,**

an attorney, is serving a second term as president of Central Arizona Estate Planning Council, the members of which include attorneys, accountants, trust officers, financial planners and other related professionals.





## sun devil births



Mia Isabella Alford



Lily Annette Janda



Lucille Joy Keating



Rory Xavier Schuck



Adam Scott Underwood



Connor Tennyson  
Michael Tetreault

**Mia Isabella Alford** was born to **Brett Alford '96 B.S.** and **Amber Alford** on Jan. 3, 2014.

**Lily Annette Janda** was born to **Brianna Janda '06 B.S., '12 M.B.A.** and **Dale Janda '10 B.S.** on Oct. 5, 2013.

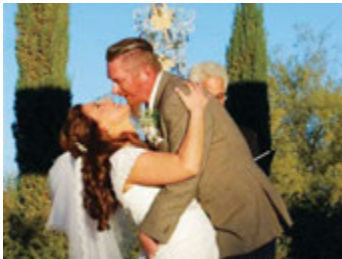
**Lucille Joy Keating** was born to **Trish Thiele-Keating '03 B.A.** and **Ryan Keating '03 B.A.E.** on March 4, 2014.

**Rory Xavier Schuck** was born to **Monica Weir '02 B.S.** and **Raymond Schuck '06 Ph.D.** on March 23, 2014, in Sandusky, Ohio.

**Adam Scott Underwood** was born to **Scott Underwood '91 B.A.** and **Carmen Underwood** on Jan. 23, 2014, in Phoenix.

**Connor Tennyson Michael Tetreault** was born to **Jenny Holsman Tetreault '00 B.S.** and **Colin Tetreault '05 B.A., '10 M.A.** on Feb. 27, 2014.

## sun devil marriages



Melissa (Herrington) Ogle and Tim Ogle



**Melissa (Herrington) Ogle '05 B.S.E.** and **Tim Ogle** were married on Dec. 14, 2013, at the Windmill Winery in Florence, Ariz.

◆ **Trish Stark '78 B.S., '79 M.B.A.** was promoted to president, First Western Trust in Scottsdale, Ariz.

**Dan Wermiel '78 M.S.**, formerly technical program manager for the California Division of Oil, Gas and Geothermal Resources' District 4, accepted a position as district deputy of that organization.

◆ **Rebecca Lynne Burnham '77 B.S.**, an attorney in the Phoenix office of Greenberg Traurig, LLP, was included in the 2014 list of Super Lawyers and, also, in the Southwest Super Lawyers Top 25 Arizona Women list.

**Gayle Shanks '74 B.A.**, co-founder and co-owner of Changing Hands Bookstore, was recognized by the Phoenix Business Journal among its list of the 2014 Top Dynamic Women in Business.

◆ **Ronald Shoopman '72 B.S.**, president of the Southern Arizona Leadership Council and a retired

brigadier general who served with the United States Air Force, was appointed to the Arizona Board of Regents by Gov. Jan Brewer.

### 1960s

**Gil Rudolph '67 B.A.**, an attorney with Greenberg Traurig's Phoenix office, was included in the 2014 list of Super Lawyers.

**JoAnn Yeoman Tongret '66 B.A., '96 M.A.** is co-recipient of the inaugural George C. Wolfe Fellowship from the Society of Directors and Choreographers. The fellowship will support her research on directing period works. She also received a research and creativity grant from the ASU Emeritus College to direct two related one-act plays, "The Berge Plays: A Celebration of Sisters," that will be mounted in New York City this fall.

### 1950s

◆ **Ralph Lingerfelt '52 B.A.E., '55 M.A.E.** received the American Award at the Tempe William Bloys Post 2 of the American Legion, in recognition of his life of military and civilian service that has been dedicated to benefit others.

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



#### How to submit class notes

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

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

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

sun devil  
snapshot



## Making beautiful music together

They looked very official in their military-style uniforms – and ready to play to cheer on football players for the institution that eventually would become Arizona State University.

The Tempe Bulldogs Marching Band was founded on Sept. 20, 1915, by Lillian Williams (center, in dress, with saxophone). Williams furnished the band with instruments, uniforms, and repertoire of standard classical music. The marching band became a standard feature on the Arizona State campus starting in the late 1920s, and has grown over the years to include nearly 400 members in the present day.

The ASU Sun Devil Marching Band is known as the “Pride of the Southwest,” and it’s not hard to understand why – it received the coveted Sudler Trophy for marching band excellence in 1991, the first Pac-12 school to receive such an honor. The ensemble performed in the pre-game show at Super Bowl XLII in Glendale, Ariz.; played at Cardinals NFL and Phoenix Suns NBA games; and made musical appearances at Sea World, Knott’s Berry Farm, Disneyland and Universal Studios. The band also has had special guest appearances with the Boston Brass Quintet, Tower of Power and Little Richard.

For more information on the ASU Sun Devil Marching Band, visit [http://music.asu.edu/sundeilband/marching\\_band.php](http://music.asu.edu/sundeilband/marching_band.php).

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

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