

THiNK

MAGAZINE

COLLEGE OF LIBERAL ARTS | *Spring 2009*



PURDUE
UNIVERSITY



There is hope that female genital cutting, which is still practiced around the world, particularly in Africa, will be eliminated in our lifetime. The best results come not when outsiders try to impose mandates, but when the women themselves unite for change, says Professor Ellen Gruenbaum, the new head of the Department of Anthropology and author of The Female Circumcision Controversy. See page 8 for more.

Photo by Ellen Gruenbaum





6 A Conversation in Movement

7 Why Do People Rally?

8 Uniting for Change

9 Cancer Consolation

10 Fearless, Formidable, or Phelpsian?

16 Alumni Profile: Ana Pinto-Alexander

18 Service on the Syllabus

22 Prisons Broke?

3 CONSIDER THIS

4 YOUR VIEWS

24 FOCUS
24 News

29 IMPRINT

30 PROGRESSIONS
30 Alumni Column
31 Class Notes
34 Distinguished Alumni

THiNK

MAGAZINE

Volume 2(1): 2009

Published by the College of Liberal Arts
for alumni and friends

Produced by Purdue Marketing
and Media

Dave Brannan, *Director*
Melanie Hahn, *Associate Director/
Editorial*

THiNK Staff

Kristal Arnold, *Editor*
Cheryl Glotzbach, *Designer*
Mark Simons, *Photographer*
Amy Patterson Neubert, *University
News Service Liaison*
Deb Buehler, Barbara Dixon, Emily
Hunteman, Sarah Wermuth,
David Williams, Amira Zamin,
Contributing Writers
Andy Hancock, iStock, David
Umberger, *Contributing
Photographers*

© 2009 by the Purdue University
College of Liberal Arts. All rights
reserved. No part of this publication may
be reproduced or duplicated without the
prior written permission of the publisher.

THiNK Magazine
Purdue University
College of Liberal Arts
100 N. University Street
West Lafayette, IN 47907-2098
(765) 494-2711 (800) 991-1194
thinkcla@purdue.edu

An equal access/equal opportunity university
0901208e



ON THE COVER. What makes an athlete? "Fearless, Formidable, or Phelpsian?" on page 10 explores this question and more. *Photo by Jillian Porter (BA 2008, Law and Society)*

| C O N S I D E R T H I S |



There's been a none-too-subtle shift in advertising the last several months. Marketers have moved from appealing to consumers' sense of entitlement ("because I'm worth it") to appealing to their pinched pocketbooks. Products are now being touted for their potential to save consumers money.

That's just one of the impacts of the struggling economy. Higher education, both public and private, has not been immune to the difficult economic climate. Private colleges and universities, dependent on their endowments, have seen that source of income seriously depleted in the wake of the worldwide stock market decline. Many public universities, dependent on state funding, are also being asked to cut back to help make ends meet as state revenues shrink.

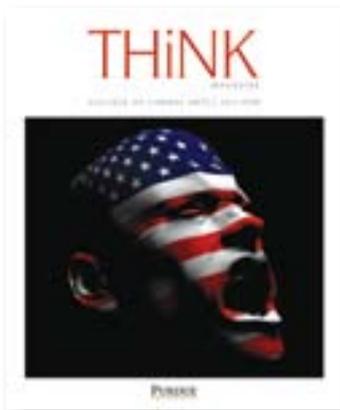
In these challenging times, how well prepared will our students be when they graduate in May in search of careers in the new chilly, economic climate?

I'm willing to predict that students educated in a broad liberal arts curriculum will enter the world of work with a versatility and breadth of experience that will enhance their opportunities to land interesting and satisfying careers. Alumni who participated in the college's LA Influentials class last fall all had wonderful and very different life stories to share with students about how they were able to realize the promise of their Purdue liberal arts educations. Two recurring themes emerged — the necessity to invent oneself and the importance of being open to unexpected opportunities.

One piece of advice really seemed to resonate with students: "Say no to nothing," encouraging them to consider all the rich possibilities inherent in their Purdue educations in the arts, humanities, behavioral sciences, and social sciences.

JOHN J. CONTRENI
Justin S. Morrill Dean

contreni@purdue.edu



Congratulations on *THiNK Magazine*. The quality of the production is outstanding. You and your staff have set an extremely high standard, both in content and presentation. I look forward to the future issues.

REV. VAN C. ELLIOTT, CFP
 BS 1959, Mathematical Statistics
 MS 1962, Speech
 Director, Financial Foundations
 El Cajon, California

I just want you to know how much I appreciate the cover of the fall 2008 edition of *THiNK*. It actually accomplished the mission embedded in the title, as my students and I deconstructed it in conversation. Comments ranged from ideologies on nationalism/patriotism, war, and national pride to what it means to “wear” nation. Looking forward to the next issue.

ANTONIO D. TILLIS
 Director, Latin American and Latino Studies
 Purdue University

Congratulations on an outstanding new design and format of *THiNK*.

TIM OTTINGER
 BA 1977, Industrial Design
 Redondo Beach, California

I wanted to congratulate you on the new version of the Liberal Arts magazine. The content and form of *THiNK* is great ... very readable, substantial, and full of interesting information. Best wishes for another productive year at Purdue!

ANNE PUTNAM ROCHET
 Mayne Island, British Columbia
 Canada

I was quite disgusted with the recent issue of *THiNK Magazine* from the College of Liberal Arts. The front cover desecrated the American flag in a sorry attempt at “art” that was as hideous and inartistic as it was disrespectful. Inside, we were treated to such liberal icons as Chelsea Clinton and Dan Rather. Are you really so insulated from the real world that you think we alumni want to see such pathetic leftists paraded in your magazine?

If your college were really liberal (as in “caring about liberty”), you would have one overriding concern: abolishing “political correctness” on campus so that it becomes a place of learning rather than indoctrination. It’s been said that American universities are the last refuge on earth for otherwise unemployable Marxists. “Class, race, and gender” is a sorry substitute for the objective knowledge you should be offering.

WILLIAM H. BUCKO
 BA 1970, Philosophy
 MA 1972, Philosophy

Editor’s note: We appreciate your feedback on this issue of the magazine. Our cover art expressed the excitement and intensity of the historic election season and we used the flag motif as a symbol of patriotic involvement in the political process, illustrating the cultural angst of people on both the right and left. You are absolutely correct that the “liberal” in liberal arts has no connection to the contemporary “liberal” political label, and we are proud that our students, faculty, and alumni have political beliefs across the spectrum.



I hope I'm not the only one that noticed the error in the article "So You Think You Can Google" (*THiNK Magazine*, Fall 2008). Barney Frank is a member of the U.S. House of Representatives from Massachusetts; he is not a U.S. senator. As a retired librarian who provided reference assistance at the Chicago Public Library for 30 years, I do, however, appreciate the writer's inclusion of Daniel Poynter's advice to contact experts at one's local library. The first step for a librarian providing assistance is to verify the information contained in a request. A search on "Congressman Barney Frank" will yield a lot better results than one using "Senator Barney Frank." Librarians do make a difference!

DAVID A. ROUSE

BS 1968, Psychology
Retired
West Palm Beach, Florida

Editor's note: You were not the only one to notice, and we regret the error!

A liberal arts education is absolutely indispensable for anyone who wants to be a citizen in America, a citizen of the world.

A liberal arts education transcends material values. One hundred years ago, William James gave a talk on the virtues of a liberal arts education that remains as relevant today as it was in 1908. A liberal arts education, James said, teaches us broad standards of excellence.

A liberal arts education teaches us how to appreciate beauty. It shows us how to distinguish integrity from pretense, honesty from deceit, decency from vulgarity, refinement from boorishness, the proper tone from mere noise, worthy leaders from demagogues, self-made men and women from con artists.

A liberal arts education enables us to know when democracy is succeeding or failing, when society is healthy or sick-souled. It shows us how to keep a judicious hand on the tiller and an eye on the moral compass as we make our way through the snags and sirens and driftwood.

But mostly, a liberal arts education teaches us how to know good men and women when we see them.

JOHN STAUFFER

MA 1993, American Studies
Chair, History of American Civilization Program
Harvard University
Cambridge, Massachusetts

*Did an article in this issue move you, make you think, raise a question? We're interested in your thoughts, comments, or suggestions. E-mail us at thinkcla@purdue.edu or write to *THiNK Magazine*, College of Liberal Arts, 100 N. University Street, West Lafayette, IN 47907-2098. Letters may be edited for length or clarity, and we regret that we may not be able to print all letters.*



I have just finished reading *THiNK*, published by your college. It was such an excellent (perhaps outstanding) magazine. Following Dean Contreni's excellent introduction on analyzing the two presidential candidates, I read the attractive articles throughout the magazine. One in particular about Professor Kevin Vaughn, an anthropologist in your Department of Anthropology, displayed his research about the Nasca lines in Southern Peru. Since I am familiar with the Nasca culture, the article demonstrated his knowledge, teaching students, and explanation of the Nascas prior to the Spanish period.

I also want to commend the editor, Kristal Arnold, for the superior nature of the magazine, selecting materials, organizing them, and incorporating the relations of the subject with learned professors from various departments of the Liberal Arts.

In short, *THiNK* reflects the professionalism of the College of Liberal Arts and communicates to the academic community and public so well to accentuate the high quality of your departments.

OAKAH L. JONES JR.

Purdue Professor Emeritus of History
Albuquerque, New Mexico



A Conversation in Movement

Part acrobatics, part martial arts, and part song and dance, capoeira is an Afro-Brazilian art form that is no less than breathtaking.

Creative writing sophomore Nathan Shepherd, who has been in Purdue's Capoeira Club for about a year, describes it as a conversation where each person moves in response to the other person's movements. To participate in capoeira (pronounced cop-oh-WAY-ruh), players face each other in the center of a circle of people known as the "roda" and dance, kick, and sway, sometimes barely avoiding each other's kicks.

"Capoeira is very playful and friendly but there's also a lot of deception," Shepherd explains.

The deception traces to its history. Capoeira came to Brazil from Africa through the slave trade between the 17th and 19th centuries. Slaves were not permitted to practice

self-defense, so capoeira evolved as a martial art camouflaged in dance.

It's what Floyd Merrell, professor of Spanish, calls conformity and resistance. "It's a mix of play and fight, appearance and reality," he says. "They conformed to what was permitted but prepared for that day when they'd have to defend themselves." It's a concept he explores in his book, *Capoeira & Candomblé: Conformity and Resistance Through Afro-Brazilian Experience*. Candomblé is an Afro-Brazilian religion with a similar history in that African religions were incorporated into Catholicism.

"Traditional practitioners see capoeira as a way of paying homage to their African ancestry," he says. While modern, Western capoeira clubs use a more martial-arts-based style, he continues, traditional capoeira has no winners or losers.

By Amira Zamin

Why Do People Rally?

A sea of umbrellas sheltered approximately 200 students, faculty, and community members who gathered last fall on campus to rally against discrimination. Purdue's Take Back the Night rally brought together nearly 400 people assembled to raise awareness of violence against women.

A variety of issues inspire people to such action, but strength of belief and the urgency of a problem are two key ingredients, explains Charles Stewart, the Margaret Church Distinguished Professor of Communication.

Rachel Einwohner, an associate professor of sociology who studies the dynamics of protest and resistance, maintains that there is no single "type" of person who participates in a rally, but rallies often involve situations where people who generally lack power come together to oppose stronger, more powerful opponents and authorities.

"Protest illustrates that power is not always absolute,"

she says, "and it shows that regular people can, under certain circumstances, come together and successfully engage much more powerful opponents and institutions."

The effectiveness of a rally depends on the goal, and rallies rarely bring about immediate or significant change, contends Stewart, whose research focuses on persuasion and the rhetoric of social protest. But they can effectively unify and energize protestors, enhance or sustain commitment to a cause, and draw widespread attention.

"If we are to understand our world and how it has evolved (and will be evolving)," he continues, "we must study how less powerful groups (students, immigrant workers, peace activists, environmentalists, gays and lesbians, pro- and anti-abortion activists, animal rights groups, etc.) have worked and are working to maintain or change our social and political system."

By Kristal Arnold





Uniting for Change

Viewed against the backdrop of patriarchy, female genital cutting (FGC) easily tops most people's lists of cultural practices that harm women. Also called female genital mutilation and female circumcision, FGC is still practiced around the world, particularly in Africa. Because it is often viewed as a purification ritual, in some cultures a woman who is not circumcised may be considered impure and unmarriageable, creating considerable societal pressure to conform.

Professor Ellen Gruenbaum, the new head of the Department of Anthropology, authored *The Female Circumcision Controversy* after living in Sudan for five years. Her most surprising discovery was that while she expected the women who were circumcised to be dejected and downcast, she found Sudanese women who were confident, happy, and hopeful. During her observation of the circumcisions of two girls in the village of Abdal Galil, Gruenbaum saw that the ritual involved visits from distant relatives, new clothing and gifts for the girls, and positive attention from the entire village.

She does not underplay the many negative long-term effects of FGC that some women experience, such as urinary and reproductive problems and sexual dysfunction, but points out: "African women have many problems: clean water, health care, education, and food. Westerners need to listen to African women and help them improve their lives with health and education. Only then will they be empowered to make the decision to end FGC themselves."

A practice that has been around for thousands of years cannot be stopped overnight, but there is hope that it will be eliminated in our lifetime. The best results, Gruenbaum believes, come not when outsiders try to impose mandates, but when the insiders — the women themselves — unite for change.

By Barbara Dixon, photo by Ellen Gruenbaum



Cancer Consolation

For an untold number of years, the arts have played an important role in helping people deal with death and dying: John Milton wrote the elegy “Lycidas” following the death of a college friend, numerous mourners responded to George Washington’s death by creating paintings and other art objects, and Johannes Brahms began composing *Ein deutsches Requiem* (*A German Requiem*) following the death of his mother and a friend.

Compare these examples to the modern-day fight against cancer, and it’s clear that the arts still play a therapeutic role — with individuals who have cancer, with cancer survivors, and with loved ones.

Donald Platt, professor of English, is one of the founding committee members of Purdue’s Cancer Culture and Community Colloquium, an annual event that explores the human response to cancer through literature and the arts.

“Art gives expression to grief, anger, fear, depression, and

other feelings that might not find adequate and productive expression otherwise,” says Platt. “By creating or experiencing art, those touched by cancer can begin to sort out the complicated emotions that the experience arouses.”

At last November’s colloquium, playwright Margaret Edson gave a lecture interspersed with the performance of scenes from her Pulitzer Prize-winning play, *Wit*. Actors with Purdue Theatre rehearsed three months to stage scenes about an English professor who is dying from ovarian cancer.

The protagonist seems to come to terms with death while wrestling with the poetry of John Donne, and Platt notes that real-life individuals can likewise find a sort of peace by engaging in the arts.

“Ultimately and paradoxically,” Platt says, “art can lead us to a certain acceptance of the disease as an intrinsic part of what it means to be alive.”

By Emily Hunteman





Fearless, Formidable, or Phelpsian?

Remember August? Did you forgo sleep in order to watch a 23-year-old swimmer shatter multiple world records and earn eight gold medals during the Beijing Olympic Games? If so, you were not alone.

Millions watched Michael Phelps's amazing performance as he blurred the line between Olympic athlete and cultural icon. Spectators cheered him on though most hadn't given much thought to swimming before the Olympics and haven't joined the small ranks of competitive swimming fans since.

Athletes have an extraordinary ability to inspire the masses, and Phelps's experience was so remarkable that the word "phelpsian" was coined — initially meaning to accomplish an extraordinary feat, but after being photographed earlier this year with marijuana paraphernalia, perhaps morphing to illustrate how quickly adulation can evaporate.

Phelps's Olympic feats, however, symbolized what we love about sports: an unscripted end and the chance to see someone accomplish something no one has before. World champion soccer players like Mia Hamm motivate little girls to lace up their cleats. Other Olympians evoke patriotism or move fans to tears through their victories, defeats, and, ultimately, their retirements.

The phenomenon of athletes whose accomplishments represent more than just a final score is by no means new.

"I haven't seen an era, an age, or a culture that doesn't have some form of athletic endeavors," says William Harper, professor and head of the Department of Health and Kinesiology who studies the history of sport and play. "It may be rooted in something as simple as play, but athletic activity is a part of life."

Sports are a part of life, but can just anyone become a champion athlete?

Fearless, Formidable, or Phelpsian?

CONTINUED FROM PAGE 11

What makes an athlete?

FahKara Malone (pictured below) is one of nearly 500 student-athletes at Purdue — 206 of whom are majoring in liberal arts — and one of about 400,000 athletes representing the National Collegiate Athletic Association. Malone, a junior studying psychology, is point guard for the Purdue women's basketball team. She was named Most Outstanding Player of the 2008 Big Ten Tournament after leading the underdog Boilermakers to their second consecutive tournament championship, ensuring the school's 15th straight NCAA Tournament appearance.

During basketball season, this Academic All-Big Ten player dashes from classroom to locker room, from training room to the practice floor. At 5 feet 3 inches, she's short for

basketball, so she relies on her speed and tenacity to define her role as a key defensive player.

"I was just lucky to be that way," Malone says. "I have really fast parents, and I guess it just carried over to me."

Malone's inherited physical gift meets one of the two conditions that sports historian Randy Roberts says a champion athlete must possess.

"There are two things you need to be a high-performance athlete," says Roberts, distinguished professor of history. "First are the physical gifts. Hand-eye coordination is a must in some sports. Strength is the key in others. The second quality is the desire to win. This is the ability to lose yourself in the game, and winning becomes absolutely paramount. I don't think all people can do that."



Playing to win

Will, motivation, and desire are essential to be a good athlete, but are they enough to be a winner?

Psychology and perception play a role too. Disgruntled losers or boastful winners affirm this by their comments when they leave a golf course.

“When golfers play well, they say the hole looks as big as a bucket or basketball hoop, and when they don’t, they’ve been quoted as saying the hole looks like a dime or the inside of a donut,” explains Jessica Witt, an assistant professor of psychological sciences who studies perception in athletes. “It turns out that how athletes perceive the hole and how well they play are correlated. We found that golfers who played better judge the hole to be bigger than golfers who did not play as well.”

The science of perception in sports is a young but growing field that studies how perception relates to performance. If we can figure out these connections, then perhaps scientists can design techniques to help athletes train to improve their perception.

Historically, the study of perception in athletes has been limited to how the eye sees and processes incoming information, affirms Witt, who is a world-class athlete herself as part of the U.S. 2005 gold-medal-winning Ultimate Frisbee team.

“There is so much more to perception,” she argues. “It’s an active process because it encompasses aspects of your body and your body’s abilities. We’re not saying that perception is immune to cognitive influences. Even if you know the hole is a certain size, you can’t help but see it as bigger or smaller. My research helps show that perception is not just based on the optical information.”

Witt’s future studies include determining what visual tricks could help golfers see the hole as larger, possibly leading to better



MORE THAN JUST A GAME

Winning isn’t always about conquests on the field or court. Joe Louis, a boxer in the 1930s and 1940s who many consider the best heavyweight champion ever, had to beat racial barriers before he even had a chance to compete in the ring for the heavyweight title.

And he wasn’t the first. Two decades earlier, Jack Johnson was champion from 1908 to 1915. But his bravado and strength, and the symbolism of his wins, a black man knocking down a white man, inspired fear and hatred in some Americans toward black boxers. Other black fighters were not even given a chance in the mainstream sport, says history professor Randy Roberts, who appeared in the HBO sports documentary *Joe Louis: America’s Hero ... Betrayed* and has written numerous books on boxing, including *Papa Jack: Jack Johnson and the Era of White Hopes* (New York: Free Press, 1983).

In the early 1930s, Louis was groomed by his management to be Johnson’s opposite. He was coached to be humble, never to appear alone in photos with white women, and never to gloat after knocking down a white opponent.

“Joe Louis in every way was being trained to act white,” Roberts states. “Louis had to adhere to those rules or there would have been no Joe Louis and no championship.”

Even though Louis conformed, the Brown Bomber’s race was always mentioned in stories and broadcasts. He was a hero to the black community, while some white reporters penned columns asserting Louis should not even be allowed to compete for the heavyweight championship. They were concerned that a win would precipitate riots.

Politics trumped race in 1938 when, on the eve of World War II, Louis was to fight Nazi Germany’s favored fighter Max Schmeling. In that moment, Louis became a symbol of American democracy.

“The fight was the biggest fight in the history of the world,” Roberts maintains.

Louis beat Schmeling. The reigning champion continued to inspire his country by entering the armed forces. His task was to raise money and morale for the troops, but he also championed civil rights in the military after observing segregated forces and inequality in soldiers’ pay. When asked to box in exhibitions for the troops, he only agreed if black soldiers could watch too.

Fearless, Formidable, or Phelpsian?

CONTINUED FROM PAGE 13

scores. Currently Witt's findings, as well as other research, emphasize that golfers should stay focused on the hole.

"If you look at the hole, the hole is going to remain the center of your vision where there are more receptors," she explains. "This means you are more likely to see it clearly, which should help you putt better."

Winning isn't everything

The desire to win may be a quality shared by high-performing athletes, but balance accompanies excellence.

Indianapolis is home to the NCAA Hall of Champions where thousands of children take field trips to admire and learn about successful student-athletes. The exhibits' messages urge children to balance sports and academic success, engage in civic responsibility, and pursue excellence in life.

"At the Hall of Champions, excellence means doing your best when participating in team sports," explains Josh Boyd, an associate professor of communication and an expert in rhetoric and sports. He has studied the Hall of Champions' outreach toward youth.

"Children are encouraged to try their hardest and be good team players, and that's a good message. At the same time, however, these children who visit the Hall of Champions look at life-size portraits of athletes who have won championships. This creates a paradox: these exhibits promote trying your hardest, but also affirm you are not going to get acknowledged unless you win."

Boyd is concerned that other messages also may be confusing to a sixth-grader who wants to play professional baseball or basketball someday. He or she may learn about the diet and schedule for a championship-caliber athlete, which might not be healthy for a 12-year-old.

"It's a cultural thing in America," Boyd explains. "We are taught you can be anything you want to be if you try your hardest. This is not always reality."

Just do it

Phelps initially received a reported \$5 million in endorsements, and fame continues to surround him as the only Olympian to win a total of 14 gold medals. He continues swimming, although he was reprimanded and suspended from competition for three months after the marijuana incident. In 2012, he plans to defend the eight medals he earned in the 2008 Games.

In comparison, when Malone finishes her Purdue basketball career, she hopes to put her psychology degree to use as a marriage and family therapist. In between her two-plus years of practice, conditioning, team travel, and games, she's been meticulously working with an advisor planning her classes and internships. As the NCAA campaign says, she'll go "pro in something else."

By Amy Patterson Neubert, communications and marketing specialist for Purdue Marketing and Media





REFUSAL TO QUIT

What defines an athlete is the willingness to put personal comfort on hold for the sake of a larger goal, according to Tara Kline, a member of Purdue University Crew and a junior studying photography.

When most people think of crew, they picture people rowing on a river, not running in knee-high snow or in 20-degree weather in winter. Rain or shine, Purdue's crew team trains six days a week. When it's too cold to practice on the Wabash River, the team runs six to seven miles and works out on rowing machines in Lambert Fieldhouse, incorporating weights and yoga into their routines.

"What makes me an athlete is my love for and refusal to quit this sport despite my body's failings, such as pancreatitis, a burst appendix, and ligament stress in my feet," Kline explains. "All of these things have happened during my seasons, but I've never lost the drive to come back and work hard alongside my teammates on and off the water."

Photo by Jillian Porter (BA 2008, Law and Society)

Setting the Scene

Ideas flow as fast as the sunlight bouncing off the walls at the Martin C. Jischke Hall of Biomedical Engineering. In one area, a group of students engages in a discussion on how to proceed with a challenging class presentation on proper lighting techniques. Off to the side, a course instructor offers a student further insight on the psychological impact of an aesthetically pleasing work space.

This scene has been carefully orchestrated by Ana Pinto-Alexander, president of Maregatti Interiors in Indianapolis, Indiana, and the interior designer of the space. With the skill of a Broadway set designer, she carefully crafted this stage long before the actors took their places.

“It’s our job to interpret the client’s vision,” she explains. “Here, we wanted students to feel embraced, and we wanted the interior design to stimulate thoughts and conversations.”

In addition to Jischke Hall, Pinto-Alexander (BA 1986, Interior Design) and Maregatti Interiors have coordinated the interior design plan for Discovery Park’s Birck Nanotechnology Center, Bindley Bioscience Center, and Discovery Learning Center. She and her firm also oversaw the furniture selection for Purdue’s Neil Armstrong Hall of Engineering.

“I try to think of each building as a living organism that houses human interaction,” Pinto-Alexander says. “The goal is to evoke a feeling when people walk into a particular building. If Purdue’s students find themselves feeling good and wonder why, then that means we are successful.”

If Pinto-Alexander understands how to stimulate the mind of a Purdue student better than most, it may be because she had a father deeply committed to her becoming one.

“My father was very influential in my decision to attend Purdue University,” she explains. “I was raised in Colombia, and Purdue has an unbelievable reputation globally. He was

determined that I go to Purdue University to the point that, when I decided I wanted to study architecture and Purdue didn’t offer it, he told me to pick something else!”

After graduating from Purdue, Pinto-Alexander spent 12 years working for BSA LifeStructures, an Indianapolis-based company focused on creating environments for healthcare, higher education, and research and technology. Maregatti Interiors was established in 2001 as an outgrowth of BSA LifeStructures, with Pinto-Alexander serving as president and majority shareholder.

She currently employs a staff of 18 interior designers and architects, four of whom are graduates of Purdue’s interior design program. Maregatti Interiors is primarily a healthcare and higher-education interior design firm. “We work regionally but maintain a national presence,” she says, noting that her company regularly teams with other architectural firms.

Two sisters and a brother are also Purdue alumni, though Pinto-Alexander is the only one who chose to remain in Indiana. “I am here because of Purdue, but I find an enchantment in Indiana that not all people appreciate,” she says.

Pinto-Alexander continues to be a fixture on the Purdue campus through her company’s involvement in campus projects. She is also a regular guest lecturer for the interior design program. Her latest project is with the Regenstrief Center for Healthcare Engineering on a graduate-level interior design curriculum.

“I discourage design for the sake of design,” she says. “Instead, design with a purpose. Design because you can visualize who is going to be utilizing this space and how you can make a difference. Define your purpose, because when you design with a purpose, that’s when you achieve great things.”

By David Williams, freelance writer for Purdue Marketing and Media





Service on the Syllabus

Volunteerism played a significant role in last year's presidential campaign speeches and made news in stories such as the Peace Corps campaign to recruit older volunteer workers. The topic has also appeared on the cover of *Time* since the magazine began producing an annual issue on community service in 2007.

These are signs of a burgeoning national movement. *Time* recently cited the following statistics: the number of volunteers in the United States grew by one million between 2002 and 2007; experts predict that the number of older volunteers will double in less than 30 years thanks to increased participation by Baby Boomers; and today's college students and their Millennial peers are setting records for their level of volunteerism.

While colleges and universities use different terms, such as "engagement" and "service learning," to refer to their work in communities, the growth in these institutions' level of engagement matches the upward trend in volunteerism. Purdue earned a Community Engagement classification from the Carnegie Foundation for the Advancement of Teaching in December — a distinction that the foundation only began offering a little over two years ago to recognize higher-education institutions for their collaboration with local, regional/state, national, and global communities.

Engagement is a central part of Purdue's new strategic plan, and professors in the College of Liberal Arts are making a concerted effort to integrate it into the curriculum. Many note that having students apply their knowledge to community needs does more than improve society — it also enhances student learning.

Bridging cultures

Liberal Arts students have engaged in thousands of hours of service learning in recent years. For example, last year students in a Spanish translation course began volunteering in the community. They were matched to one of six community assignments according to their interest and language ability.

The assignments fulfilled critical needs in the local Latino population while increasing the students' speaking, writing, and listening abilities in Spanish. Some students volunteered at local health clinics or provided translation services at parent-teacher conferences. Others volunteered at Head Start or tutored native

Students in Spanish professor Patricia Hart's Migration with a Spanish Accent honors class designed and donated bilingual alphabet/word blocks to 10 local Head Start classrooms last fall. "Today's students have a very big interest in doing something real that benefits people," says Hart, who is also director of the Film/Video Studies program.



Service on the Syllabus

CONTINUED FROM PAGE 19



Spanish speakers in calculus and biology at a local high school. Some even translated confidential documents for the YWCA Domestic Violence Program — testimonies of abused women that needed to be in English before the women could apply for government services.

Cecilia Tenorio taught this course, which was one of several offered across the College of Liberal Arts around the theme “Immigration, Migration, and Living in Diverse Communities” — all of which incorporated service learning and engagement.

“The feedback I got from the students was that they truly valued the service-learning component,” says Tenorio, a continuing lecturer in Foreign Languages and Literatures and director of the new Community Assistance Program in the College of Liberal Arts. “To them, it wasn’t just an opportunity to practice their Spanish. They felt they were helping out in real-life situations.”

Healthy communities, healthy people

Titilayo Okoror gets annoyed when people propose simple answers to complex problems. She’s teaching Issues in African American Health this spring and notes that the challenges to improving health outcomes in minority communities can be complicated.

“For example, how do you advise a woman with diabetes who would love to exercise but can’t afford to go to the gym, and who can’t just go outside and walk because she lives in an unsafe neighborhood?” asks Okoror, an assistant professor of health and kinesiology and African American studies.

In addition to discussing complicated scenarios such as these, Okoror’s students gain hands-on experience in the community through activities such as conducting health-related focus groups and evaluating health programs.

Okoror stresses to her students the importance of focusing on a community’s existing strengths and abilities. “Every community has something that’s going for it; there’s a reason it has survived,” she asserts. “So students need to go into the community and work to identify those

Purdue’s multidisciplinary EPICS program (Engineering Projects in Community Service), founded in fall 1995, unites professors and students from all colleges across campus to design, build, and deploy real systems to solve problems for local community service and education organizations.

strengths, then use them to come up with solutions.”

Seven other liberal arts courses are focusing on health topics this semester and receiving funding incentives from the college’s engagement office to support their service-learning projects. In a new film/video studies class, for instance, students are creating bilingual health-related educational videos for the local Head Start program.

Forming new partnerships

While multidisciplinary projects have become increasingly common in higher education, many people outside of academe are surprised to learn that liberal arts students are actively involved in the College of Engineering’s nationally recognized program Engineering Projects in Community Service (EPICS).

Communication professor Patrice Buzzanell served for nearly eight years as co-advisor and then sole advisor of an EPICS team designed to interest girls ages 9 to 13 in the STEM disciplines — science, technology, engineering, and mathematics — an area of strategic focus for Purdue.

“My students worked to design hardware and software for the girls, among other projects,” says Buzzanell, the W. Charles and Ann Redding Faculty Fellow. “One team took a future prediction game and expanded it to include information about the STEM disciplines to enlarge the girls’ ideas of who they could be.”

Buzzanell notes that the EPICS class attracts majors from across the University. “The idea is that students take the class for two semesters in a row,” says Buzzanell, who is now co-advisor of an EPICS team focused on nanotechnology. “But some students like EPICS so much that they take the class all four years.”

A civic responsibility

The growth in the number of engagement opportunities available to liberal arts students shows no signs of slowing down. The College of Liberal Arts recently created the aforementioned Community Assistance Program to help fill the significant need for language services in the community. The new program will provide language and translation services

to underserved, non-English-speaking populations in eight area counties, as well as provide intercultural awareness programs to the community.

And Lorraine Kisselburgh, an assistant professor of communication, plans to expand her Communication and Emerging Technologies course so that its 100 students have the opportunity to develop technology solutions for the community through the EPICS program.

“Community engagement benefits everyone,” says Kisselburgh, who was recently named a Service Learning Fellow by the Office of the Provost. “It shows students how the concepts they’re learning are relevant to real problems and how their work can be meaningful to society. The goal of adding engagement to the curriculum is to enhance learning, but I also see it as a civic responsibility. It’s beneficial when a university applies its knowledge to improving the community. Not all communities have that.”

By Emily Huntteman, writer/editor for Purdue Marketing and Media

DEVELOPING THE COMMUNITY, ONE GRANT AT A TIME

Sometimes a small investment can make a huge difference in a community. For instance, three programs in the Lafayette–West Lafayette area owe their existence and funding in large part to the government grants written by JoAnn Miller, associate dean of interdisciplinary programs and engagement in the College of Liberal Arts and professor of sociology. On top of her full schedule, Miller has volunteered her time to write grants — and she continues to handle renewal applications — for the following community programs:

- Lafayette Weed and Seed — a program funded by the U.S. Department of Justice aimed at taking crime out of downtown Lafayette and

offering programs that will bring about community revitalization.

- Indiana Housing and Community Development grants — a state-funded initiative that reduces housing costs for 30 individuals in the community.
- Assets for Independence — a program funded by the U.S. Department of Health and Human Services that helps working families save for their first home or for professional development by providing a three-to-one match in participants’ savings accounts. The grantee is the United Way of Greater Lafayette, partnered with Lafayette Weed and Seed and the Lafayette Bank and Trust.



Prisons Broke?

The success of television series such as Fox's *Prison Break* or documentaries like MSNBC's *Lockup Raw* suggests a fascination with what goes on behind prison walls. After decades of research into mass incarceration and its impact on society, sociology professor Bert Useem has looked long and hard at what goes on behind the walls of several of the nation's prisons. But in his new book *Prison State: The Challenge of Mass Incarceration*, he and co-author Anne Piehl, associate professor of economics at Rutgers, say that it's rarely the unruly environment most people expect.

"During the 1970s and early 1980s, prisons seemed to be ungovernable. Officials began to wonder: if prisons themselves are plagued by crime and disorder, how can they be an effective instrument of law?" Useem explains.

At the time, there were around 300,000 people in U.S. prisons. According to the U.S. Department of Justice, today there are just over 1.5 million people in federal or state prisons. Surprisingly, the increase in inmate population has not increased disorder. In fact, all indications are that prisons are safer today than ever.

Decreasing disorder

Useem began researching American prisons after observing the Michigan prison riots firsthand during the early 1980s. Volunteering on a legislative task force, he examined the causes and implications of prison riots: poor management and leadership practices.

"In the 1970s and 1980s, rates of violence were high, suicides escalated, and there was a concern that the whole system would explode. That hasn't happened," Useem says. Actually, quite the reverse has occurred with an unprecedented, counterintuitive decrease in disorder in prisons. He points to an increase in training and a more professional, focused, and careful attitude among correctional officers. In addition, inmates are now held accountable for their actions through further prosecution, adding more time to their existing sentences — a strategy that has become a powerful motivator.

One notion that Useem and Piehl challenge is that corrections are failing institutions. Even with the higher number of inmates, the rates of violence, both individual and collective, have plummeted. Also, the prison buildup has reduced the crime rate, according to Useem, although the expansion may have reached a point of diminishing or even no returns. "At this point in the buildup, more prisons could generate more crime," he says.

Useem does not believe that incarceration is always the best punishment. "U.S.



prison sentences are very long, yet prisoners age out of crime. We should look at whether older inmates could be safely released. This must be weighed against the deterrent effect of long sentences,” he contends. He also points out that the increase in programs like community service or treatment programs may also better serve some offenders, while providing rehabilitation for the offender and savings for the taxpayer.

Terrorism

With funding from the Department of Homeland Security and the National Institute of Justice, Useem is now researching whether prison is a breeding ground for terrorism. Again, he is discovering that the situation is not what the public may think.

Useem recently visited Graterford prison, which is historically one of the most violent prisons in the country. Its high-security status, proximity to Philadelphia, and fortress-style architecture with huge cell blocks all seem to ensure this, he says. But correctional leadership has turned

the situation around, and the prison is now safe and secure.

“An unanticipated side benefit is that radical ideologies have not developed among inmates that might otherwise lead to terrorist cells,” he affirms. But as in the outside world, management must balance its efforts so they do not backfire and inadvertently help breed terrorism or related problems.

“Breeding terrorism has to be balanced with inhibiting terrorism,” he continues. “Both processes are going on. If prisons are safe and orderly, if staff members are attentive to the signs of prisoner radicalization, if prison chaplains play a positive role in the lives of inmates, if inmates see that their current educational and program opportunities will contribute to a meaningful and decent future upon their release, then prisons can play an important role in homeland safety. If these assumptions do not hold, then prisons may inadvertently contribute to homeland risk.”

By Amira Zamin and Deb Buehler, freelance writers for Purdue Marketing and Media

Alan Smith, associate professor of health and kinesiology, leads a research team that is collaborating with Lafayette schools to enhance physical education. The three-year initiative seeks to help students maintain physically active lifestyles and meet Indiana standards for physical education. The project is funded through a \$660,000 grant from the Carol M. White Physical Education Program in the U.S. Department of Education. When Smith's team evaluated the district's students before writing the grant, members found a decrease in students meeting the Presidential Physical Fitness Test standards and an increase in obesity. The team wants to remedy this at the crucial age where kids start to play more video games and less pickup basketball.

Ken Ferraro was named a Distinguished Professor of Sociology last fall. Ferraro has taught at Purdue since 1990 and is the founding director of the Center on Aging and the Life Course. His recent research uses a life-course framework to examine health inequality, especially ethnic and racial differences, and the cumulative effects of obesity on health. He is the current editor of the *Journal of Gerontology: Social Sciences*.



Philosophy welcomed Matthias Steup last fall as its new department head. Steup researches the nature and limits of knowledge and rational belief. Part of his research focuses on the brain-in-a-vat (BIV) puzzle. This puzzle asks you to imagine that there is a brain that is cleverly kept alive in a jar and whose nerve paths are somehow stimulated to create the illusion of normal life. The puzzle postulates that if you are a BIV, it will look and feel to you as if you have hands. Here is the puzzle: If you can't know that you are not a (handless) BIV, how can you know that you have hands?

Purdue's student-produced video news-magazine, *Fast Track*, debuted a new show in Spanish last fall, *Fast Track te Informa*. Leading the project are Patricia Rochon, clinical assistant professor of communication; Cecilia Tenorio, a continuing lecturer in foreign languages and literatures; and Scott Schroeder, instructor in video production. They are collaborating with Maricela Alvarado, director of the Purdue Latino Cultural Center, and Ivan Hernandez, director of admissions at Ivy Tech Community College and representative of the Latino Coalition. All stories are in Spanish and some local stories have English subtitles to support the acquisition of English skills, Rochon says.

Fenggang Yang, director of Purdue's Center on Religion and Chinese Society, is encouraging collaboration between Western and Chinese scholars, as interest continues to grow about religious changes and trends in China. Yang, an associate professor of sociology, organized the Beijing Summit on Chinese Spirituality and Society last fall at Peking University. "Until recently, Chinese researchers have had limited access to contemporary Western scholarship, and Western scholars often face significant barriers, such as language and politics, to conducting research on religion in China," Yang says. "The Beijing Summit served to bridge Chinese and Western scholars on Chinese religion and society."

A federal law may not be enough to ensure that pharmacists are able to help chronically ill patients. Four communication graduate students, led by communication professor Melanie Morgan and pharmacy professor Christy Nash, found nine barriers that affect how educational services are administered to patients, many of whom are chronically ill. Since 2003, pharmacists have been required to provide medication therapy management services for millions of Medicare patients who qualify for the Part D: Prescription Drug Plan. Lack of training, time, and privacy are some of the reasons pharmacists say that keep them from helping patients. The study, which began as a class assignment for students Corinne Corbett, Jeremy Fyke, Natalie Litera, and Robert Yale, will expand to at least six other states.



Actor James Earl Jones spoke at Purdue last fall as part of Experience Liberal Arts, a celebration highlighting programs in the College of Liberal Arts. Jones has a history with Purdue's theatre program, performing as a guest artist in 1967 with his father in *Of Mice and Men* as part of Purdue's professional theatre company. During his rich career, Jones has appeared on stage, television, and in movies in performances such as

Mufasa in *The Lion King* and Darth Vader in *Star Wars*, as well as *Field of Dreams* and *The Hunt for Red October*. In addition to Jones, Experience Liberal Arts featured a variety of lectures, films, performances, events, and exhibits that reflected the college's ongoing coursework and research in the arts, humanities, behavioral sciences, and social sciences.



MORE THAN A TEACHER

Mark Twain said, "It is noble to teach oneself, but still nobler to teach others — and less trouble."

Robert Paul Lamb, Indiana's 2008 Professor of the Year, takes "noble" to new levels, say his former students.

"He is brilliant and captivating in the classroom, and he inspires his students to push the envelope and work to the height of their potential," praises Jenny Wright (BA 2002), an Indianapolis attorney who took three classes with Lamb.

Lamb cherishes the role of mentor and career counselor as much as he does his role as a professor of English and scholar of American literature. Even after students submit their final papers on Mark Twain or Ernest Hemingway at semester's end, Lamb coaches and guides them as they consider law school, graduate school, teaching, or other careers.

"I was fortunate in having had a few

teachers who were committed to doing more," Lamb says. "When I came to Purdue, I made a conscious decision to be that type of teacher — never missing a class, teaching every class with all the energy I could muster, and giving each student the extra individual attention necessary for their growth. Having that sort of faith in my students and their abilities challenges and empowers them, and watching as they succeed and live up to their potential is the most thrilling and rewarding experience I know."

Lamb's former students may no longer be enrolled in his classes, but he maintains an intense interest in their work.

"To date, he has read almost every brief, note, or legal opinion that I've written, and his opinion of my work continues to matter the most," Wright says, adding perhaps the highest praise possible: "His pride in where I am today is second only to that of my mother."

By Amy Patterson Neubert

Kristallnacht Revisited

Fritz Cohen, professor emeritus of German, makes it clear why he would want to return to his native city of Ronnenberg, Germany — a place where he was routinely humiliated as a child — to accept his award as an honorary citizen: “I wanted to honor those who lost their lives during the Holocaust and to make sure that we never allow such things to happen again.”

Cohen was a young Jewish teenager in Germany when discrimination against Jews became rampant. His father’s

store was boycotted in 1935 because of anti-Semitic laws, and he was abused both physically and verbally at school where his homeroom teacher was a member of the *Schutzstaffel* (a brutal Nazi organization often called “SS”) and classes routinely began with an obligatory “Heil Hitler.” It became difficult for him to understand why he was suddenly shunned by former friends just for being Jewish, and the insidious practice of dehumanizing Jews made it psychologically torturous for a young boy.

November 9, 1938, now known as *Kristallnacht* or “night of broken glass,” is the infamous date when hundreds of synagogues were destroyed, tens of thousands of Jewish homes and businesses were ransacked, and more than 25,000 Jews were arrested and either imprisoned or deported.

Cohen and his parents were able to leave Nazi Germany just months before, but other relatives, including his grandmother, later perished. On November 9, 2008, 70 years after that fateful date, he returned as an honored guest. His visit to Ronnenberg is the subject of a documentary film by Matthias Horndasch. After an ecumenical service, hundreds of citizens somberly walked past the houses of former Jewish citizens and ended at the Jewish Cemetery. Says Cohen, “I felt it was vitally important to be a witness to how one town has come to terms with its past.”

By Barbara Dixon, Berlin photo provided by Library of Congress



The Jewish Studies and Religious Studies programs in the College of Liberal Arts established the Larry Axel Memorial Lectureship in Religion last fall. The first speaker, Michael Berenbaum, spoke on a topic that dovetails with Fritz Cohen’s experiences: “Jewish Life Under Attack: The Role of the Synagogue in Nazi Germany between 1933 and 1938.” CLA faculty members also routinely participate in the Greater Lafayette Holocaust Remembrance Conference, which is now in its 28th year.

Field Trip Remix

Imagine you're back in elementary school, departing on a field trip to study the arts. But instead of arriving at a museum, you end up just a few yards away from your own school — in the park, which has somehow transformed into an art center.

Sound like the sort of thing that only happens in a dream? It became reality last fall, as schools started scaling back on field trips because of high gas prices.

Craig Martin, director of Purdue Galleries, premiered a project called ArtCart last September, in part as a response to this trend. You could call it a reverse field trip; Martin is taking art to children instead of waiting for schools to bring children to him. And now is a good time for this kind of outreach — for more reasons than just schools' fuel budgets.

"Because of No Child Left Behind, we have to be sensitive to schools' need to minimize the amount of time children are taken out of the classroom," says Martin, who targets after-school programs, community centers, and parks for future ArtCart engagements.

"The arts can be intimidating. People sometimes think they have to be really smart or have special training in the arts in order to 'get it,'" Martin explains. "But when you engage kids in arts activities, they learn that art is something everybody can create and appreciate."

Martin adds that there is more at stake than simply children's cultural education. He argues that the arts themselves — and the benefits they provide — are in jeopardy if arts organizations fail to do more to prove their value to the community.

"Endless numbers of studies show that kids do better on math and science tests when they have art and music in their curriculum," Martin says. "We need to communicate these benefits and cultivate an appreciation for the arts. Otherwise, we will lose our opportunity to have an impact on young learners."

By Emily Huntman, photo provided by Craig Martin



With a tent and tables full of art supplies set up at the Lay Flats Arts and Music Festival in West Lafayette, more than 30 volunteers invited children to do a printmaking activity using precut blocks and water-based ink as part of Purdue Galleries' ArtCart program.

Exercising the Mind

In his book, *A Whole New Mind*, Daniel Pink describes an exercise for the mind called a mini-saga: an original story written in exactly 50 words with a clear beginning, middle, and end.

The College of Liberal Arts and the Liberal Arts Student Council held the inaugural Justin S. Morrill Mini-Saga Contest last fall during Experience Liberal Arts, challenging undergraduate and graduate students from across Purdue's West Lafayette campus to put their creative writing skills to the test. The contest drew 194 entries that were judged by a panel of Liberal Arts alumni, friends, and faculty.



FIRST PLACE \$250 prize

Kendra Unruh

Graduate student in American studies
Haven, Kansas

Care to Dance?

A fine lead, Alex was always a sought after partner in the swing dance club back home. Since moving, Alex asked numerous women to dance only to be repeatedly rejected. Frustrated, Alex decided to ask a man to dance one night. "I'll lead," Alex said reaching out her left hand.

SECOND PLACE \$150 prize

Brian Beglin

Graduate student in creative writing
Boulder, Colorado

Consignment

The sign out front said, *Mad At Boyfriend. Yard Sale.*

She tried to sell me his soiled dishes, his old *Esquires*, his tax returns, his tabby cat, his empty beer bottles, their five years together.

"Prices are extremely negotiable," she said.
I paid almost nothing for his little black book.

THIRD PLACE \$100 prize

Daniel O'Brien

Undergraduate student in the School of Nursing
Lafayette, Indiana

Alzheimer's Disease

I was five when she would take me on walks in the mornings to find spider webs in the grass, sparkling with sunlight caught in dew. A demon possessed her slowly. A misfolded protein laid down a web of its own. And now for her, all I remember is gone.



American Smooth: Poems

Rita Dove

New York: W. W. Norton & Company, 2004

*Review by Leonard Harris
Professor of Philosophy, Director of
Philosophy and Literature PhD Program*

We are all poets. But few of us can transform heartfelt emotions like jubilation or fear into poetic words. And even fewer of us can create literary forms and word combinations that compel readers to feel dance rhythms. Langston Hughes’s answer to the question “What is poetry?” was: “It is the human soul entire, squeezed like a lemon or a lime, drop by drop, into atomic words.”

American smooth is a form of ballroom dancing unlike the waltz or fox-trot. It allows partners to separate and improvise before reuniting, creating movement that is neither predictable nor erratic. Rita Dove’s use of dance, travel, and self-awareness in *American Smooth* creates a feeling of participating in

all of the elements associated with the dance American smooth.

The cadence of Langston Hughes’s classical “A Dream Deferred” has an eerie presence in Dove’s “Heart to Heart,” a love poem with a bit of self adulation, and “Brown,” where a sassy African American woman makes a grand entrance into a ballroom in defiance of gazes that she knows fix her as different. Dance and private emotions are shepherded together in these poems as metaphors and used to convey features of a complex life.

Traveling with her daughter, Dove makes travel a metaphor of discovery, anguish, pride, and protest. “The Return of Lieutenant James Reese Europe” and “Ripont” are poems that offer poignant pictures of travel destinations in France conveying the meaning of lives sacrificed for a good cause yet unsung as heroes — the Negro soldier’s role in liberating France. Not since Hughes’s “The Colored Soldier” has a poet made so vivid what it means for African Americans to be understood as transatlantic historical actors.

The mood, like dance steps, shifts in “The Sisters: Swansong.” In this poem, whether the sisters die of heartache or coronary heart attack, “We all died of insignificance.” There are poems that convey not angst, but elation, exuberance, and contrite emotions, such as “Eliza, Age 10, Harlem.” I am certain that this 10-year-old, self-confident girl will grow up to be Langston Hughes’s Madam Alberta K. Johnson, a self-reliant woman.

Dove crafts something we all experience — existential angst and the tragic travails of history — and something we all enjoy — dance, travel, and talking to ourselves — into atomic words.

Note: Rita Dove, Pulitzer Prize winner and former U.S. Poet Laureate, will speak at Purdue’s 78th Annual Literary Awards Banquet at 8:00 p.m. on April 15 in Fowler Hall in Stewart Center. The event, hosted by the Department of English and Purdue University Libraries, is free and open to the public.

ANITA VERHEUL

BA 1985, Graphic Design
Executive Vice President

William Gallagher Associates Insurance Brokers Inc.
Boston, Massachusetts



The Perfect Job

I'm an insurance broker and proud of it. I admit that now, but it wasn't always the case. It took me a long time to openly embrace and accept the profession I have chosen. Twenty-five years ago I was a graphic design major in the College of Liberal Arts and a member of the Rowing Club. I thoroughly enjoyed my time on campus and found that graphic design really married my creative side with my analytical mind. I left Purdue intent on pursuing a design career and competitive rowing.

I moved to the East Coast with visions of supporting my rowing habit with a glamorous design job, but I quickly realized I couldn't afford to live — let alone join a rowing club — on the salary of an entry-level designer. I decided to look for a more lucrative job, promising myself I would

return to the design world once my rowing passion was fulfilled.

The job I took involved supporting sales staff in an insurance company by answering phones and typing proposals. I managed to convince myself this was great since it was near my house, offered good pay and benefits, and left me with plenty of time to row. But then something unexpected happened ... I found that I actually *liked* what I was doing and was good at it! Soon I was promoted into a service position that involved visiting clients throughout New England. I had a knack for working with people, crunching numbers, and putting pieces of the puzzle together to solve client problems.

Today I am able to appreciate how my experiences in the College of Liberal Arts provided a perfect basis for my current career. To be successful in my industry, it is important to be both creative and analytical — a perfect combination for me. I can't say enough about the coursework and professors I had during my time at Purdue. Those experiences gave me a strong foundation and a well-rounded education that is essential in the business world. Above all, I learned to keep my options open, to expect the unexpected, and to recognize happiness when it's right under your nose.



1958

JOHN HULTMAN (BS, Radio and TV) received a Lifetime Achievement Award from the Chicago Headline Club (local chapter of the Society of Professional Journalists).

NANCY POMPIAN (BS, Journalism) retired as director of student disabilities services at Dartmouth College and now writes for local magazines and works as a consultant for Educational Testing Services in Hanover, New Hampshire.

1960

R. WAYNE PACE (PhD, Organizational Communication) received a Modern Pioneer Award from the Cotton Mission Chapter of the Sons of Utah Pioneers (SUP) for contributions to his profession and the SUP.

LARRY SAMOVAR (MS, Communication; PhD 1962, Organizational Communication) was featured on a panel at the 2008 National Communication Association convention. The 12th edition of his *Intercultural Communication: A Reader* and 7th edition of his *Communication between Cultures* were published by Cengage.

SARAH (SALLY) WATLINGTON (BA, Social Sciences) was awarded the Good Scout Award by the Sagamore Council Boy Scouts of America. The award honors people who demonstrate community service and exemplify the ideals of the Boy Scouts of America.

1963

MYRVIN F. CHRISTOPHERSON (MS, Communication; PhD 1965, Organizational Communication) is acting president of the Foundation for Independent Higher Education Inc. in Washington, DC.

1964

H. ALLAN DYE (PhD, Counseling/Guidance/Personnel) retired from Rollins College in Winter Haven, Florida.

WILLIAM D. LEAVITT (BA, Technical Writing) retired from *Form Function* magazine and is now teaching business and technical writing at Purdue University Calumet in Indiana.

1968

GREG HUMNICKY (BA, Social Sciences) retired as athletic director after 40 years in the South Bend (Indiana) Community School Corporation.

JAMES SCOTT (BA, Journalism) retired as president of Elkay Manufacturing's Plumbing Products Division in Oak Brook, Illinois.

1969

MICHAEL A. MCCARNEY (BA, Political Science and Government) has been elected to the board of directors of the Greater Northwest Indiana Association of Realtors.

ROBERT L. MINTER (PhD, Organizational Communication) joined Walsh College as executive vice president and chief academic officer in Troy, Michigan.

RALPH TAYLOR (BS, Physical Recreation Education) was elected executive vice president of the Indiana Basketball Hall of Fame in New Castle, Indiana, and was recognized by Exodus Inc. on World Refugee Day for work with the refugee community.

TED WILLIAMS (BA, Social Sciences) was named in *Super Lawyers: Corporate Counsel Edition* as one of the top attorneys in civil litigation defense for 2008.

1970

DEBORAH K. ANDREWS (BA, Liberal Arts; MA 1973, Elementary Education) is retiring after 38 years of teaching as an assistant professor at Henry Barnard Laboratory School at Rhode Island College.

1971

STEVEN C. BULLOCK (BA, Social Sciences) was re-elected as secretary of the board of directors of the Wayne County Michigan Criminal Defense Bar Association.

BLANTON CROFT (PhD, Organizational Communication) received the Annual Service Award for 10,000 hours as a hospital volunteer. She also received a Certificate of Appreciation from the governor of Maryland for being a Red Cross volunteer.



AND THE EMMY GOES TO ...

Three Liberal Arts alumni earned recognition in 2008 for their work in television through Emmy Award nominations. BEN ZUPO (BA 2000, Photography) was part of the crew for Discovery Channel's *Deadliest Catch: No Mercy* that won the Creative Arts Emmy for Cinematography for Nonfiction Programming. LEONARD COX (BA 1979, MA 1996, Communication) and CORY HACK (BA 2006, Film/Video Studies) were recognized for *The Killer Within*, which was nominated for a News and Documentary Emmy Award for Best Documentary.

"Winning an Emmy felt unreal," says Zupo, who endured harsh weather, seasickness, and 20–30-hour work shifts while filming the experiences of crab fishermen off the coast of Alaska. "My goal had been to work for Discovery Channel or National Geographic, so getting the *Deadliest Catch* job was achieving my goal; the Emmy was a nice added bonus."

Cox served as co-producer and Hack was assistant editor on *The Killer Within*, a documentary about a senior citizen named Bob Bechtel who reveals to his family that in college he had murdered a classmate. Bechtel contended that the act resulted from a lifetime of being bullied. Bechtel's daughter, Carrah, brought the idea for the documentary to River Films, which Cox co-owns.

"She approached us after seeing our film *Questioning Faith* and said, 'You think you have a story. Wait until you hear mine,'" says Cox. "We listened and agreed that the story about her father was compelling."

Cox worked on *The Killer Within* every day from the start of making the film in 2003 to its premiere at the Toronto Film Festival in 2006.

By Emily Huntman, photo provided by Discovery Channel

NOEL J. OLINGER (BS, Physical Recreation Education) is the CEO and president of The Genesis Consortium LLC in Hermitage, Pennsylvania.

1972

KRISTINA S. MAREK (BA, Recreation) is director of Oklahoma State Parks.

1973

CECELE (ARRINGTON) FLANARY (BA, Social Sciences) is associate director of the President's Council for Purdue University.

1974

DOUG LOGAN (BA, Communication) was elected into the Greater Syracuse Sports Hall of Fame and received a National Boys and Girls Clubs' Champion for Children Award.

FRANK R. SHIRER (MA, History) was featured on PBS's *The History Detectives*.

JOANNE TROUTNER (BA, School Library and AV; MS 1976, Liberal Arts) retired from the Tippecanoe School Corporation in Lafayette, Indiana, where she was director of media/technology.

1975

MARTIN N. FREEDMAN (PhD, Organizational Communication) retired from Johnson & Johnson as dean of the School of Personal & Professional Development in New Brunswick, New Jersey.

KENT J. SHEETS (BA, Radio and TV) received the Society of Teachers of Family Medicine Excellence in Education Award. He was also promoted to professor of Family Medicine and Medical Education in the University of Michigan Medical School in Ann Arbor.

CHERYL E. WILLIAMS (BA, Health and Safety Education; MS 1978, Physical Recreation Education) gave a presentation at the Society for Intercultural Education Training and Research Global 2008 Congress in Granada, Spain. She is vice president for international and cultural relations and dean of global programs at Concordia University Irvine in California.

1976

KATHLEEN JAMES (MA, French) was named deputy director of administration for the National Labor Relations Board in Washington, DC.

KATHLEEN J. TURNER (MA, Organizational Communication; PhD 1978, Communication) served as the inaugural Scholar in Residence for the 2008 NCA Institute for Faculty Development, also known as the Hope Institute at Randolph-Macon College.

1977

CHARLES L. CAMMACK JR. (BA, Communication) is director of human resources for Fort Wayne (Indiana) Community Schools.

DAVIDIA DEPOWSKI (BA, Communication) celebrated 30 years with the Century 21 Organization in 2008.

STEPHANIE (MITCHELL) HARMON (BA, Political Science and Government) was ordained an elder in full connection at the New Mexico Annual Conference of the United Methodist Church.

1978

JIM SHARVIN (BA, Communication) is a manager at NSBN LLP, a CPA and business consulting firm in Los Angeles, California.

RANDY SIPE (BA, Communication) is a media consultant for Main-1-Media in Indianapolis, Indiana.

SAVING LIVES

When US Airways flight 1549 made a dramatic emergency landing in the Hudson River in January, College of Liberal Arts alumnus CHESLEY B. "SULLY" SULLENBERGER III was at the controls. Sullenberger (MS 1973, industrial and organizational psychology) is credited with saving the lives of all 155 on board.

A former Air Force fighter pilot, Sullenberger has more than 40 years in the aviation industry,

has served as a NASA aviation safety research consultant, and is president/CEO of a safety-consulting firm, Safety Reliability Methods Inc. He is also a visiting scholar at the University of California–Berkeley's Center for Catastrophic Risk Management.

Sullenberger came to Purdue from the United States Air Force Academy, where he received a BS in psychology. His adviser at Purdue

was the late Ernie McCormick, an industrial/organizational psychologist who was famous for his research in human factors, which focuses on the interface between human skills and abilities, and technology.

Sullenberger's calm actions and skill in landing flight 1549 were lauded in local, state, and national media.

Plane crash photo by Andrew Gregory Lam Pak Ng, Sullenberger photo acquired from SafetyReliability.com



1979

D. MARK ROBERTSON (BA, Journalism) is CEO of *Coaches Choice/Healthy Learning*, two divisions of Monterey Bay Video Production Company.

1980

ROBERT E. DENTON JR. (PhD, Organizational Communication) co-authored *Politics and Communication in America: Campaigns, Media, and Governing in the 21st Century* (Waveland Press, 2008).

LIZ BERRY SCHATZLEIN (BA, Communication) is hosting a new medical program, *Docs on Call*, on WPTA, the ABC affiliate in Fort Wayne, Indiana.

MARK VANFOSSEN (BA, Communication) works with the LeSEA Broadcasting Network as general sales manager for WHMB, TV 40 in Indianapolis, Indiana.

1981

BILL ENNIS (BA, Communication) completed his sixth year producing the *Ms. Fitness USA* and *Ms. Fitness World* television shows for Fox Sports.

GAYLE L. ORMISTON (PhD, Philosophy) is senior vice president for academic affairs and provost at Marshall University in Huntington, West Virginia.

SHELLEY POSTON TRIBOL (BA, Communication) has been selected as a member of the 2008–2009 class of The Richard G. Lugar Excellence in Public Service Series.

PATTI ISING WEIGAND (BA, Communication) has worked for IBM for 27 years in various communication and human resource areas.

CHARMAINE E. WILSON (MA, Organizational Communication) co-authored *Hiring Right: Conducting Successful Searches in Higher Education* (Jossey-Bass, 2007).

1982

WILLIAM COMBS (PhD, History) retired from Western Illinois University in Moline where he taught German and modern European history for 42 years.

DON KOJICH (BA, Communication) is associate vice president for marketing and communications at the University of Illinois Foundation in Urbana.

KIMBERLEE (CONNER) SHERBROOKE (BA, Psychology) earned a fellowship in the American College of Medical Practice Executives.

1983

DONNA GASTEVICH (BA, Foreign Languages) is vice president of institutional advancement at Lake Michigan College in Benton Harbor.

DAVID GOAD (BA, Communication) is senior enterprise field marketing manager for Cisco Systems in San Jose, California. Goad was also recently judged as one of the top 20 speakers in the world in the 2008 Toastmasters International Speech Competition.

1984

BRADFORD P. ANDERSON (BA, Communication) published “Complete Harmony or Mere Détente? Shielding California Employees from Non-Competition Covenants” in volume 8 of the University of California, Davis, *Business Law Journal*.

JERRY RENKENBERGER (BA, Communication) offers virtual tours and other marketing tools for for-sale-by-owner homes at YourTourNow.com.

VINCENT SAMPUGNARO (MA, Organizational Communication) is senior vice president of human resources at the March of Dimes in White Plains, New York.

SCOTT A. SCALES (BA, Communication) celebrated his 20th anniversary as a senior financial advisor with Ameriprise Financial in Evansville, Indiana.

1985

GREG B. DONNELLY (BA, Communication) has been named to the Morgan Stanley President’s Club for the third time. He is a senior vice president with Morgan Stanley in Oak Brook, Illinois, and has been a wealth advisor for over 20 years.

SHERRY FABINA-ABNEY (BA, Communication) was named a 2008 Outstanding Hospital Lawyer by *Nightingales Healthcare News* newsletter.

SUZANNE J. MILLER (BA, Communication) completed a master’s degree in speech and language pathology and now works at a hospital in Columbus, Indiana.



ALUM PRODUCES TOP SUPER BOWL AD

College of Liberal Arts alumnus Joe Herbert (BA 1997, Visual Communications Design), pictured left, led a small group (including College of Technology alumni) that produced a top-rated Super Bowl advertisement last February and won a \$1 million prize.

Herbert, an indie filmmaker, and his brother Dave entered the Doritos Crash the Super Bowl contest — an online competition for consumer-created commercials — and won a \$25,000 prize for being a top-five finalist among nearly 2,000 entries. Their “Free Doritos” commercial, which was aired during the Super Bowl for garnering the most fan votes, was made for less than \$2,000 and featured an office worker shattering a vending machine with his snow globe “crystal ball” after predicting free chips for everyone in the office. Doritos offered a \$1 million bonus prize if the commercial took the top spot in the *USA Today* Ad Meter, which ranks Super Bowl ads from best to worst. Herbert’s ad beat out Anheuser-Busch, which had won 10 years in a row, according to *USA Today*.

“To have ‘Free Doritos’ exposed on the Super Bowl stage was already amazing enough,” Herbert said in a press release. “But, to now claim No. 1 on the *USA Today* Ad Meter and win \$1 million is unbelievable and affirmation that we can and will fulfill our dreams.”

Distinguished Alumni

For more than 20 years, the College of Liberal Arts Alumni Board has recognized the outstanding achievements of its graduates through the Distinguished Alumni Awards program. Recipients of this award have made significant contributions to society, and their accomplishments, affiliations, and careers honor the legacy of excellence at Purdue University and the College of Liberal Arts.



MARK ANDREWS

BA 1971, Speech (Communication)

As associate general manager for *The Phantom of the Opera* in Las Vegas, Mark Andrews enjoys working in a field that has been his passion since his early days as a student at Purdue. Over the course of his successful career, Andrews has served as the assistant, associate, general, and/or company manager for 27 productions, including *The Phantom of the Opera* and *Les Misérables* (New York) and the first national tours of *Wicked* and *Sunset Boulevard*. His most fulfilling professional accomplishment was mounting the production of *Les Misérables* in Paris for the English producer Cameron Mackintosh. According to Andrews, he has repeatedly used his academic experience at Purdue in the varied negotiations and dealings that are critical in managing large companies of actors, stagehands, and musicians. "In short, Purdue is a part of me that is the foundation of what I have been able to achieve," Andrews says.



LEROY KEYES

BS 1969, Physical Recreation Education

Coming to Purdue on a full athletic scholarship, Leroy Keyes chose physical recreation education as his major, believing that a healthy body and mind would lead to success. As a tailback and defensive back, Keyes was a two-time All-American, led the Boilermakers to the 1967 Big Ten Conference championship and their 1967 Rose Bowl win over USC, was the Big Ten's Most Valuable Player in 1967, and was runner-up in the 1968 Heisman Trophy balloting. Keyes was a first-round NFL draft choice in 1969 and played for five years with the Philadelphia Eagles and the Kansas City Chiefs. In commemoration of Purdue's Football Centennial Anniversary, Keyes was voted the University's "All-Time Greatest Football Player" in 1987. In 2000, he was named assistant director of the John Purdue Club. "Purdue is still one of the greatest universities worldwide," he says. "We are still producing outstanding students, world leaders, athletes, and meaningful ways of living."



LORRAINE OLSON RAMIG

PhD 1980, Speech Pathology and Speech Science

Lorraine Olson Ramig, a professor in the Department of Speech, Language, and Hearing Sciences at the University of Colorado, is widely recognized as a leading authority on speech disorders and Parkinson’s disease. Ramig, also a senior scientist for the National Center for Voice and Speech, has been investigating neurological voice disorders for more than 15 years and developed the Lee Silverman Voice Treatment (LSVT), the first successful voice therapy for the treatment of speech and voice problems related to Parkinson’s disease. An established researcher, she has authored numerous refereed journal articles and book chapters and dedicates much of her time to studying the mechanism of change accompanying successful speech treatment and scaling up access to efficacious speech treatment for people with Parkinson’s disease. “Purdue offered me a solid and enhancing academic experience, a rich research education, and lifelong friends and colleagues who have shaped my professional life,” she says.



TOM SCHOLL

BA 1970, Philosophy

Without formal training, Tom Scholl began his professional career as a computer programmer. Fifteen years later he became senior vice president of engineering at Hughes Network Systems. In 1990, Scholl founded his first company, Telogy Networks, and bootstrapped it into the world leader of embedded software for Voice-Over-IP telephones and networks. In 1999, Texas Instruments acquired Telogy, allowing Scholl to co-found additional companies. From engineer to businessman to entrepreneur to venture capitalist, Scholl has conquered steep and risky learning curves using basic tools from his liberal arts education. “The ability to read broadly and deeply, to think critically and ask ‘dumb’ questions, and to understand foreign languages and cultures in this era of globalization are vital to one’s happiness and success,” says Scholl, now a general partner at Novak Biddle Venture Partners. “As an ‘institution of the world,’ Purdue teaches skills that will never go out of style and are more important than ever for our nation.”



JOHN STAUFFER

MA 1993, American Studies

As one of the world’s leading authorities on antislavery, protest movements, and interracial relations, John Stauffer, a Harvard University professor and program chair, devotes much of his time to writing, teaching, and researching. Fortunately, Stauffer’s most passionate pastimes are also his vocation. He is the author of seven books and more than 45 articles. Stauffer’s 2008 book *Giants: The Parallel Lives of Frederick Douglass and Abraham Lincoln* appeared not only on the *Boston Globe* and Amazon.com bestseller lists, but is also prominently displayed on President Barack Obama’s bookshelf (according to *Time* journalist David Von Drehle). “I can honestly say that Purdue is the most diverse institution I’ve ever attended — especially in terms of class, age, and nationality — and the most democratic,” Stauffer says. “The best Purdue students are as good as the best Harvard students; the difference is they don’t know it.”

Nominate a Liberal Arts/HSSE alumnus today for the Emerging Voice Award or Distinguished Alumni Award at www.cla.purdue.edu/alumni/awards.

1986

TJ ADCOCK (BA, Communication) is manager of trade compliance at Alcoa Technical Center in Alcoa Center, Pennsylvania.

JEFF ATWOOD (BA, Communication) and his wife, Annette, started a new gift and art business: Show Offs Art in Brentwood, Tennessee.

ANNE FLIOTSOS (BA, Communication) co-authored *American Women Stage Directors of the Twentieth Century* (University of Illinois Press, 2008).

MARIA NAPE (BA, Communication) is director of the southern regional office and border rights project for the ACLU of New Mexico.

LISA A. PYLES (BA, Criminal Justice; MA 1988, Political Science and Government) received the President's Award from the South Central Chapter of the American Association of Airport Executives for the second consecutive year.

1987

TED ALLEN (BA, Psychology) hosts *Food Detectives* and *Chopped* on the Food Network in New York, New York.

JEFF GRINSTEAD (BA, Communication) was named systems engineering deputy manager of the air and space operations centers — Weapon System Integrator Program.

MICHELLE WILLIAMS HARLE (BA, Communication) is partner and chief content officer of StoneHorse Enterprises.

MONICA C. MEENAN (BA, Communication) is general manager of *BusinessWeek TV*, part of McGraw-Hill Companies in New York, New York.

1988

PAULA DAVIS (BA, Communication/History) was nominated for the Purdue Alumni of the Year Award by the Purdue University Black Alumni Organization.

1989

SCOTT HALL (BA, Communication) is director of media relations at the University of Indianapolis in Indiana.

LAURA DIANE STRAUB WHITE (BA, Communication) is the office manager/event planner at the Indianapolis Metropolitan Professional Firefighters Union Local 416 in Indiana. She is also a women's ministry leader at Clermont Christian Church.

1990

SUSAN BROCK WILLIAMS (BA, Political Science and Government) received the Influential Women Award for 2008 from the *Indianapolis Business Journal*. Williams is the legislative initiative director in Purdue's Office of Governmental Relations.

1991

ROBERT SKADBERG (BA, Communication) is executive director of Christian Community Action in Valparaiso, Indiana.

1992

CHRISTIAN BARNARD (BA, Communication) is executive director of strategy, content, and creative services at AT&T.com in Austin, Texas.

BRANDI (SCHWARTZ) DOYLE (BA, Communication) was named Employee of the Month for Administaff's Houston service region.

WENDY SKOCH HART (BA, Communication) began her Project Management Certification (part of her MBA) at Lehigh University in Bethlehem, Pennsylvania.

JACQUELINE CRYMES ZELEDON (BA, Communication) received two honors in 2007 for her efforts as chair of King Advisory Inc. She also received community service awards from the Milwaukee County Board of Supervisors Black Caucus and the Milwaukee Alliance of Black School Educators.

1993

PATRICIA AMASON (PhD, Organizational Communication) is vice president of the Southern States Communication Association.

WILLIAM BETTLER (MA, History; PhD 2001, Communication) received tenure and promotion to associate professor of communication at Hanover College in Hanover, Indiana.

MAJIA HOLMER NADESAN (PhD, Organizational Communication) published *Governmentality, Biopower, and Everyday Life* in the book series Routledge Studies in Social and Political Thought (Routledge, 2008).

RACHEL M. POKORA (MA, Communication; PhD, 1996, Organizational Communication) is chair in the Department of Communication and Theatre Arts at Nebraska Wesleyan University in Lincoln.

SHELLY L. ROBINSON (BA, Communication) is serving as the 2008–2009 president of Career Development Professionals of Indiana and received the Outstanding New Professional Award from the same organization.

MEG WAY (BA, Communication) joined Rapp Collins as head of strategic planning in Torrance, California.

1994

LORA M. ADAMS (BA, Theatre) is senior director of development at the University of Colorado in Denver.

KATHERINE DORSETT (BA, Communication) is working at CNN.com as a news producer in Atlanta, Georgia.

TRACI SCHROEDER HALY (BA, Communication) teaches literature, journalism, and speech at Christian Academy.

JAMES W. INEICH (BA, English) graduated from the University of Akron School of Law.

ZACH TOBACK (BA, Communication) is executive director of production and operations at ABC News in New York, New York.

Check the CLA alumni Web site at www.cla.purdue.edu/alumni for the latest news, events, and updates.

1995

BRADLEY A. DANCER (BA, Communication) is senior vice president of research digital media for the National Geographic Channel in Washington, DC.

JOHN FLETCHER (BA, Communication) is senior sales engineer with XO Communications.

KEVIN LEAMON (BA, Communication) is director of account management in the communications division at Horace Mann in Springfield, Illinois.

JASON D. MELICHAR (BA, Political Science and Government and Sociology) is a member of the Cozen O'Connor Law Firm in Denver, Colorado.

JENNIFER (WILLE) PETERSON (BA, MA 1997, Communication) is finishing the second year of a \$139,244 grant for the project "Families coping with HIV: The impact of a mother's HIV infection."

MONICA ROHLEDER (BA, Communication) owns a PR business and has started blogging for Thespiritedwoman.com.

SHAWN SHOOP (BA, Communication) is vice president of marketing and business development with The ProNet Group.

SARAH WANNARKA (BA, Communication) is an assistant U.S. attorney for the Western District of Texas in the major crime division.

1996

BRIAN TABOR (BA, Political Science and Government) is vice president of government relations at the Indiana Hospital Association in Indianapolis.

DAVID WELKY (MA, PhD 2001, History) published *Everything Was Better in America: Print Culture in the Great Depression* (University of Illinois Press) and *The Moguls and the Dictators: Hollywood and the Coming of World War II* (The Johns Hopkins University Press).

1997

AMBER KINSER (PhD, Communication) was invited by Seal Press to write a book tentatively titled *Motherhood and Feminism* to be released spring 2010. Her book *Mothering in the Third Wave* (Demeter Press) was released in 2008.



WORDS OF WISDOM

LA Influentials, a new course taught by Dean John Contreni, brings Liberal Arts alumni into the classroom to share their stories on life and career. Open to Liberal Arts juniors and seniors, the class debuted last fall and features successful and distinguished alumni from a variety of industries and academic backgrounds. Insights shared by the speakers include:

"Say no to nothing; try everything." Don Bain (BS 1957, Speech), author of the *Murder She Wrote* series

"Never underestimate the value of your liberal arts education." Vanita Banks (BA 1977, Political Science), counsel in corporate law at Allstate Corp.

"What is one thing that you are better at than others?" Matt Booty (BSCE 1988, Electrical and Computer Engineering; MFA 1992, Theatre), chief executive officer and president of Midway Amusement Games LLC

"With a degree in liberal arts and a vast array of classes and information, you are building stock in yourself for your career." Wally Brant (BA 1971, History), owner of Indiana Oxygen Co. Inc.

"Follow your passion." Ron Carpinella (BA 1991, History), team leader of ID Management at Equifax

"It's all about the message." Joann DiGennaro (BA 1965, Communication), president of Center for Excellence in Education

"Networking is like a sport: you have to practice and the more you do it, the better you get." Steve Godeke (BA 1984, FLL; BS 1984, Management), owner of Godeke Consulting

"Do you want to be a specialist or a generalist?" Kim Koeller (BA 1978, FLL), president and CEO of Allergy Free Passport

"Sound byte yourself." Amy Neubert (BA 1999, English), communications and marketing specialist for Purdue Marketing and Media

"You can change the world through public service." Bart Peterson (BA 1980, Political Science), managing director of urban fund for Strategic Capital Partners

"Articulate your dreams." Rusty Rueff (BA 1984, Communication; MS 1986, Education), former chief executive officer of SNOCAP

"Think intuitively, think creatively; everything is not black and white." Leon Schweir (BA 1974, History), executive producer and vice president of production for the Big Ten Network

"A copywriter with writer's block is an out-of-work copywriter." Emily Smriga (BA 2003, Communication), media director at Haan Marketing and Communications

Members of the Dean's Advisory Council

"Work for good people." Jay Fehnel (BA 1984, Communication), vice president of the Entertainment Products Division for Tribune Media Services

"You are not entitled to anything when you graduate." Barbara Frye (BA 1972, Communication), TV consultant for Frank N. Magid Associates

"Take ownership of your opportunities." Chuck Jones (BA 1981, Industrial Design and Human Factors Engineering), corporate vice president of global product design at Whirlpool Corporation

"Get out of the group think." Andy Maner (BA 1991, Communication), CEO of National Interest Security Co.

"Have passion." Hy Mariampolski (MS 1971, PhD 1977, Sociology), president and managing director of Qualidata Research Inc.

"The ability to communicate is vital." Sheri Rahdert (BA 1990, English), former arts administrator and president of the CLA Alumni Board

"Maintain an ethical base." Carolyn Wurm (BS 1961, Psychological Sciences), director of the psychology program at The Hospital for Sick Children

For more information, visit www.cla.purdue.edu/alumnifriends and click on GS 300: LA Influentials.

MICHAEL RETSECK (BA, Communication) was promoted to production planner of Rimmel Cosmetics at Coty.

1998

COREY ANTON (PhD, Communication) was elected as a trustee on the board of directors for the Institute of General Semantics and was recently named a fellow of the International Communicology Institute.

FREDERIC (RICK) A. BECK (BA, Communication) accepted a position with Easi-Set Industries as national sales manager for SlenderWall in Midland, Virginia.

RICHARD (RICKY) P. GARLITZ (BA, History) received his PhD from Ohio University and accepted an assistant professor position at the University of Tennessee.

KIMBERLY (WILSON) PRESTON (BA, Communication) is the director of workforce and education initiatives for Indianapolis Mayor Greg Ballard.

1999

STEPHANIE ANDERSON (BA, Communication) and husband Peter opened Gelsosomo's Pizzeria in Crown Point, Indiana.

DENISE P. FERGUSON (PhD, Communication) is chair of the Department of Communication Arts and associate professor of journalism and public relations at Indiana Wesleyan University in Marion. She was also installed as chair of the public relations division of the National Communication Association.

SARA STALEY (BA, Communication) is the sales and service marketing director at the ABC affiliate (WRTV6) in Indianapolis, Indiana.

ANGI TAYLOR (BA, Communication) is the first associate managing director of the new Jaradoa Theater Company in New York, New York.

2000

MATTHEW M. MILLER (BA, Political Science and Government) received his master's of law in taxation from Georgetown University Law Center.

W. MATTHEW OATES (BA, Communication) was named to the Top 10 Young Professionals Under 40 by the Lafayette/West Lafayette Development Corp./Chamber of Commerce's TippeConnect Group.

ANDREW L. THOMAS (MA, PhD 2007, History) accepted a tenure-track position at Salem College.

LINDSEY (SEWARD) TRAUSCH (BA, Communication) is marketing director for Marsh Inc.

2001

LAURA DASHIELL BROST (BA, Communication) accepted a position as refractive account manager with Alcon Surgical in Fort Worth, Texas.

LAURA (BYRD) EDWARDS (BA, History) is director of development for the School of Mechanical Engineering at Purdue.

ANGIE (SIMMONS) FULLER (BA, Communication) was selected for Leadership Iowa's class of 2008–09 20 Under 40 Leadership Award for community service and leadership in career.

MATT HOLSAPPLE (BA, Communication) received a master's degree from Purdue in college student affairs and enrolled in the doctoral program in higher education at the University of Michigan's Center for the Study of Higher and Post-Secondary Education.

SHANNON OLIVER (BA, Communication) received a second bachelor's degree and is working as a respiratory therapist.

JENNIFER SLAWSON (BA, Communication) received her MBA from the Kellogg School of Management and is working full time as a product manager for The Internet Movie Database.

2002

MEGAN E. (DISKEY) FUNK (BA, Communication) is marketing manager at Ruth Eckerd Hall in Clearwater, Florida.

TERESA SMILEY (BA, Communication) is serving as a Peace Corps volunteer in the former Soviet Republic of Moldova in Eastern Europe and is a community and organizational development specialist working with four organizations in the city of Strasen.

JENNIFER (ERIN) VAUGHAN (BA, Communication) is an account executive for a top-two radio station in Fort Wayne, Indiana.

2003

LINDSAY BEGLEY-ROBERTS (BA, Communication) is a conference coordinator at Purdue.

CORRIE (WHITESEL) BENNETT (BA, Communication) is an assistant account manager with Bandy Carroll Hellige Public Relations.

CULLEN J. CHANDLER (PhD, History) is an assistant professor at Lycoming College in Williamsport, Pennsylvania.

REBECCA DE SOUZA (MA, PhD 2008, Communication) received the 2008 College of Liberal Arts Distinguished Dissertation Award. Her dissertation was selected as Purdue's nominee for the Council of Graduate Schools/University Microfilms International Dissertation Award.

REEM MAROUN (BA, Communication) is a team member of the Royal Hashemite Court in Jordan.

AMY (MCDANIEL) MATTOX (MS, Communication) is director of graduate admissions and marketing at Huntington University in Huntington, Indiana.

HEATHER MUHA-SCHLOTMAN (BA, Communication) produces, writes, and hosts a 30-minute show called *HealthSmart* for PBS affiliate WITF-TV in Pennsylvania.

Are you on Facebook or LinkedIn? Join the Purdue Liberal Arts group today!

MAUREEN T. SHANNON (BA, English) is an attorney at Rader, Fishman & Grauer PLLC in Bloomfield, Michigan.

SCOTT A. THOMPSON (BA, Physical Recreation Education) joined Benefits Associates in Indianapolis, Indiana, as an account executive.

LINDSAY WALLS (BA, Communication) is director of publications and media relations at Saint Joseph's College in Rensselaer, Indiana.

2004

CLARE (WALTERS) BRINER (BA, Communication) is a marketing communication specialist for the University of St. Francis.

CHAD CHISM (BA, Communication) started an automotive detailing business and an online business with a partner selling their own design of lightweight sub-woofers.

KENNETH N. FORSYTHE (BA, Sociology) is serving in the United States Army National Guard with the 638th Aviation Support Battalion.

JENNIFER GONZALEZ (BA, MA 2006, History) is pursuing her PhD at Michigan State University. She was awarded the Leslie B. Rout Jr. Recruitment Fellowship for Exceptionally Promising Scholars of Latin American History.

TIFFANY STOCHEL (BA, Communication) is an account executive/new media specialist at Coles Marketing Communications in Indianapolis, Indiana.

JENA STURGIS (BA, Communication) is an associate producer/writer for *Fox Report with Shepard Smith*.

MICHELLE SUTTON (BA, Communication) is wrapping up two and a half years in the Peace Corps.

2005

MEREDITH CANTRELL (MS, Communication) is a communications specialist with the National Cancer Institute's Cancer Information Service.

EMILY R. FREED (BA, Communication) is an associate IT account manager for Stryker Corporation Medical Division in Portage, Michigan.

SARA GANDY (BA, Communication) was honored by her station, KUSA-TV, in Denver, Colorado, as Employee of the Year in 2007.

JAMIE HANEY (BA, Communication) won the 2008 VIP Award at Brightpoint.

JOSEPH PINTER (BA, Communication) is in his second year at The John Marshall Law School while working as a marketing/public relations specialist at Acme World Sports LLC.

Loyalty lives here.

Membership in your Purdue Alumni Association is a great way for you to show your loyalty. It also helps support the College of Liberal Arts' programs and services. As a loyal member, you will receive members-only benefits, including access to the online alumni directory, the *Purdue Alumnus* magazine, discounts with selected vendors, travel opportunities, invitations to members-only events, the Purdue Alumni Visa® credit card, points in the John Purdue Club, and much more!

Visit www.purduealum.org and go to the membership section to find out more information and sign up today.



Dick and Sandy Dauch Alumni Center
403 West Wood Street
West Lafayette, IN 47907-2007
(800) 414-1541
(765) 494-9179 Fax
purduealumni@purdue.edu
www.purduealum.org



GEORGE B. POPOVAC (BA, History) received a master's of science in healthcare management in Los Angeles and now works at Providence St. Joseph Medical Center.

HILARIE L. RAJKOWSKI (BA, Physical Education Recreation) is earning a master's in occupational therapy at Touro University.

MICHELLE A. RANKINE (BA, MS 2007, Physical Recreation Education) was accepted to the higher education PhD program at the University of Denver and was awarded a Graduate Studies Doctoral Fellowship and Dean Scholarship. Prior to acceptance, she was selected to work with the Barack Obama campaign as a Fellow.

EMILY RUSSELL (BA, Communication) is assistant director of alumni and parent programs at Butler University in Indianapolis, Indiana.

SCOTT SAUTER (BA, Communication) is an underwriter for AIG Private Client Group in Schaumburg, Illinois.

ANTHONY TEN HAAGEN (BA, Communication) graduated from the Boston University School of Law with a health law concentration. He began his legal practice with the law firm Preti Flaherty in Portland, Maine.

BENJAMIN TODD (BA, Communication) has wrapped up production on *Thick as Thieves*. It is scheduled to be released in 2009 and will be premiered at Purdue.

2006

DORELLA M. (POWELL) CARAS (BA, Communication) completed her MBA degree in December 2008 from the University of Indianapolis.

BO FENG (PhD, Communication) received the 2008 Outstanding Dissertation Award from the Interpersonal Communication Division of the National Communication Association.

JENNA RUMP HAGUE (BA, Communication) is an income development representative for the American Cancer Society.

BRETT HOWARD (BA, Communication) is a supervisor in event operations for Indianapolis Marriott Downtown in Indiana.

2007

STEPHANIE (RUIZ/ROGGE) DASBACH (BA, Communication) supervises the lead generation team at Interactive Intelligence's corporate marketing department.

BRITTANY D'HAENENS (BA, Communication) is an assistant account executive for Publicis Indianapolis in Indiana.

CARRIE DOWLING (BA, Communication) received a master's in information and communication sciences from Ball State University and is now working as an associate account manager for Orange Business Services.

ANNE MARIE GARCIA (BA, Foreign Languages) is teaching Spanish at McCutcheon High School in Lafayette, Indiana.

WHITNEY JANSTA (BA, Communication) is director of advertising and Web site management at Celebrations the Florist.

MIN JIANG (PhD, Communication) works at the University of North Carolina at Charlotte.

CHRISTOPHER D. MYERS (BA, Communication) is director of development for the President's Council at Purdue University.

DARCY PIZZI (BA, Communication) works as a newscast director at WDTN, an NBC affiliate in Dayton, Ohio.

KRISTEN SUTHERLAND (BA, Communication) is event coordinator at the International Society for Prevention of Child Abuse and Neglect in West Chicago, Illinois.

2008

AMBAR BASU (PhD, Communication) is an assistant professor at the University of South Florida.

DARRIN COX (PhD, History) is an assistant professor of history at West Liberty State College.

ASHLEY LINN ELMORE (BA, Communication) is military personnel flight officer in charge, customer service, at Bolling Air Force Base.

MEREDITH EVANS (BA, Communication) is an education manager for Junior Achievement.

TIFFANY HAURI (BA, Interior Design) joined CSO Architects as an interior designer in the Corporate Commercial Studio in Indianapolis, Indiana.

NEIL HUDELSON (BA, English) is working with College of Charleston students setting up community service opportunities.

KATIE MARIE LEVANDUSKI (BA, Communication) is maintenance administrator for Hyland Software Inc. in Westlake, Ohio.

MAHUYA PAL (PhD, Communication) is an assistant professor at the University of South Florida.

SCOTT RANDOLPH (PhD, History) is a visiting assistant professor at the University of Wyoming.

STEPHANIE SANDILLA (BA, Communication) joined Bandy Carroll Hellige as account coordinator for the agency's public relations group in Indianapolis, Indiana.

SEAN SCOTT (PhD, History) accepted a tenure-track assistant professor appointment at Ouachita Baptist University in Arkadelphia, Arkansas.

HENG (SOPHIA) XU (MA, Communication) is a revenue cycle associate at McKesson in Alpharetta, Georgia.

MOVED? NEW CAREER? NEW NAME? To update your information with the College of Liberal Arts or to submit personal or professional accomplishments for this section of *THiNK Magazine*, go to www.cla.purdue.edu/alumni and click on Alumni Information Update.



Purdue is among the nation's best values in higher education, according to two prominent publications. The Princeton Review named Purdue to its list of 100 "best value" colleges for 2009. And Wall Street Journal's SmartMoney magazine ranked the University ninth nationally in its college "payback" survey, which quantifies the long-term value of a college education. Pictured here is Michael Munguia (BA 2007, Visual Communications Design/Communication).

DISTINGUISH *yourself*

It's what you do with a degree from the College of Liberal Arts. *Distinguish yourself* embodies the college's promise of a liberal and practical education at a world-renowned research university that empowers students and alumni to change their world. *Distinguish yourself* makes a statement and challenges faculty, staff, and students to attain new heights.

Marquita Dill, a graduate student in the Department of Health and Kinesiology, is distinguishing herself by working toward a master's degree in exercise physiology with a minor in gerontology.

THiNK
MAGAZINE

