

USF

THE OFFICIAL MAGAZINE of the
USF ALUMNI ASSOCIATION
WINTER 2019

UNIVERSITY OF
SOUTH FLORIDA
MAGAZINE



USF HEALTH

A new era for
HEALTH



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UNIVERSITY OF SOUTH FLORIDA MAGAZINE

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Cover Photo: RYAN NOONE | USF News

From the President

Photo: Courtesy of the APLU



President Currall receives the 2019 Institutional Award for Global Learning, Research & Engagement from Michael Drake, president of The Ohio State University and chair of the Association of Public Land-grant Universities (APLU) Board of Directors.

Dear alumni, friends and supporters of USF:

WELCOME TO THE WINTER ISSUE of *USF* magazine and a new, exciting era of medical education and research in downtown Tampa.

The cover story, which begins on page 30, focuses on the opening of the Morsani College of Medicine, which will welcome our faculty, staff and students for the first day of classes on January 13. Also the future home of the Heart Institute, the Physician Assistant Program and the Taneja College of Pharmacy, this is so much more than a shiny new building that serves as one of the anchors of the impressive Water Street Tampa project.

It will transform medical education both in terms of the physical environment as well as the virtual world, and it will remain adaptable for decades to come.

On the opposite page is a story about a significant honor USF received from the Association of Public and Land-grant Universities, which is the association for the leading 237 public research universities in North America. The association named USF as the top winner of its 2019 Institutional Award for Global Learning, Research, & Engagement. This is a prestigious award that recognizes the success and global reputation of USF's faculty, staff and students.

We are very pleased to partner with Jabil to launch the USF Jabil Innovation Institute. As you'll learn in the story on page 18, the institute will spur new collaborative efforts in innovative research, community engagement and talent development with the College of Engineering and the Muma College of Business. We believe this will serve as a national model for high-impact university-industry partnerships. And we're very grateful to Jabil for an \$800,000 gift and \$200,000 in research support.

Also in this issue is a story about the great success of this

fall's Bank of America Brunch on the Bay at USF Sarasota-Manatee. This was the first time Cheyenne and I participated in this wonderful tradition, and we were so impressed with the community support for our talented and deserving students. As you'll read on page 19, the event attracted about 600 guests and set a new scholarship fundraising record. This is a wonderful example of the role our generous donors play in changing lives.

That also is true of the women philanthropists featured in a story that begins on page 24. Over the last decade, their significant contributions of time, talent and treasure have made – and continue to make – a positive difference in the lives of USF's faculty, staff and students. They have supported scholarships, programs and facilities, and their passion for helping others is truly inspiring.

I want to thank those of you who joined us for my inauguration in November as USF's seventh president. Serving in this role is the honor of my professional life.

As I said that day, a university presidency is a position of selfless service and stewardship. As president, I see myself as a humble relay runner who builds on what those before me have accomplished, and will hopefully contribute to what those after me will achieve.

We have much to be proud of at USF. Even more exciting than what USF has accomplished is the extraordinary promise of what it will accomplish in the future. I am grateful for the faith placed in me to help steer the nation's fastest-rising university into its greatest era yet.

Cheyenne and I are thrilled to be members of the USF family, and we wish you peace, good health and happiness in the new year.

Steven C. Currall
USF President and Chief Executive Officer

BEST IN NORTH AMERICA

USF earns recognition for global engagement

USF IS THE TOP WINNER of the 2019 Institutional Award for Global Learning, Research & Engagement from the Association of Public and Land-grant Universities (APLU).

APLU is the national association for the leading 237 research universities in North America. The prestigious award was presented during the APLU's annual meeting, held in San Diego in November.

"This is a significant honor that recognizes our commitment to being a global research university dedicated to student success," USF President Steve Currall says. "Among the reasons that USF is the nation's fastest-rising university is the priority we place on diversity and inclusivity and innovative learning and research that contribute to positive change."

The Platinum Level award from APLU focuses on four areas of excellence: inclusivity, internationalization of research and engagement, leadership and pervasiveness, and assessment.

"Global engagement is essential to student and institutional success," APLU President Peter McPherson says. "For years, the University of South Florida has distinguished itself through its excellent global engagement work and we're delighted to spotlight the example it has set."

For the past decade, USF has demonstrated a profound focus on comprehensive internationalization. In 2010, USF World was founded to extend the global engagement of the university to all aspects of student, staff and faculty academic and research life. Today, USF is home to more than 4,600 international students traveling from more than 140 countries.

Additionally, USF World launched an Education Abroad Inclusion Initiative in 2014, which has resulted in a 34 percent increase in study-abroad participation among Latino students, a 49 percent increase among multi-racial students and a 55 percent increase among black students. The program has positively affected more than 1,000 Pell Grant-eligible students by providing more than \$1 million in scholarships, grants and financial assistance.

"USF has sought to create an authentic global campus environment where all students, staff and faculty, irrespective of their ethnic and cultural heritage, are warmly welcomed to the community and are empowered to engage in all aspects of campus life," says Roger Brindley, vice president for USF World. "From

our translational research that affects positive societal change around the world to our highly active international student organizations, USF is a model university for global higher education across the United States."

Alongside student success, USF has rapidly expanded its globally engaged research and partnerships. In 2017 and 2019, the university was the No. 1 producer of faculty Fulbright awards in the United States, and within the past five years, 450 USF faculty have engaged in more than 2,000 research activities in more than 170 international locations.

This is the second international award received by USF for its global work in 2019. In February, the Institute for International Education recognized USF with the Andrew Heiskell Award for Equity and Access in Higher Education.

- BRITTANY SELF | USF World

Significant NUMBERS

4,600

international students

140+

countries represented

\$1 million+

in scholarships and grants

1,000+

Pell Grant-eligible students

No. 1

U.S. producer of faculty

Fulbright awards, 2017 and 2019

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First Look



Inauguration of President Curral

STEVEN C. CURRALL WAS inaugurated as the University of South Florida's seventh president during a November ceremony before a Yuen-gling Center audience of students, faculty, staff, alumni, delegates from around the world, close friends and members of his family.

In his speech, Curral reaffirmed the university's commitment to diversity and inclusion, faculty excellence and student success.

"Even more exciting than what USF has accomplished is the extraordinary promise of what it will accomplish in the future," he said. "USF has a compelling strategic direction. Now, our task is to renew and enhance that vision. My mission is to build on this momentum, fostering a campus environment where we will relentlessly push forward."

Photo: SANDRA C. ROA | USF News



Inauguration of
Steven G. Chalmers, Ph.D.
THE PRESIDENT
UNIVERSITY OF NORTH CAROLINA



Bullish for BEADS

DISTINGUISHED ALUMNA GERALDINE TWINE, '78, MA '81 and MS '88, heaves strands of beads during the Running with the Bulls Parade at this year's Homecoming festivities.

Twine and other 2019 USF Alumni Award recipients joined the 2019 Family of the Year – Lanie, Austin and Aaron Buchanan, wife and children of USF senior Austin Buchanan – on the Alumni Association float.

The parade was one of 47 Homecoming events and activities held for students, alumni, faculty, staff and friends Oct. 6-12 throughout the USF System. They included a concert and comedy show, contests, and the USF Alumni Awards dinner celebrating Twine and her fellow Distinguished Alumni, Pulitzer Prize recipient Gilbert King and National Science Medal recipient Joanna Sigfred Fowler.

Alumna Dr. Anila Jain and charter USF trustees chair Richard “Dick” Beard III, a devoted friend of USF, were honored for their decades of service.

Learn more about the 2019 Alumni Award recipients on pages 48-53.

First Look



WATER RESEARCH

New study reveals four billion particles of microplastics in Tampa Bay waters

A NEW STUDY FROM USF ST. PETERSBURG and Eckerd College estimates the waters of Tampa Bay contain four billion particles of microplastics, raising new questions about the impact of pollution on marine life in this vital ecosystem.

This is the first measurement of microplastic abundance and distribution in the region. Researchers hope the findings will provide necessary data to inform the debate around policies to reduce plastic in the marine environment.

Microplastics are tiny plastic particles less than 1/8-inch long, barely or not at all visible to the eye. They come from the breakdown of larger plastics, such as water bottles, fishing gear and plastic bags, or from synthetic clothing and other items that contain elements of plastic. Previous studies have found these particles in every ocean on the planet, including the Arctic.

“Very little is known about how much microplastics are out there and the full consequences of these particles on marine life,” says Kinsley McEachern, the first author of the study and a recent Environmental Science and Policy graduate student at USF St. Petersburg. “But emerging research indicates a wide range of impacts on marine ecosystems from the large accumulation of microplastics.”



Photo: MARTHA RHINE | Tampa Bay Times

tiny particles in Tampa Bay – in both water and sediment – are thread-like fibers from fishing lines, nets and washing clothes. Synthetic fibers are released from clothes while they are being laundered, discharged to wastewater treatment plants and eventually released into the bay.

The next largest source are fragments that come from the breakdown of larger plastics.

“These plastics will remain in the bay, the gulf and ocean for more than a lifetime, while we use most plastic bags and bottles for less than an hour,” says David Hastings, principal investigator of the study, courtesy professor at the USF College of Marine Science and a recently retired professor of marine science and chemistry at Eckerd College. “Although it is tempting to clean up the mess, it is not feasible to remove these particles from the water column or separate them out from sediments.

“Only by removing the sources of plastics and microplastic particles can we successfully decrease the potential risks of plastics in the marine environment,” McEachern adds.

Researchers found the largest concentrations of microplastics in water occurred after intense and long rainfall events, while in sediments the greatest amount of microplastics was located close to industrial sources.

For more than a decade, Hastings led annual research cruises in Tampa Bay with Eckerd College students to collect water samples and plankton. During these trips, he and his students were also seeing small pieces of plastic.

“We were looking at plankton, which form the base of the marine food web. But when we put the samples underneath the microscope, we were astonished to find many brightly colored pieces of microplastic. We wanted to learn

Above and opposite page: Kinsley McEachern, first author of the study, takes water samples from Tampa Bay.



This is a very important study in that it is the first for our region and shows the extent of the problem. ... This is important for management plans moving forward ...”

– Henry Algeria

Since particles are similar in size to plankton, filter feeders such as oysters, clams, many fish and some birds ingest microplastics, allowing them to enter the food chain. Persistent organic pollutants, including toxic pesticides and metals, can stick to their surfaces, making ingestion potentially that much more damaging. Effects include cellular damage, reproductive disruption and death.

The study revealed that the predominant type of these



Photo: MARTHA RHINE | Tampa Bay Times

more,” Hastings says.

Teaming up with McEachern, who was interested in focusing her graduate research on this issue, Henry Alegria, USF St. Petersburg associate professor of chemistry, and the Environmental Protection Commission of Hillsborough County, they set about counting microplastics in the region at 24 stations over a 14-month period. Collecting stations were located at the mouths of major rivers, near industrial facilities and in relatively pristine coastal mangroves. Particles believed to be plastic were probed with a hot dissecting needle. If the material quickly melted or disfigured, the sample was classified as a microplastic.

On average, the study found four pieces of microplastic per gallon of water at all sites, and more than 600 pieces of microplastic per pound of dry sediment. Extrapolating those findings to the entire Tampa Bay estuary, the researchers estimated there are approximately four billion particles in the water and more than three trillion pieces in surface sediments.

“This is a very important study in that it is the first for our region and shows the extent of the problem,” Alegria says. “It also provides a vital baseline on total numbers and distribution. This is important for management plans moving forward to show whether future actions and policies are effective at reducing these particles in our environment.”

Researchers say the findings, though substantial, might also be conservative, since collection in the bay occurred several feet below the water surface, likely missing any buoyant microplastics at the surface.

“We collected only a few pieces of Styrofoam, most likely because we sampled below the surface and foam

Photo: Courtesy of Kinsley McEachern



Left: Threads of microplastic, shown under a microscope. The study revealed that the predominant type of these tiny particles are thread-like fibers generated by fishing lines, nets and clothing.

floats at the surface,” explains Hastings.

Plastic pollution in the marine environment has been a concern for decades. However, only recently have scientists started to uncover the widespread abundance of microplastics in the environment. With mounting physical evidence of plastic pollution, there have been greater calls for action in coastal communities around the world. Recent bans on plastic bags and single-use plastics have been enacted by some Tampa Bay area governments to reduce marine pollution and protect Florida’s largest open-water estuary.

The findings of billions of particles of microplastics in Tampa Bay waters could bring even greater calls for action and influence future decisions in the region and beyond. Researchers at USF St. Petersburg and Eckerd College are conducting further research to more fully understand microplastic pollution in the marine environment.

- MATTHEW CIMITILE | USF St. Petersburg



Left: USF students traveled to Botswana to test a solar device that converts waste heat to electrical power. The team included physics, chemical engineering, biomedical engineering and social studies majors.

Photo: USF COLLEGE OF ARTS & SCIENCES

GLOBAL ENERGY RESEARCH

Solar energy project builds student skills while developing new technologies

STUDENTS FROM THE UNIVERSITY OF SOUTH FLORIDA are participating in a research project designed to provide efficient, portable energy sources in rural African tribal villages.

The USF-Botswana Collaborative Research Project is led by professor Sarath Witanachchi, chair of the physics department. It is funded through a three-year grant from the National Science Foundation and a USF Nexus Initiative award.

Only about one in five people in Africa has access to electricity. In addition to providing power for indoor and outdoor lighting and refrigeration for food and medical supplies, access to electricity would allow villagers to recharge batteries on cell phones and other devices.

Access to electricity also would empower women, who make up half the population in the villages, but are often isolated from the local economy.

“As one example, the World Bank has introduced programs such as digital financial services through cell phones to provide economic opportunities to women, but if they do not have cell phones, they miss out on those opportunities,” Witanachchi says.

During the spring 2019 semester, eight juniors and seniors conducted research in Witanachchi’s lab, acquiring hands-on experience in bringing basic scientific principles to applications through experimental designs, data acquisition and troubleshooting. The student group included physics, chemical engineering, civil engineering, biomedical engineering and social studies majors from the Judy Genshaft Honors College.

Specifically, the students conducted research on renewable energy harvesting that combines solar cells with

thermoelectric modules that convert waste heat – such as from a cooking fire – into electrical power.

In June, Witanachchi and the students traveled to Botswana, where the USF students were paired with eight students from Botswana International University of Science and Technology (BIUST). Together, they traveled to the tribal village of Majwanaadipitse to test the devices; the tests proved the technology is feasible.

The social science major on the team worked with the Office of International Studies at BIUST and tribal leaders to explain the technology and potential benefits.

“These rural tribal communities prefer to follow traditions and customs that have not evolved for centuries, and the introduction of technologies that may change their way of life is not always embraced,” Witanachchi says. “Adapting to new technology is only possible if the community leaders buy into the progress it promises, and that requires a sound understanding of the community’s social structure. All of this requires convincing discussions to promote change.”

Team members realized that while there was no opposition to the technology, they would need to conduct hands-on training to make the villagers comfortable in handling the devices. The students also learned that in addition to having access to a power source for indoor lighting and charging devices, the villagers suggested it would provide outdoor lighting to enhance security from wildlife, such as elephants.

A new group of USF students will travel to Tanzania next June with a prototype of the device ready for use. USF will collaborate with the Nelson Mandela African Institute of Science and Technology in Arusha to develop an energy source for Maasai tribal villages.

“This project has the potential to change the lives of people in rural villages in Africa,” Witanachchi says. “It also allows the students who are participating in this research to gain skills in developing new technologies and develop a new perspective of the world through exposure to African cultures.”

- COLLEGE OF ARTS & SCIENCES

BREAST CANCER RESEARCH

Study aims to verify if exercise can help reduce effects of cancer drugs

USF HEALTH NURSING RESEARCHER Constance Visovsky has been awarded a \$2.2 million grant from the National Institutes of Health's National Cancer Institute to study whether a home-based exercise regimen can lessen adverse neuromuscular effects breast cancer survivors face after chemotherapy.

In a five-year study titled *Home-Based Physical Activity Intervention for Taxane-Induced CIPN*, Visovsky, the principal investigator, will examine whether the 16-week exercise program can decrease the severity of nerve and muscle symptoms from chemotherapy-induced peripheral neuropathy (CIPN).

The study is significant because it is the first to test the home delivery of an exercise intervention aimed at cancer patients who continue to suffer from CIPN. The irreversible condition is characterized by pain, numbness, tingling in the extremities, and impaired gait and balance related to receiving the common class of cancer drugs called taxanes.



If successful, it will provide the only evidence-based intervention for patients suffering from persistent neuropathy from chemotherapy.”

– Constance Visovsky

“If successful, it will provide the only evidence-based intervention for patients suffering from persistent neuropathy from chemotherapy,” says Visovsky, associate professor in the College of Nursing. “And it can be delivered in the home, so it’s easily translated to clinical practice.”

Visovsky and her team will recruit 312 women with breast cancer who have completed their taxane chemotherapy treatments for at least a year, but who still report CIPN.

Half of the women will undergo home-based resistance strength training plus a gait and balance exercise program while keeping an exercise journal. The remaining 156 will receive an attention control program of edu-



Photo: Courtesy of USF College of Nursing Communications and Marketing

cational materials on cancer survivorship. The study will assess each participant’s lower extremity muscle strength, gait and balance, nerve conduction, neuropathy symptoms and quality of life every four weeks for 16 weeks.

Specifically, participants will undergo a sophisticated gait and motion analysis at the School of Physical Therapy and Rehabilitation Sciences. Researchers in the Department of Neurology will perform nerve conduction studies to measure peripheral sensory and motor functions. Researchers will also collect different variables that may confound the results, such as a patient’s age, body mass index, the number of chemotherapy cycles received, and any medications taken to treat neuropathic pain, Visovsky says.

Visovsky has conducted research on the neuromuscular effects of cancer chemotherapy for more than 20 years, and is hopeful this intervention can help lessen the painful symptoms, reduce the risk of fall and injury, and ultimately improve a breast cancer survivor’s quality of life.

She will work with a team of USF Health researchers who specialize in biostatistics, neurology, physical therapy and rehabilitation sciences.

The study’s co-investigators include College of Nursing professor Ming Ji; Morsani College of Medicine neurology professor Dr. Tuan Vu; associate professor Douglas Haladay; and assistant professor Patricia Teran Wodzinski. Ellen Eckelman, ‘MA 90 and DPT ‘13, a physical therapist at Tampa General Hospital, will be a study consultant.

– ELIZABETH L. BROWN | USF College of Nursing

Above: USF Health nursing researcher Constance Visovsky will examine whether a home-based exercise regimen will help improve gait, balance and strength impacted by chemotherapy.

University

VETERAN EXECUTIVES

DBA program attracts leaders from the military

THE STUDENTS IN THE MUMA COLLEGE OF BUSINESS Doctor of Business Administration program are seasoned executives with decades of experience leading companies through good times and bad. They come to learn how to conduct rigorous research into ways to solve problems, or to prepare for a career in teaching once they retire. But also sprinkled generously among the cohorts are military leaders.

Many are drawn from Tampa's MacDill Air Force Base, taking advantage of the proximity of the massive base in south Tampa to the University of South Florida. Many are retired military now working in the defense contracting realm. Almost all are taking advantage of the G.I Bill to pay for the entire cost of the three-year program.

All are leaders, many of whom have led soldiers into combat situations. Others come from the world of intelligence and cybersecurity or logistics and supply chain management. Of the 138 students who enrolled in their respective cohorts, dating back to 2016, 32 – one in every five – have military connections. They range in rank from a sergeant to a brigadier general who once served as the wing commander at MacDill.



Reflecting on our professional experiences in course discussions, not just military but our colleagues from the corporate and non-profit sectors as well, has helped ground the learning to real world situations. That is usable knowledge, valuable for creating better business professionals.

– Terry McGovern



Four of the students are graduates of the U.S. Military Academy at West Point and three have degrees from the U.S. Air Force Academy in Colorado.

“We benefit from living and working in a community where many members of all the military branches call home,” says Matt Mullarkey, PhD ‘14, Life Member. He’s program director of the DBA at the Muma College of Business, and himself a U.S. Army veteran. “We are part of the most military-welcoming university in the country and our incoming DBA students with military connections benefit from the supportive services offered through our USF Office of Veteran Success.

“Seasoned military professionals at the 20-plus year mark in their careers are often well positioned with access to people and data to conduct research into the various areas of inquiry that have interested them and their teams for years,” he says.

The DBA program positions military-connected students with the social-science research methods and organizational theories they can use to delve into these interesting areas of inquiry.

“Typically, these DBA participants bring exceptional experience leading teams and organizations around the world, often in extreme environments,” Mullarkey says. “They bring a mindset of continuous learning, a desire to get things done, a need to get to the facts and a desire to integrate the tools and techniques of research with real problems facing real people to make a pragmatic impact.

“Of course, many of these traits are consistent with the traits of every DBA student,” he adds. “It is their lived experience that makes their contributions to research an

Above: Kevin Taliaferro, a retired USAF officer with 2,100 flying hours and extensive leadership and program management experience, attends class in the Muma College of Business at USF's Tampa campus.

interesting and insightful addition to the multifaceted, multi-experiences members of each of our multi-disciplinary cohorts.”

Of the 35 students enrolled in the 2018 cohort, 10 were affiliated with the military, the most of any of the five cohorts dating back to the class of 2017.

Terry McGovern is getting ready to graduate this year. He served 20 years in the U.S. Air Force and chose the USF DBA program because the degree is from an AACSB-accredited college. When he applied, McGovern already was working as an associate professor at a small private college, so he was familiar with the academic culture. That USF was named the “most military friendly university” in the nation by *Military Times* contributed to his decision to come here. His commute is more than most. He lives in Iowa and flies to Tampa to attend class each month.

“As a vet, this was important and I can say with no uncertainty that USF more than lives up to its ratings,” he says. “I have a deep gratitude for the way USF looks out for its vets.”

What he takes away from the program most is the “innovative approach toward traditional dissertation projects,” he says. “I’ve already completed a traditional dissertation, so based on that experience I can attest that USF’s approach is spot-on for 21st century education.”

McGovern’s two-decade career in the military included stints as a research division speech writer for the chief of staff and security of the U.S. Air Force, as well as the U.S. Air Force Strategic Command’s director of Global Operations. In 2011, he retired as a lieutenant colonel.

Having military leaders adds so much to the classroom discussions, he says. “Reflecting on our professional experiences in course discussions, not just military but

our colleagues from the corporate and non-profit sectors as well, has helped ground the learning to real world situations. That is usable knowledge, valuable for creating better business professionals.”

His advice to colleagues considering the program is this:

“Be prepared. Being an adult student takes a lot of self-discipline,” he says. “Know what you are getting into and be prepared to change your life for three years if you want to finish the DBA program at USF. I would also tell them it is worth it. The personal and professional learning and contacts are outstanding.”

- KEITH MORELLI '78

Muma College of Business



Photos: Courtesy of USF St. Petersburg

GUARDIAN OF HISTORY

USF St. Petersburg is preserving historic homes on campus

WITH ALL THE SHINY NEW buildings going up around USF St. Petersburg, it can be easy to overlook the historic ones right next door. Tucked behind oak trees on 2nd Street South are two houses that are each well over 100 years old.

The John C. Williams House and C. Perry Snell House have been landmarks at USF St. Petersburg since they were moved to the campus from their original locations in the 1990s. Over the years, the buildings have served as event spaces and offices for university departments, such as history, politics and philosophy. They have even played stage for the St. Petersburg Shakespeare Festival. But as the Bard once wrote, “True is it that we have seen better days.”

Efforts are now underway to help restore and preserve these venerated buildings for future generations of students, faculty and staff through grants and protective statuses. A recent grant application submitted by USF St. Petersburg to the state of Florida could help fund a master plan to maintain the Williams House for years to come.

“These two houses are so critical to the history of St. Pete,” says Paul Palmer, principal at Renker Eich Parks Architects, who has worked on past restoration of the buildings and helped with the recent grant proposal. “The Williams House is a Victorian-era building with Queen Anne treatments. It’s one of the earliest frame buildings built in the city. The Snell House is a Dutch Colonial Revival style with Queen Anne influences. They make a good pair and they’re both good examples of early St. Petersburg architecture.”

Built in 1891, the Williams House is one of the oldest

University



Above: The historic Williams House, left, and Snell House, right, were moved to the USFSP campus in the 1990s.

Right: The Williams House, built in 1891, features stained glass windows, a steep roof and an octagonal turret.

surviving buildings in St. Petersburg. Featuring stained glass windows, a steep roof and an octagonal turret, the building was the home of Gen. John C. Williams, a Civil War veteran and one of the co-founders of the city, who came to Florida in the mid 1870s and devoted his energy to bringing a railroad to Pinellas County.

Although Williams only resided in the house for less than a year, dying in April 1892, his namesake building lived on. In 1906, the Manhattan Hotel Co. purchased the Williams House and converted it to a lodging. The 15-room building boasted some of the finest furnishings of its time and was in use as a hotel for nearly 90 years at its original 444 5th Ave. S. address.

The C. Perry Snell House was named after a prominent local developer, who also resided in the home. Built in 1904, the house featured electricity and a basement, both highly unusual in Florida at the time, as well as a gambrel roof, classical columns, bay windows and porch. Over time the house came under the ownership of Bay Plaza Co., which used it as offices while working on projects in downtown St. Petersburg.

In the 1990s, the fates of both houses and USF St. Petersburg intersected. The university was expanding and in need of new facilities. The owners of Williams and Snell houses were looking to donate them as their upkeep was proving too costly.

On the night of Aug. 17, 1993, more than 150 people – including many USF St. Petersburg employees – stayed up all night to watch movers lift up and haul the Snell House from its location at 106 2nd Ave. N. to its current location on campus.

“It was an amazing, breathtaking experience to watch,” says Sudsy Tschiderer, ’71 and MA ’83, Life Member, special projects manager at USF St. Petersburg. Her office is in the Snell House. She recalls how house movers prepped the site for days prior to moving the building, including dismantling the house from its basement, and remembers the cheers of the crowd as the house was finally placed in its new location.

Less than four years later, the Williams House received the same treatment as it was lifted and moved three blocks on the night of March 29, 1997.

With the houses safely on campus, “the university became a trusted guardian of our community’s history,” Tschiderer says. “It’s so rewarding to see new students come into these houses for the first time and experience this other element of our beautiful campus.”

The university has elected to be a lifelong steward of these buildings, but upkeep can be costly for St. Petersburg’s historic homes. Recent repairs have included exterior flooring on the Williams House and a new roof and repaired stucco on the Snell House.

Which is why Michael Francis, chair of history and political science, Susan Toler ’71, associate dean of the College of Arts & Sciences, and others have been hard at work trying to secure grant funding available for preserving historic properties. USF St. Petersburg recently submitted an



application for a \$50,000 grant, which, if approved, the university would match with another \$50,000. A capital improvement grant of up to \$500,000 could follow at a later date.

The Williams House is on the Florida and U.S. National Registers of Historic Places. The Snell House is currently only recognized as historic by the state. In the future, the university plans to apply for national historic status for Snell House as well. Meanwhile, Palmer says the houses could be added as destinations to St. Petersburg’s downtown historic district walking tour, including signage to communicate their significance to passing pedestrians.

USF St. Petersburg remains committed to the upkeep and preservation of the city’s history.

“USF St. Petersburg has done a great job as stewards of these homes,” says Palmer. “The steps the university has taken to secure a grant to do a master plan is the true commitment to keep the houses maintained for the long term.”

- DYLLAN FURNESS | USF St. Petersburg



During a special ceremony to announce the institute, Jabil CEO Mark T. Mondello, left, shared his vision for the partnership with students and faculty.

Photo: BRANAMAN PHOTOGRAPHY

NEW OPPORTUNITIES

USF and Jabil launch Innovation Institute

USF AND JABIL HAVE PARTNERED to launch the USF Jabil Innovation Institute.

The institute will catalyze new collaborative efforts in innovative research, community engagement and talent development with the College of Engineering and Muma College of Business. It is expected to bolster the university's student success efforts by providing new experiential learning opportunities and skills needed to remain competitive in the job market.

During a special ceremony to announce the institute, USF President Steve Currall, former USF Foundation CEO Joel Momberg, Life Member, and Jabil CEO Mark T. Mondello, '87, shared their vision for the partnership with students and faculty.

"We look forward to growing the institute so that it serves as a national model for high-impact university-industry partnerships," Currall said. "We are leveraging our strengths at the right time and right place – a Tampa Bay region that is continuing to build momentum as a creative, high-tech destination for the next generation of the technology-savvy workforce. And at the heart of it will be Jabil and USF, charting a groundbreaking course together."

Jabil will lease space at the Tampa Bay Technology Incubator (TBTI) in USF's Research Park, where USF students and faculty will collaborate with Jabil teams, gaining real-life experience developing solutions to critical



business and technology issues. Jabil also will participate in USF innovation initiatives and leading programs for client companies at TBTI.

"We are looking forward to working even more closely with USF with this partnership," Mondello said. "We firmly believe that together we can bridge business and engineering theory to the changing challenges of our global community."

The partnership includes an \$800,000 gift and \$200,000 in research support given by Jabil to the USF Foundation.

"The gift and research support to foster the partnership will create the type of opportunities our high-achieving students seek. We are so thankful that Jabil has chosen to contribute to our incredible momentum here at USF," Momberg said.

- MUMA COLLEGE OF BUSINESS



From left: USFSM students Christella Jasmin and Lyne Daphney Duperrier, Marie Byrd, director of USFSM's School of Education, and Jane Rose, dean of USFSM's College of Liberal Arts & Social Sciences.

GIVING BACK

USF Sarasota-Manatee, partners start after-school program

IN PARTNERSHIP WITH UNITED WAY SUNCOAST and apartment management group Better Tomorrows, USF Sarasota-Manatee's School of Education agreed this fall to operate and support an after-school program for 30 children at the Janie's Garden apartment complex in Sarasota.

Named for former Sarasota educators Earl and the late Mary Watts, MA '75, the program provides homework and reading support, social and emotional skills training and character building for children ages 5-12.

"It feels rewarding, but I also realize that it's just the beginning," says Marie Byrd, who directs the School of Education and oversees the program.

United Way Suncoast provided a grant for Byrd to develop and operate the program, which includes six USFSM students who will serve as tutor-mentors. One of the mentors, Christella Jasmin, calls the program "close to my heart."

"I figured that working here was the best way to give back to the community," she says. "Being able to give students an opportunity that I was not afforded when I was younger, it feels great. It's something I would do regardless if I were getting paid. Working to better society benefits everyone."

Fellow student Lyne Daphney Duperrier, a native of Haiti, agrees, adding that she hopes to build upon the experience as her career moves forward.

"My plan is to go back to Haiti," Duperrier says. "I want to open a school. I think it's a great opportunity to start here, helping out other kids. It's good for me to have this experience."

The program is housed in a clubhouse and includes a large central room, a kitchen/break area, bathrooms and two additional rooms for tutoring and instruction.

"I look forward to working with the children to see some of the positive benefits of social and emotional learning, along with the reading and tutoring, as they progress through the school year," Byrd says.

- RICH SHOPES | USF Sarasota-Manatee

DOLLARS FOR SCHOLARS

Brunch on the Bay draws 600, sets fundraising record

THE 26TH ANNUAL BANK OF AMERICA BRUNCH on the Bay, USF Sarasota-Manatee's signature fundraising event for student scholarships, established a new record.

The fundraising total is expected to top \$450,000, which easily surpasses last year's total of more than \$325,000. About 600 guests turned out for the two-hour gala.

Brunch on the Bay has provided more than 1,800 scholarships to USFSM students, most of whom reside in Sarasota and Manatee counties. In many cases, these scholarships help students who otherwise wouldn't be able to afford a college education.

Among those helped by a Brunch scholarship was Christella Jasmin, a senior biology major who, at eight years old, immigrated to Florida from Haiti with her mother and sister. Addressing attendees at the November event, Jasmin said the scholarship will enable her to graduate this fall.

"I aspire to become a doctor in family medicine serving underprivileged populations in the U.S. and eventually returning to my birthplace, Haiti, on missions to help in any way I can," she said.

During her time at USFSM, Jasmin worked two jobs, volunteered on campus and tutored local children. Both her



Photos: Courtesy of USFSM

mother and father endured severe medical issues, which weighed heavily on Jasmin as she pursued her degree.

"In spite of these personal challenges, my experience as a USFSM student has been full," she said. "The Brunch on the Bay scholarship has afforded me the opportunity to aid others, serve as a role model and contribute to society."

In 2019-20, Brunch on the Bay was responsible for 58 scholarships. At the event, Devon Sandoval received a \$2,000 scholarship check – \$1,000 each from USFSM and Bank of America. Sandoval, a U.S. Marine Corps veteran, works full time in the accounting office at the Resort at Longboat Key Club while pursuing an accounting degree.

- RICH SHOPES | USF Sarasota-Manatee

USF Sarasota-Manatee's campus fills with guests for Brunch on the Bay.

University

Photo: DIMA SIDELNIKOV / iStock



SENSORY MARKETING

Unseen forces play role in food choices you make

YOU GO OUT TO DINNER, ORDER AN APPETIZER and entrée and, on a special occasion, maybe a dessert. Pretty simple, right? Cut and dried. Well, think again. A lot of unseen forces come into play that determine how you pick your main course, how much you eat and even how much you will leave for a tip.

Feast on these food facts:

- If you're in a noisy restaurant, like a sports bar or one with a live band, you are less likely to make a healthy food choice. In a quiet eatery, you probably will choose the salad over the deep-fried chicken livers. You also will probably choose a healthy dinner in a brightly lit room more than in a dimly lit one.
- You eat less with a fork than with a spoon.
- Prolonged exposure (more than two minutes) to the smell of cookies may directly satisfy your hunger cravings for unhealthy foods. You don't have to eat anything. You just

have to sniff it.

- Food tastes better if you're eating it while sitting down. Conversely, eating the same food while standing just doesn't satisfy. It has to do with below-the-surface stress levels the body undergoes while standing.
- The color of the little billfold that contains your check at the end of the meal may have more to do with how much you plunk down in a gratuity than service or quality of food. If the billfold is gold in color, you'll probably round up in your tip calculations. If your bill is in an aluminum tray, you may under-tip your server.

These are not just curious observations or culinary legends. They all are the findings of rigorous research conducted by Dipayan Biswas, a noted sensory marketing professor in the USF Muma College of Business. For 15 years, Biswas has been looking at the underlying reasons people do what they do in restaurants, grocery stores and other retail outlets hawking food and drink. His work has been published not only in top-tier, international journals but it also has appeared in media across the United States and around the world, stretching from Europe to South America to Asia.

"Dr. Biswas' work has contributed greatly to the global reputation of USF," says Doug Hughes, chair of the Muma College of Business marketing department. "USF is very privileged to have Dr. Biswas as a faculty member. His impressive accomplishments on the world stage bring tremendous credit to USF."

Hidden persuaders

Sensory marketing – and all its closely held secrets – has appealed to Biswas since he earned a doctorate in 2004 from the University of California, Irvine.

"Right after finishing my PhD, I started exploring topics that would get me passionate and excited," he says. "After reading some of the work in the areas of sensory perceptions and food consumption, I really got into it."

The Exide Professor of Business has a long list of awards that includes best papers in a number of marketing confer-



It was interesting to observe significant changes in customer purchase behavior just by changing the ambient scent or color."

– Dipayan Biswas

ences and outstanding editor and educator awards, and he is a recipient of research grants from the U.S. Department of Agriculture and the National Science Foundation.

His work is relatable not only to other sensory marketing researchers, but to the general public as well. His findings are particularly impactful for owners and managers of establishments that sell or serve food.

"I think several of my research topics have had deep impact," Biswas says. "However, if we go with statistics, my paper in the *Journal of Marketing Research* in 2017, on the effects of ambient light on food choices, has had the deepest impact. This research also received wide media coverage and influenced business practices."

That research found that people who ordered in bright rooms were 24 percent more likely to choose nutritious foods, like salads, vegetables and grilled fish, rather than those who ordered in darker establishments (think chicken wings, loaded baked potatoes, chocolate lava cake). On average, people in darkened restaurants ordered 39 percent more calories than those in lighter places. Bright lighting, Biswas found, may nudge you toward healthier foods by keeping your brain alert.

It would seem gathering this type of information would be interesting, intriguing and fun. Well, he says, it is. But picking his favorite project, "is like picking out a favorite child."

The color and scent made me do it

"Perhaps the two most fun projects were my 2019 paper that examined effects of ambient scent and a current working paper on effects of ambient color," he says. "Both these research projects entailed running several field studies, including studies at school cafeterias, which can be challenging and fun at the same time.

"They were especially fun because they had direct relevance for retail stores and restaurants," he says. "And it was interesting to observe significant changes in customer purchase behavior just by changing the ambient scent or color."

Sensory marketing may be a touchy subject among some. Critics say there is something not quite right about nudging a consumer into a certain direction through subliminal coaxing, while retailers are always looking for the edge that gives them a leg up on the competition.

"There are legitimate concerns about the ethical and moral aspects of companies manipulating consumers non-consciously, using sensory cues," Biswas says. "But this is one reason why I make my research so accessible to the public, so that consumers can get insights into and be aware of this phenomenon."

In addition to his seemingly never-ending research projects, Biswas teaches an undergraduate-level course in basic marketing, a graduate-level course in brand management and a doctoral-level course in sensory marketing.

Can he ever turn off the critical eye when dining out? Not really. Going out to eat, he studies the ambient color, listens to the noise and checks the menu to see what food is displayed and where. Displaying healthy food to the left of an unhealthy option, it turns out, can influence the selection and consumption volume of the healthier choice.

Occasionally, Biswas may let the manager/owner know about some of his findings.



Photo: USF News

Reactions to advice

"There have been instances where I provided friendly, informal feedback to a restaurant or a retail outlet if they have things messed up on the sensory combinations," he says. "Most managers tend to like such helpful feedback."

Often when business is off, sensory marketing provides a simple, cost-effective solution. Biswas cites two examples:

"We were called to look into a retail store at a major airport," he says. "Its sales were low and we ran some field experiments involving effects of ambient light and music and came up with some answers. After implementing the changes suggested in the study, the store's management was able to see significant increases in their sales.

"Another instance involves a major hotel chain," he says. "We ran a large-scale field study with different color combinations on their website and they saw a significant increase in conversion rates (proportion of visitors to the website actually clicking to make the booking). And so, they immediately implemented the findings of my research in terms of color contrasts on their website and business was on the upswing."

Not only is his work known far and wide, it also takes place far and wide. He has conducted field studies and collected data in several companies across multiple countries, including Germany, Sweden, France, India, the Netherlands and Norway. His findings have been shared through the *New York Times*, all the major television and cable networks, *U.S. News & World Report*, the *Daily Mail* and the BBC in the United Kingdom as well as a series of scientific and health magazines.

G.J. de Vreede, associate dean for research and professional programs with the Muma College of Business, says Biswas is "an outstanding researcher."

"He is a wonderful international representative of the USF research brand," de Vreede says "His work on sensory marketing is world famous. He is an enthusiastic ambassador of USF in general and the Muma College of Business in particular.

"His outstanding research has a global impact as well," the associate dean says. "As the issues he studies are universal, it is not surprising that his work has been published and recognized around the globe."

Above: In addition to his research, Biswas teaches an undergraduate-level course in basic marketing, a graduate level course in brand management and a doctoral-level course in sensory marketing.



Photo: MATT SMITH | American Athletic Conference

- Stories by
TOM ZEBOLD,
USF Athletics

SOCCER SUCCESS

Women, men's teams battle ranked opponents

THIS SOCCER SEASON SAW BOTH BULLS TEAMS RISE to the challenge against ranked opponents.

Head coach Denise Schilte-Brown's women's program captured the American Athletic Conference tournament crown for the second time in three seasons with a 2-0 victory at No. 8 Memphis. It marked USF's third conference championship overall in the past three years after the Bulls won The American's regular season title in 2018.

The USF women ranked No. 11/17 in the Top Drawer Soccer/United Soccer Coaches polls heading into program's third consecutive NCAA tournament appearance (sixth overall).

The Bulls built lots of momentum for the postseason by winning 12 games in the regular season, including two against ranked opponents. USF posted a 3-2 victory at No. 21 Wake Forest on Sept. 15 and handed No. 22 SMU a 1-0 loss in Dallas on Oct. 6. Those feats were accomplished after the Bulls opened the season on Aug.

22 with a 2-1 win over Auburn, which was receiving top-25 votes.

In addition to the team's league achievements, senior forward Evelyne Viens served as The American's career leader in points (159) and goals (68) heading into USF's NCAA tournament first-round test at Florida.

On the men's side, head coach Bob Butehorn's Bulls registered a 2-0 home victory over No. 5 Louisville on Sept. 9, two games after battling top-ranked and defending national champion Maryland in a 1-0 road setback to open the season. USF also hung tough with No. 12/24 Florida International University in a 2-2, double-overtime draw at Corbett Stadium on Oct. 22 before making more noise in the conference tournament. USF gave No. 10 SMU all it could handle in the Bulls' 2-1, double-overtime loss in The American semifinals.

ACADEMICS

Student athletes making the grade

ACHIEVING EXCELLENCE IN THE CLASSROOM has become a tradition for USF Athletics.

The latest data released this fall for all Division I institutions by the NCAA as part of its annual Academic Performance Program shows the Bulls registered an 85 percent Graduation Success Rate (GSR).

The 85 percent GSR covered the span of USF scholarship student-athletes who entered school from 2009 to 2012 and graduated within a six-year period. It marked USF's second-best GSR score ever and extended the athletic program's streak to six consecutive years with a GSR of 82 percent or better. USF's record GSR score of 86 percent was set in 2016.

The NCAA's latest data revealed four USF programs with a 100 percent GSR score (men's tennis, women's tennis, women's golf, softball). Eleven of 14 Bulls sports programs in the NCAA report posted a GSR of 80 percent or better and six teams reached 90 percent or better.

"I am very proud of USF student-athletes' continued strong performance in the classroom, and the culture and commitment to academic achievement established by our coaches and staff," Michael Kelly, USF vice president of athletics, says.

Heading into fall Commencement ceremonies at the Yuengling Center, USF had graduated more than 250 student-athletes in the past three years. USF Athletics also was on a program-record run of four straight years (nine consecutive semesters) with an overall annual department grade-point average in excess of 3.0.

The GSR provides data about the most recent six-year graduating class of student-athletes receiving athletics aid and entering college as freshmen in 2012-13. The GSR is designed to show the proportion of student-athletes graduating within in a six-year window, accounting for transferring student-athletes coming into the institution and student-athletes leaving the institution in good standing.

Heading into fall Commencement 2019, USF Athletics was on a program-record run of four straight years (nine consecutive semesters) with an overall annual department grade-point average in excess of 3.0.



TOTAL NOW AT \$21 MILLION

Gifts support football center

NOTABLE PROGRESS CONTINUED to be made during the football season for a game-changing project that will attract top-level student-athletes to USF.

During USF's Homecoming game against BYU on Oct. 12, a thrilling 27-23 victory by the Bulls, Michael Kelly, vice president of athletics, announced two major gifts totaling \$2.5 million, \$2 million of which will go toward the construction of the USF Football Center on campus.

Suzanne Ward, '86, Life Member, made a \$1.5 million gift, with \$1 million designated for the new football facility that will combine an indoor practice space with a football operations center housing all of the program's needs.

Iron Bulls Michael and Darlene Charles, Life Members, made a \$1 million gift toward the USF Football Center, which is slated for construction in the USF Athletics district adjacent to the Lee Roy Selmon Athletics Center.

Those generous gifts increased funds raised for the state-of-the-art facility to more than \$21 million. At the time of the announcement, USF had received eight gifts of more than \$1 million for the transformational facility.

"We are very excited to announce these latest major gifts toward the USF Football Center as we continue with terrific momentum toward the construction of this transformational facility, not only for the football program but for all of our athletic teams," Kelly said. "These gifts exemplify the tremendous support that will continue to propel our athletics program forward."

The USF Football Center is a donor-driven project that will expand upon the current Morsani Football Practice Complex and will feature an indoor practice facility housing a 100-yard turf field. Other highlights from the initial plans include a remarkable entry façade, lobby and multipurpose space for recruiting, a new football locker room, football strength and conditioning center, team auditorium with tiered seating, along with a players' lounge and adjacent social patio.

The project also will feature a sports medicine and rehabilitation facility, nutrition center, team and position meeting spaces, coaches and staff offices, equipment room and video operations, in addition to laundry and other support operations.

The increase of space and indoor training capability to USF's already impressive athletic district will prove exciting, new possibilities and make major impacts across all of the Bulls' athletic programs.

Powerful WOMEN Po

VISIONARY WOMEN HAVE CREATED A CULTURE OF PHILANTHROPY THAT HAS INSPIRED OTHERS TO GIVE.

By KILEY MALLARD

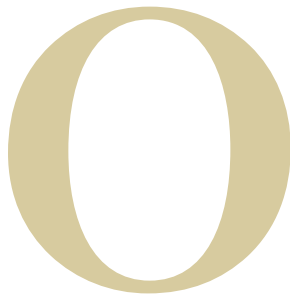


wering Philanthropy



From left, Monica Wooden,
Carol Morsani, Kate Tiedemann,
Ellen Cotton, Judy Genshaft,
Pamela Muma and Claudia
McCorkle

Photo: GABRIEL BURGOS AND MATT MAY



OVER THE LAST DECADE, a trend has emerged at the University of South Florida: Powerful women making powerful gifts that are literally changing the footprint and offerings of the university.

It began with Carol Morsani, who with her husband, Frank, Life Member, has given more

than \$40 million to the university, including to the Morsani College of Medicine that bears their name.

Pam Muma and her husband, Les, '66, Life Members, are the university's largest individual benefactors, giving more than \$56 million to support the Muma College of Business, USF Health and Athletics.

Throughout her 19 years as USF president, Judy Genshaft and her husband, Steven Greenbaum, Life Members, gave \$10 million to various causes at the university. Then, just before her retirement, they made a \$23 million gift to build and name the Judy Genshaft Honors College and endow the college's deanship. It is perhaps the largest gift by any college president to their own institution while still in office, and brings their total giving to date to \$33 million.

Carrying on the tradition of outstanding female benefactors is Kate Tiedemann, Life Member, whose \$10 million gift to name the Kate Tiedemann College of Business still stands as the largest gift in the history of USF St. Petersburg. Her spouse, Ellen Cotton, Life Member, followed with a gift of \$1 million for scholarships, cementing their family's

across the U.S. as women's share of wealth has risen over the last 50 years, USF can clearly count itself among the leaders of this trend.

According to the Women's Philanthropy Institute (WPI) at the Indiana University Lilly Family School of Philanthropy, women hold around 40 percent of global wealth. WPI also found that women are more likely to give — and give more — than their male counterparts. It's a potent combination.

For these donors, where does the desire to give come from?

McCorkle says it comes "straight from the heart."

"It is pure. It is innate," she says. "My mother remarked on my 'generosity' when I was a very young girl. It was such a big word! I asked her what it meant, and she explained it was like bringing chewing gum to share with the whole class."

McCorkle's mother also taught her to always leave a place better than you found it.

"Philanthropy is something beyond the realm of gender, race or religion. It is something innate; a means of sharing to make the world a better place," she says.

Wooden also remarked on the desire to give being innate, especially in women.

"I always think that women's DNA is more about giving. It's easier," she says.

Wooden has seen this play out with her daughter and son while playing sports.

"When a girls' team loses, they all believe it's their fault; when a boys' team loses, it's the other guys that



Philanthropy is something beyond the realm of gender, race, or religion. It's something innate; a means of sharing to make the world a better place.

– Claudia McCorkle

strong commitment to USF St. Petersburg and its students.

These visionary women have created a culture of philanthropy that has inspired other women to give.

Lynn Pippenger, MBA '88, Life Member, has given nearly \$30 million to USF Tampa and USF St. Petersburg, including a \$5 million gift to name the iconic Lynn Pippenger Hall at USF St. Petersburg. She has noted she was inspired by the giving of others to make her significant gifts to USF.

In April, Monica Wooden, co-founder of MercuryGate International, gave \$5 million to name the Monica Wooden Center for Supply Chain Management and Sustainability in the Muma College of Business.

And most recently, inspired by Genshaft's gift, Claudia McCorkle made a \$1 million gift toward the Judy Genshaft Honors College. McCorkle, a longtime donor to the college whose total giving is nearly \$15 million, previously created two separate scholarship programs (one for study abroad and one for academics) almost a decade ago.

While an uptick in female philanthropy has been noted

didn't play well," she says. "Our culture is changing though, and I hope we end up in the middle."

In her adult life, she's observed a tidal wave of increased support around advancing women in business, especially through her membership in C200, an organization of the world's most successful women business leaders whose mission is to advance women entrepreneurs and corporate executives.

"Thus, more women are helping women," she says.

For Pippenger, giving began in childhood.

"Why did I become a volunteer and philanthropist?

Because as a child, the number one thing I was taught to do with my money was to 'give back,' or as we say today, 'pay it forward,'" she says.

A St. Petersburg native and USF alumna, Pippenger has certainly given back to USF, as evidenced by the Lynn Pippenger School of Accountancy in the Muma College of Business and Lynn Pippenger Hall at USF St. Petersburg, home of the Kate Tiedemann College of Business.

"When I was 4 or 5 years old and given a small allow-



Photo: MATT MAY

ance, I was taught three things: one, I always had to ‘give back’ in treasure, time and talent; two, I had to save some money; and three, I could spend some of it. I still do those same three things today.”

Muma also says philanthropy was something ingrained in her from a young age.

“I grew up in a giving family. Especially my grandmother, she was such a giving person. Not monetarily, but of her time. I think I learned from her that you have to reach out, you have to give of yourself,” she says, and that’s where her journey began, with volunteer experiences through Girl Scouts and other organizations in high school.

But it was the loss of her daughter, Jennifer, who passed away in a neonatal nursery, that first got her thinking about how to give back, not just time and talent, but monetarily.

“That’s the basis where it all started from a larger monetary standpoint. I still say it’s not the money. It’s your time and your interest and your dedication to one or many organizations. Giving back in every way,” Muma says.

The same is true for Genshaft, who has generously given her time, talent and treasure to USF over the last 19 years.

“Everyone in life wants to make a difference,” Genshaft says. “I believe the best way to do so is by helping others. Whether through your time, your talent or your resources, giving back is something that is so important to me and to my family.”

Giving of time is how Morsani started her philanthropic journey.

Morsani was instrumental in helping to found USF’s Women in Leadership and Philanthropy (WLP) program and served as the inaugural chair of the organization.

“I had to be taught by Frank, as strange as that may

seem,” she says about where her philanthropic drive comes from. “I gave of myself, as a Girl Scouts leader and that sort of thing with the children, but giving big where it was important, where it really counted, he had to teach me how to do that. We’ve given to USF because what the university does for the community is important.”

Her mother also had a huge influence on her — a suffragette who left home at 17 and put herself through school at Valparaiso University.

“She had a large effect on me about what women can do and really what they should do,” Morsani says.

What women can do has certainly shifted over the last few decades. In a study by Fidelity Charitable it was noted that societal changes over the last 40 years have altered gender roles.

Tiedemann, a successful businesswoman herself, credits the increasing number of women at the top of their professions as the reason we’re seeing more and more significant gifts by women.

“There are more women with more key roles in business making more money, so they are more able to make transformational gifts,” Tiedemann says.

Since 2014, Tiedemann and Cotton have given more than \$14 million to USF St. Petersburg, WLP and other initiatives.

Tiedemann emigrated from Germany at 18 without speaking a word of English and joined the household staff of former New York Gov. Thomas Dewey. From there, her career began in the corporate world as a secretary and culminated by founding Katena (“Kate North America”), a premier international company based in Denville, N.J., that designed and manufactured ophthalmic surgical instruments sold in 110 countries.

“I continue to wonder how my career path might have

Above: USF President Emerita Judy Genshaft and her husband, Steven Greenbaum, were surrounded by USF Honors students in May at an event announcing their \$23 million gift to name the Judy Genshaft Honors College and endowed deanship.



Left: From left, Lynn Pippenger, Kate Tiedemann and Ellen Cotton joined faculty, staff, students and community members at the dedication of Lynn Pippenger Hall at USF St. Petersburg, Jan. 17, 2017.

Photo: BRANAMAN PHOTOGRAPHY

unfolded if I had been able to have a formal education,” Tiedemann says. “While I managed to be successful without it, in today’s rapidly changing world, it is extremely important for students to seek a broad spectrum of education to become future leaders in the world of business, and the USF Kate Tiedemann College of Business is a great place to do it.”

Like Tiedemann, Wooden found success in founding her own business.

Wooden started MercuryGate in 2000 with the financial investment of family and friends, working for three years without pay to get the business up and running. When she sold MercuryGate nearly 20 years later, those same investors along with many employees — 40 people in all — became millionaires.

Reflecting on the increase in women philanthropists, Wooden also pointed to the improvement in women’s earning potential, with more and more women holding executive-level positions and thus making substantial money.

“I think it’s just women getting the chance to be equal players, the chance to ‘break the glass ceiling’ and start businesses,” she says.

Muma echoes their sentiments, noting there are more career opportunities for women than ever, and with greater capacity comes greater potential to give.

“We’re still a minority, but it’s happening. It’s a gradual introduction,” she says. “Women empower women. I’m hoping they’re seeing other people doing it, and they’re seeing the value in it.”

“Especially for women, philanthropy is a personal thing, she says. The Fidelity Charitable study found women have more of an emotional connection to their giving than men, often volunteering or becoming involved in the causes they support.

“Whatever you might be involved with, you have to build a relationship with that entity before you’re going to write a check. It’s like, ‘location, location, location’ in real estate. It’s ‘relationship, relationship, relationship,’ when you’re talking about philanthropy,” she says. “For Les and I, our relationship has been strong with USF.”

For McCorkle, the Judy Genshaft Honors College has been an ideal match for her philanthropic vision. To date, her scholarships have allowed more than 100 honors students to pursue their dreams of global experiences and an honors education at USF.

“It’s wonderful to hear what these students have been able to experience abroad,” says McCorkle, who is a strong supporter of cultural exchange. “Some have helped to build both educational and medical facilities in Central America and the Caribbean or shadowed neurosurgeons performing brain surgery in Switzerland — it’s amazing. I leave those meetings walking on air because I am delighted to see their happy faces and hear about their life-changing experiences.”

With so many worthy causes in need of support, Cotton, a retired banker and Hallmark store entrepreneur, advises women to give to areas they care most about and where the money will have the greatest impact.

“Give most to organizations about which you are most passionate and whom you know will do the most good for the most people with what you give them,” she says.

Cotton, for example, gave \$1 million to establish the Ellen Cotton Endowed Scholarships, which support full-time undergraduate students pursuing all majors in the Kate Tiedemann College of Business on the USFSP campus.

“I continue to be concerned about qualified students being unable to attend because of their family’s financial situation,” Cotton says. “I am also appalled at the level of student

loan debt being accumulated by today's university students. At the same time, I want them to enjoy and grow through the college experience."

When deciding which areas to support, Wooden sat down with her family to choose causes, which include advancing women in business, developing the supply chain field, assisting a dog rescue, combating domestic violence and ending human trafficking.

Wooden, who has been involved with the Center for Supply Chain Management and Logistics since 2012, knew the timing was right for her transformational gift after watching both the center and the university grow in stature over the last few years.

"I think the biggest thing is support something that you want to see significant progress in and do it in a big way," Wooden says.

For Genshaft, it was second nature to support the university that has been such a huge part of her life.

"We have felt very fortunate to have been able to give back to the University of South Florida, which has given so much to us," she says. "It's only natural that we would do whatever we can to ensure its continued success."

Morsani says the intent of her giving has been to make the place where she and her husband live a better place. In that vein, they have given generously to the arts, education and health.

"As good citizens, people need to do what they are able, giving time as well as finances to improve the lives of all," Morsani says.

Seeing giving come full circle is most satisfying for Muma. After 20 years of supporting scholarships, she has seen many of her recipients go on to become successful in their own lives and then reach back to lend a helping hand in their communities.

"That's what it's all about. We have taught them, the scholarship recipients, it's important to give back," she says. "It's full circle. That's why you start anything that you do." ■

The Power of the Collective

Not only are women in positions of power exercising their philanthropic might, but women in general are realizing the power of pooling their assets. According to the Women's Philanthropy Institute, women like to give collectively, with 70 percent of giving circles being majority-women. An extremely successful example of one such program exists at the University of South Florida.

Foreseeing the emergence of this philanthropic trend, Carol Morsani, Judy Genshaft and Pam Muma were part of a group that founded one of our region's first philanthropic giving circles, USF's Women in Leadership and Philanthropy (WLP). WLP, which will celebrate 15 years in 2020, has collectively raised well over \$6 million since its founding and has invested almost \$2 million in student scholarships, faculty excellence grants and funding for mentoring and leadership development programs.

More importantly, this group — now more than 350 members strong — has leveraged the power of the collective time, talent and treasure of its diverse membership to benefit countless women throughout USF and the broader community.

To learn more about WLP, go to <https://giving.usf.edu/where/institutes-centers/wlp>.

Below: Pam and Les Muma with Bulls Business Community residents on Oct. 10, 2014, the day of the USF Muma College of Business naming in honor of their \$25 million gift.

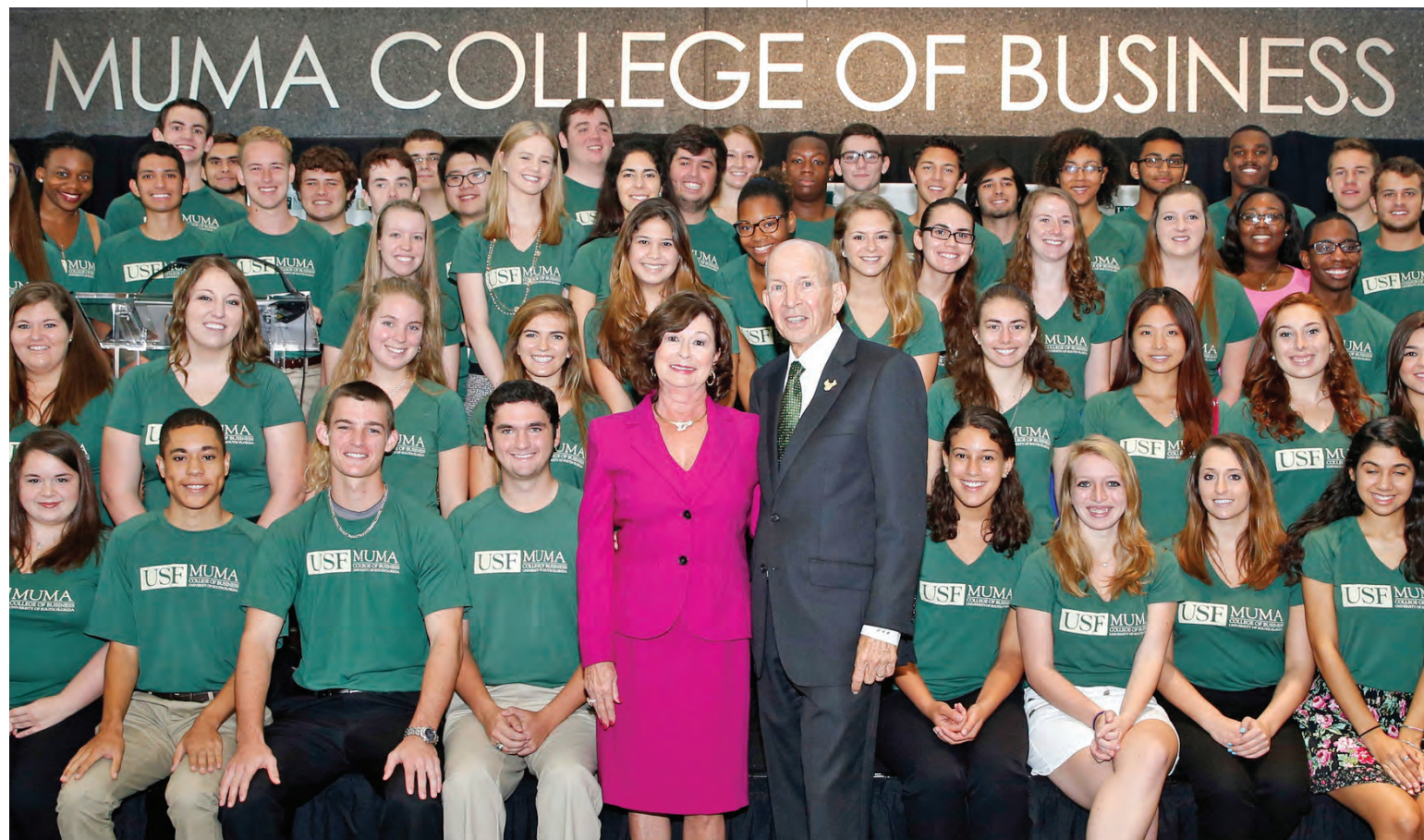
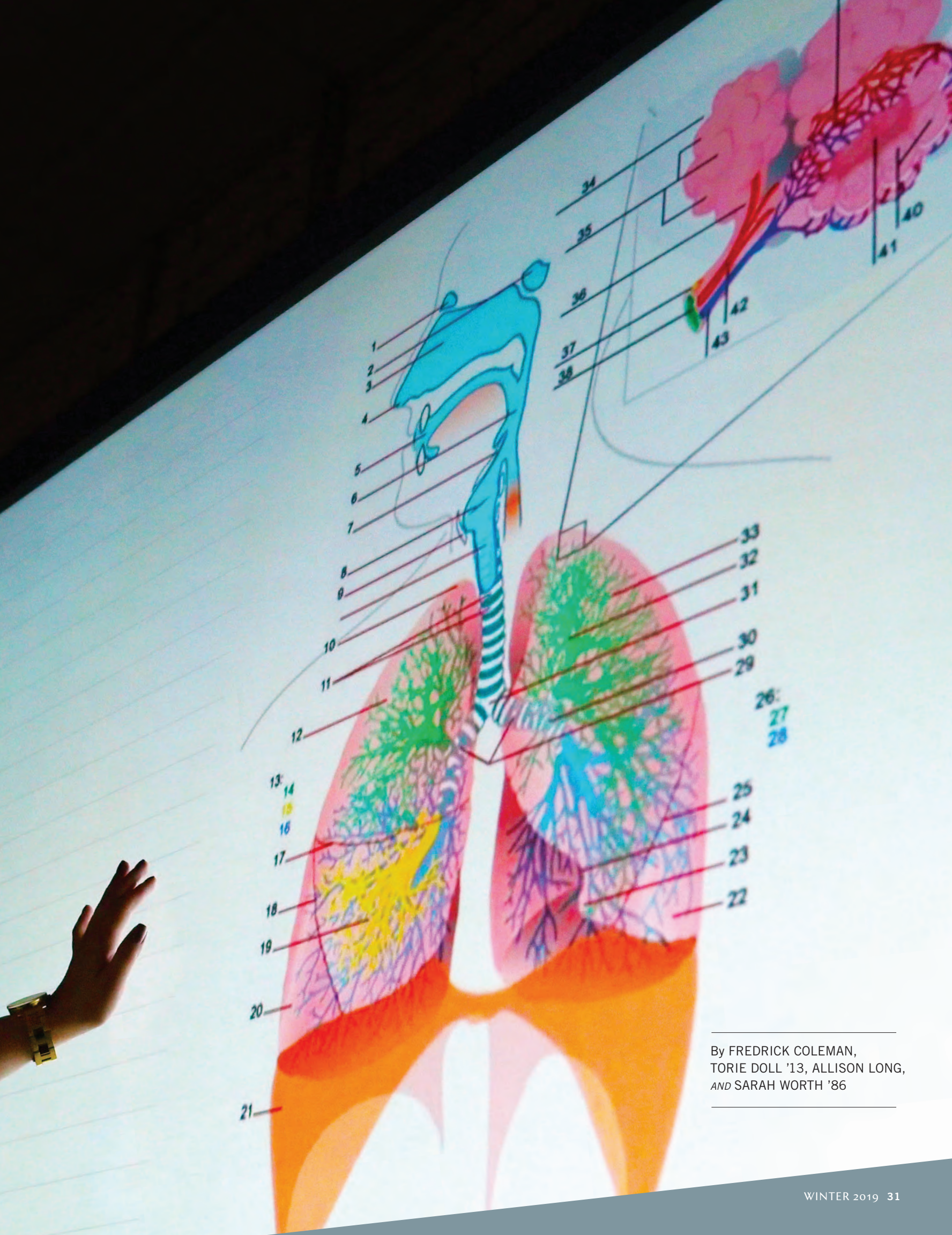


Photo: AMIEE BLDGET | USF News

TRANSFORMING MEDICAL EDUCATION

USF'S NEW FACILITY IN DOWNTOWN
TAMPA USHERS IN A NEW ERA FOR
TOMORROW'S HEALTH CARE
PROFESSIONALS

Photo: The Morsani College of Medicine is making use of Microsoft's cloud-based collaboration software called Teams, giving students a completely untethered way to access coursework, team-based projects and general communications with faculty and with each other.



By FREDRICK COLEMAN,
TORIE DOLL '13, ALLISON LONG,
AND SARAH WORTH '86

A

CROSS THE LAST WEEKS of December 2019, the entire MD program of the USF Health Morsani College of Medicine (MCOM) moved into its new home just completed in downtown Tampa.

Many have watched the building become a reality since its inception about five years ago, thanks to the ongoing support of state legislators, who have helped steer millions of dollars to the building's construction, and businessman Jeff Vinik, who donated to USF an acre of land in the heart of his \$3 billion redevelopment of the Water Street district in downtown Tampa.

Now, with the building opening and medical students beginning classes Jan. 13, the medical school is finally ready to make use of the innovative facility. As students enter the facility, they will experience a shift in the way they learn medicine, from both the literal hardware and software perspective and a construction and physical space perspective.

"This new building affords us a blank canvas on which we can create an innovative and technologically advanced learning environment while we also seek to nurture the 'souls' of our students to prevent burnout," says Dr. Charles J. Lockwood, senior vice president of USF Health and dean of the Morsani College of Medicine. "Anything we can do to help our students engage and curate information better and faster in an era where medical knowledge is increasing logarithmically will help our graduates succeed as physicians. With these first-rate medical facilities in the heart of a rapidly growing downtown setting, our students will be the envy of the nation."

Technology

Using technology to transform medical education

Building a new home for the Morsani College of Medicine offered an amazing opportunity to leverage the best of technology to change how medical education is delivered.

"From the moment plans were announced for the new building about five years ago, we knew we had the opportunity of a lifetime to build from scratch a physical environment and a virtual world that would completely transform how we teach medicine," says Dr. Bryan Bognar, MPH '08, vice dean for educational affairs.

"We aimed for innovative ways to teach today's medical students but to also stay adaptable and relevant for learners for decades to come."

Central to the new building is collaborative learning, and here are some of the ways technology and space design make that happen:

- Easier ways for students to collaborate and connect with each other and with faculty. Technology will allow for more real-time interactivity on coursework and for group learning with increased flexibility in the location of the learner and educator.
- Wireless everything, which allows connectivity throughout the building without missing any detail in a lesson. Construction included a fraction of networking cables of typical new buildings, allowing a totally untethered experience.

About the facility

- **The MD program is the first to make the move downtown, with classes beginning Jan. 13. The Heart Institute will begin its phased move in February 2020, the Physician Assistant Program will move in May 2021, and the Taneja College of Pharmacy is tentatively scheduled to begin classes in the new building in August 2021. USF Health will also share this facility with Tampa General Hospital for collaborative efforts focused on cardiology, urgent care, imaging and executive wellness.**

- **Skanska/HOK is the design/build team**

- **13 stories**

- **395,000 total square feet**

- **Occupancy for up to 1,800 students, faculty, researchers and staff**

- **The total project is composed of 47,437 tons of concrete, comparable to the weight of 155 Boeing 747-8 jets.**

- **The project contains 500,000 pounds of duct, 2.53 million linear feet of rebar (478.6 miles) and 254 miles of IT wiring.**

- Seamless remote access to real-time courses and group learning, which gives students and faculty greater flexibility for maintaining active participation in coursework, regardless of location.

- A "black box theater" (Experiential Learning Lab) that can quickly transform from one type of learning space to another – from team learning to hands-on extensions of lessons to simulation reinforcing the foundational sciences. The flexibility allows today's students to take their coursework in lectures to small group study and then to experiential learning. The space is intentionally designed to be easily adaptable to how future students may be taught. Driving many of the learning spaces are the opportunities to teach using mixed modalities. Now a student can practice taking a blood pressure on a standardized patient and be within feet of the Microsoft Surface Hub with slides that simulate how arteries are affected by hypertension.

- Extensive curriculum mapping that delves into coursework by the lesson, by the subject matter, by the hour, and allows education administrators, course directors and faculty to track coursework and make adjustments on when and how subjects are taught. This analysis means tweaks can be made to better meet national benchmarks, enabling student success on course exams and national licensing exams.

- A visualization wall within a modern medical library. This MultiTaction screen offers an interactive experience for a single user or dozens of users who can delve deeper into a range of scientific topics. Anatomy, for example, moves seamlessly from full body to organ systems to regions to cellular levels.



Left: To help meet national benchmarks for what medical students are expected to learn, the Morsani College of Medicine is using technology to map every aspect of the medical school curriculum and analyze the data to find gaps and redundancies in content. Dr. Deborah DeWaay (center), associate dean for undergraduate medical education, says this effort lets her drill down hour by hour into the content students are getting, a level of detail that makes continuous quality improvement much simpler.

Technology is central to learning

“Our number one priority is to deliver physician graduates who are ready to meet patient and health system needs,” says Dr. Deborah DeWaay, associate dean for undergraduate medical education.

“In the past, medical schools strived to create physicians the way they wanted them to be and then figured the residency programs would make them ready for the workforce. At the Morsani College of Medicine, we’re thinking about what the residency programs require and then working back from that.”

This fits in, DeWaay says, with the Core Entrustable Professional Activities (EPAs) created by the Association for American Medical Colleges, an effort that sets expectations for both learners and teachers for what every medical student should know and be able to perform upon entering residency.

To help faculty accomplish this, the college is using several programs, including Appian and Microsoft’s PowerBI.

Appian is an intelligent business process management software and MCOM is using it to map every aspect of the four-year medical school curriculum. Microsoft’s PowerBI uses information collected by Appian to help faculty see the nuances of the data.

In tandem, both Appian and PowerBI give MCOM an effective way to create a curriculum that better mirrors national competency standards and for offering students fast feedback for areas they need to bolster in order to succeed on later content and on exams that are part of national licensing.

“Appian has completely changed the curriculum mapping process here at USF Health and lets us drill down hour by hour into the content students are getting,” DeWaay says. “With Appian, we are able to tag all of our sessions to national content competencies. So, I can look at our map, search any topic and, within about 30 seconds, see exactly where in the curriculum it’s being taught, which sessions are teaching it, which program objectives are being met, and which

correlated courses are being tied in. In an instant, I can see any gaps or redundancies. This level of detail makes continuous quality improvement much, much simpler.”

The challenge with any medical school curriculum, DeWaay says, is the sheer volume of information being taught.

“If you’re going to make decisions on where a topic is taught and how it is taught, you have to be able to go in granularly,” she says. “A big-data, analytics type approach, like with Appian, is the only way to effectively handle the volume of information.”

MCOM is also making use of Microsoft’s Teams collaboration software.

“I’m very excited about how we are using Teams,” DeWaay says. “We’re one of the first medical schools in the country to incorporate Teams into a medical curriculum.”

Think of Teams as a cloud-based workspace. Users – in this case students and faculty – can access the content at any time from anywhere. People can work simultaneously while being next to each other in class or miles apart. Project work – the heart of collaboration – can be done in real time no matter where team members are. Need to update a project with your contribution? Your addition shows up in real time while others are actively working at that same time. No tracking revisions across updated versions attached to emails.

Teams is giving students a completely untethered way to access coursework, team-based projects, and general communications with faculty and with each other.

“Previous remote access was watch only, with maybe an audio interactivity,” says Jason Hair, ’97 and ’00, senior director of infrastructure and operations for USF Information Technology. “With Teams, anyone in the lesson can activity participate, throwing information onto the screen, literally opening and sharing visual data, reports and cases, and adding to the discussion.”



Illustration: HOK

Above: The Florida Blue Health Knowledge Exchange is the future of medical libraries: an epicenter of collaboration and technology.

Teams also includes a platform called Whiteboards, something medical students everywhere can relate to.

“If you go to medical schools across the country there are physical whiteboards all over the place and students don’t go anywhere without their dry erase markers,” DeWaay says.

“With Teams, students and faculty can be in different places drawing on the same virtual whiteboard. And if the students draw on a real whiteboard, they can take a picture of it and upload it to Teams and the image will pixelate and be saved onto their digital whiteboard.”

To facilitate access to Teams, MCOM is using several types of hardware throughout the new building. Almost every classroom will have Surface Hub 2, a large tablet set on an easel that can be easily rolled untethered within the class and to another classroom or other learning spaces without disconnecting and reconnecting anything.

Built for tomorrow’s tech

From the moment plans were announced for the new building about five years ago, MCOM education teams, USF facilities staff and information technology experts worked to determine how to best use this new space to transform medical education.

“It is critical to pay attention to how technology, physical space, and user behavior are related; and not view the three as silos,” Hair says.

“In looking at the design of the building, we looked for

opportunities to incorporate technology based on the behaviors we wanted to support in the spaces. And we focused on technology that drove the desired learning experience based on how today’s medical students learn. We wanted to make sure technology supported our pedagogy, but did not drive it.”

For example, to enable a collaborative and mobile workflow for faculty and students, Microsoft Teams and user devices rely on Wi-Fi wherever possible, versus a more traditional approach of fixed/wired AV systems or hardware video conferencing.

“The building has full high-speed wireless coverage,” Hair says. “Faculty and students from anywhere in the entire building can wirelessly join meetings or classes through Teams.

“Sending live AV from cameras and microphones in a large classroom or auditorium typically requires a lot of specialized cabling. But in the new facility, we send the AV signal to our IP network. This allows us to send the AV signal to anywhere in the building and at a fraction of the cost of traditional cabling. We can send a camera feed from the auditorium to any other room in the building, even on another floor. This is great for classes or presentations with an overflow audience.”

Also in the new building is a 19-foot-tall Sony Crystal LED video wall, one of the first in the country. Mounted in the building’s lobby, the over-4k-capable display offers opportunities for high-impact video and graphics to all who enter the new facility.



And a 7-foot-tall by 20-foot-wide MultiTaction visualization wall in the Florida Blue Health Knowledge Exchange supports dynamic, interactive digital content creation, and collaboration for multiple people simultaneously.

Digital library

Digital library experience: Florida Blue Health Knowledge Exchange

A library is traditionally thought of as a place kept under strict orders of silence and filled with wall-to-wall books that have a nostalgic, musty smell.

The Florida Blue Health Knowledge Exchange is the future of medical libraries: an epicenter of collaboration and technology. Located on the second-floor mezzanine of the new building, the Knowledge Exchange is an almost completely digital database of medical information. At this time, there are only 18 physical books reserved for MCOM's use.

"Resources are available wherever our students and faculty are and 24/7," says Rose Bland '89, MA '91, and MPA '13, director of the Shimberg Health Sciences Library at USF Health. "Libraries are changing for the needs of the people. We do need quiet spaces, but the Knowledge Exchange is meant to be a place where people can meet and collaborate."

Some of the other exciting features of the Knowledge Exchange are a large-scale video visualization wall for multimedia presentations, an executive-style reading room, public-use computers, an IT help desk, and a space for technology demonstrations and recording lectures for online learning. A medical database accessible from wherever you are is also an important asset for distance-learning students and staff spread across multiple campuses.

Beyond the access to the digital database, "there will be digital-learning tutorials created by the librarians on topics, such as how to do a quick search in PubMed or how to use EndNote, which students can access when they are studying at 1 in the morning and they need a quick refresher," says Larry L. Cramer, Jr., '93, assistant director of library operations.

Students and staff can also use the video conferencing capabilities outfitted in the Knowledge Exchange for a Microsoft Teams session or watch a live, face-to-face screen capture tutorial by a librarian.

"Keeping pace with the rapidly evolving world of health data and technology is critical in today's health care environment. The Florida Blue Health Knowledge Exchange is aptly named, as it will serve that goal by facilitating information sharing and collaboration among students, health professionals and entrepreneurs," said Florida Blue CEO Pat Geraghty in a 2017 interview with USF Health Development after giving a \$1 million gift to support the Health Knowledge Exchange. "USF and the Tampa Bay community are well positioned to be a center of health knowledge and learning. We are very proud to be a part of this public facility, which aligns so closely with our own mission of helping people and communities achieve better health."

The 5,000-square-foot space is not only a resource for students, but also Heart Institute researchers, USF Health and Tampa General Hospital patients, residents and the downtown community.

Adaptation

Amazing space: Flexible and adaptable for decades to come

From its inception, the new building was meant to transform how medical education is delivered to today's students. But it was also meant to be flexible and adaptable for the needs of medical students for decades to come.

"We don't know the demands medical education will have 30 years from now," says Steve Lafferty, director of design and construction for USF Facilities and Management. "It was critical for this building to be designed beyond today's learners and to be easily adapted to tomorrow's learners. This building was designed for teaching medicine for the next 20 to 50 years."

While classrooms were easy to make adjustable – large rooms can be partitioned down to be small rooms, classroom configurations vary from a capacity of 400 down to 12 – two other main areas showcase this flexibility best: a learning lab and the auditorium. The building can be configured and re-configured to accommodate the full population of the first two years of medical students in spaces that accommodate groups of 400, 200, 100, 50, 24, or 12 simultaneously.

Experiential Learning Lab

A “black box theater” is a single space designed to be easily transformed to meet a wide variety of needs for a stage performance.

This general concept was used to create the Experiential Learning Lab, an open space in the heart of the student learning area that can be quickly transformed from one type of learning space to another. Students can go from team learning to hands-on extensions of lessons to clinical skills practice with standardized patients to simulation – all within the same space.

This type of learning environment is where faculty can both teach and evaluate the students. The quick transformation of the space means set-ups for another group of students can happen much faster, giving more students access to learning and evaluations. The space will also be available at all hours for students to avail themselves of various methods of learning.

Auditorium: The heart of the building

The demand was clear: Flexible space with no columns and easy access by the general public for special events.

The 400-seat auditorium is the largest single space in the building. It holds more than double the capacity in current space on the USF Health campus.

To create a space as large as the auditorium, there had to be incredible engineering in the design and strength in the materials because rising above the auditorium are 12 other levels. Whatever support traversed the open space had to be strong enough to support the floors above it and stiff enough to support the vibration-sensitive research above.

Four transfer beams were constructed to do just that, each measuring 6 feet wide by 12 feet tall by 88 feet long, and each weighing more than 1 million pounds. In total, the four transfer beams included 237 cubic yards of concrete and 56 tons of rebar.

The result is a large space that offers a sense of openness, a collaborative space with no visual barriers. And to continue with the theme of flexibility, the auditorium was designed to serve students and researchers, but also be available as a gathering space for both public and private groups.

Data analytics

Where business analytics meets student success

Big data and real-time analytics are helping the college track the coursework and efforts of medical students to better identify areas of struggle. The result is not only an enhanced education experience but also a direct impact on student success.

Tracking the curriculum as a whole and how students perform within it provides a large data set that can help identify which courses correlate to good and bad outcomes later, such as the link with struggles in a course to low scores on medical licensing exams.

As a result, the curriculum team is able to connect with students early to identify ways to support them and help them improve their work, and may even adjust the timing of



Illustration: HOK

certain courses to improve exam performance.

The MCOM Department of Medical Education (DME) works closely with the Information Technology experts to build and work with the analytics programs.

Central to the effort is the use of an intelligent business process management system called Archivum (Appian). This large data set is useful to the DME and was originally built in an accreditation capacity. However, the data the system produces has a much deeper and strategic purpose, says Swapna Chackravathy, associate vice president of integrated data management in Information Technology.

“The wealth of the data that’s in there can be used for more test preparation and having the ability to pinpoint where certain test topics are being taught,” Chackravathy says. “Our end goal in working with the DME is to provide them as much information as we can to help better serve the students.”

The effort can also identify potential risk for outcomes later on, such as a student’s performance on the USMLE Step 1 exam, part of medical licensing. If students get a certain score in certain courses, the data shows they are likely to score in a certain range in the Step 1 exam. Tracking stu-

Above: Adaptability was critical in the new building design. A great example is the Experiential Learning Lab, where faculty teach and evaluate students. This space was designed to be quickly transformed from one type of learning space to another – from team learning to hands-on extensions of lessons to clinical skills practice with standardized patients to simulation – all within the same space.



dents' early performance can help instructors and advisors identify those who may potentially be at risk.

The next phase of using these data sets is to identify more targeted student strengths and areas that need improvement. For example, DeWaay says, a student can pass every course with good scores, but levels of competency within the courses give a much more in-depth look at what specific areas and competencies students should bolster.

The end goal is to deliver the most comprehensive medical school experience possible, DeWaay says.

"Producing the best medical school graduates who are ready to work in an ever-changing healthcare field is our primary mission here."

Collegia

Collegia: A space for medical students

In 2013, MD freshmen launched a mentor-building program used in many boarding schools, colleges and medical schools – a la Harry Potter – that sorts new students into various

"houses" with students from all years. The practice helps the newcomers immediately feel welcomed into the fold of an institution, regardless of its size, and offers students mentorship and social interaction opportunities.

The medical students formed nine collegia, smaller groups that contain members from all four classes, with an aim to also integrate more faculty and alumni in the future. Creating smaller communities allows students across all years to connect and create positive, supportive environments that result in a better college experience and a better likelihood for academic success.

The collegia are called Bourne, Debakey, Farmer, Galen, Hippocrates, Koch, Lower, Osler, and Paracelsus.

In the new facility, a student's collegium becomes a home base while in the building, a landing spot available 24/7 for continued studying, social interaction and much-needed downtime. Spanning a periphery on the third floor, the nine collegia provide ample space for students to go between classes, late into the night and over the weekends. Seating for both studying and relaxing fill each collegium, as well as a refrigerator and microwave oven. All include full windows with views across downtown Tampa. ■

Fundraising continues as USF Health works to realize the full vision of the new building. Visit usf.to/downtown to make a gift online, or contact USF Health Development at 813-974-1470 to learn about naming opportunities or other ways to give.

A SOLID FOUNDATION

TWO CELEBRATED ALUMNI SHARE FOND MEMORIES OF THE MORSANI COLLEGE OF MEDICINE

By KIM FRANKE-FOLSTAD

DR. JOSEPH PECORARO doesn't sugarcoat his reason for choosing the University of South Florida as an undergraduate student back in the 1970s: He was motivated more by the school's location than its reputation.

Pecoraro had a part-time job pumping gas in New Jersey while attending community college. It was cold. His brother lived in balmy Bradenton. When Pecoraro looked into USF and learned it also had a medical school, he thought it could be a perfect fit.

Turned out he was right. Not only because of the school's proximity to the beach. Or because he met his wife, Rhonda, '81, here.

"Going to USF was a great experience because it was a comfortable environment for learning that was competitive but not cutthroat," says Pecoraro, zoology '80 and MD '84, this year's recipient of the prestigious Morsani College of Medicine Alumni Society's Outstanding Service Award. "You were encouraged. You were driven to do better. But students also helped students."

As USF Health ushers in a new era with the opening of the medical school, Heart Institute and Taneja College of Pharmacy in downtown Tampa, Pecoraro and Dr. Sylvia Campbell, MD '77, reflected on what made – and continues to make – their alma mater a cut above the rest.

Being part of a new medical school, which opened to students in 1971, was invigorating, says Campbell, a 2017 recipient of the alumni service award. "You have the opportunity to write the pages of the book. It's an exciting place to be. A new beginning. A new endeavor. ... There weren't a lot of women in medicine back then and we kind of stuck together."

Like Pecoraro, Campbell says the support of her peers, both men and women, was important.

"Whether you're a medical student or a resident, you have this bond that builds with the people you go through it with. And those bonds never break. They make you a community that's kind of unique in many ways," she says. "As hard and gut-wrenching and emotional and exhausting and terrifying as it all was, it was wonderful and rewarding and just built you in a way that was a privilege to be part of."

A Florida native, Campbell came to USF to study med-



Photo: Dr. Joseph Pecoraro, known as Dr. Joe, examines a young patient in Kenya, where his charitable organization is building a hospital.



icine after earning a bachelor's in biology and a master's in genetics at Emory University. Like Pecoraro, location played into her decision-making: Her parents and in-laws would be close by while her husband, Robert, '79, MPH '86 and PhD '98, served in the military, including a stint in Korea.

The two surgeons, both of whom still practice in the Tampa Bay area, also recalled faculty members who helped them along the way.

As an undergrad with his eye on medical school, Pecoraro remembers meeting with the late Julian Dwornik, a founding med school faculty member and its dean of admissions. Everybody had told Pecoraro he had to know

somebody to get into the college, but he had no helpful connections. Dwornik suggested Pecoraro show that he could handle the heavy academic load by signing up for 18 hours of science classes in one quarter.

Pecoraro thought he'd already taken just about every challenging science class he could, but he heeded the dean's advice. "I remember I took biophysics. I took bioorganic chemistry. I took a lot of high-level classes in order to be able to prove myself," he says. "And I think he went to bat for me."

Campbell recalls Greg Nicolosi, MBA '83, an associate professor of physiology, as a positive influence on everybody in the college. And during her internship and

Above: Dr. Joe, left, and Rhonda Pecoraro join Craig Hacche during the groundbreaking ceremony for the Makena Marangu Memorial Maternity Center in Kenya. Hacche financed the center in memory of his late wife.



As hard and gut-wrenching and emotional and exhausting and terrifying as it all was, it was wonderful and rewarding and just built you in a way that was a privilege to be a part of.

– Dr. Sylvia Campbell



Above: The USF College of Medicine was established by the Florida Legislature in 1965, enrolled its charter class in 1971, and became the USF Health Morsani College of Medicine in 2011.

residency at USF, the late Dr. Roger Sherman, chairman of the department of surgery, provided an excellent example of how to be a healer.

“That doesn’t mean just healing the body,” Campbell says. “You have to heal the soul. You have to heal the spirit. It’s important to remember that as you travel the journey through medicine, because it’s easy to get a little bit jaded. And it’s easy to get lost in the things that really aren’t important. That’s been a lesson I’ve tried to hang onto through these years.”

It’s a joy to give back, Campbell and Pecoraro say. Yes, they’re busy, but “part of what we’re called to do is not to treat this as a job,” Campbell says. “It’s a calling, an art; it’s an honor and a privilege to be able to interact with people in a way that some people never get to do. Part of that, given that gift of being able to live your life that way, you need to give a little back, too. You have the ability to do things that can really change people’s lives.”

The list of charitable and professional organizations Campbell is or has been involved with in Florida and around the world, and the honors she’s received for her work, goes on and on. She’s been volunteering with the Judeo Christian Health Clinic in Tampa since her medical residency and is now the medical director and president of its board. The free clinic has been providing health care to the working poor since 1972.

She’s also board president for Village Partners International, which joins with impoverished communities in Haiti and Africa to develop sustainable systems to improve lives. The group also assists migrant farmworkers in Hillsborough County and does disaster relief work.

As a general surgeon with a special interest in breast cancer treatment, she’s been involved with charitable efforts such as the Susan G. Komen 60-mile fundraising walk for years. Campbell joins members of her Komen team to deliver care bags to the homeless in a volunteer effort they call Kindness Matters.

Pecoraro found his love for mission work during a trip to El Salvador. “I came back completely different,” he says. “There’s no other way to put it other than I got a big whack from the Holy Spirit. I was so moved by what I saw, I was just driven to go back.”

He didn’t want to return alone, so he began gathering others from his church. In 2006, Pecoraro, his wife and Dr. Vilma Vega founded Hearts Afire, a Christian humanitarian organization that helps under-resourced people worldwide. Their work has included mission trips to Africa, India, the Philippines, Haiti and the Dominican Republic, as well as disaster relief around the world.

These days, the group is focused on building the Hearts Afire Mountain Hospital, scheduled to open in August 2020 in Eldoret, Kenya.

“We’re not finished with the rest of the world, we’re just focusing on Kenya right now,” says Pecoraro, who performs vascular and general surgery in the Bradenton area and – after losing more than 100 pounds and keeping it off for several years – trains entrepreneurs who hope to become health coaches.

Both of these celebrated alumni are excited about the Morsani College of Medicine’s new downtown digs – and particularly that growth has occurred on multiple fronts.

“It’s possible to grow in size without improving,” Pecoraro says. “It’s nice to know that alongside the growth of the campus has come growth in reputation and the quality of what’s deliverable.”

Campbell, USF’s Running with the Bulls Homecoming Parade grand marshal in 2018, wonders if med school students will lose some of their connection to the university. But, she says, “Expanding the knowledge base, expanding the research, expanding the ability to look into the future and see what you can do to make things better is a really positive step. The university is taking it, and I’m really proud of them.” ■



Above: Dr. Sylvia Campbell serves as grand marshal of the Running with the Bulls Homecoming Parade in 2018.

Left: Campbell is a general surgeon with a special interest in breast cancer treatment but sees patients of all ages in her charitable work at home and abroad.



For more information about the charities Drs. Pecoraro and Campbell support, visit:

Hearts Afire, Inc.
www.heartsafire.us
 (941) 552-1584
 P.O. Box 14759
 Bradenton, FL 34280

Judeo Christian Health Clinic
www.judeochristianhealthclinic.org
 (813) 870-0395
 4118 N. MacDill Ave.
 Tampa, FL 33607

Village Partners International
www.villagepartnersinternational.org
 (813) 875-2655
 217 S. Matanzas Ave.
 Tampa, FL 33609

5 minutes with BILL

My fellow Bulls,

I'm looking ahead to next year with 2020 vision! It will be 60 years since our doors opened to 1,300 students and it promises to be another one for the history books.

I look forward to working with President Currall in the coming year. He understands and appreciates the contributions our alumni make to the University of South Florida's success. He also recognizes the value and benefits of Alumni Association programs, events and communications in connecting alumni to each other and USF. I look forward to continued great support from the USF president's office, which elevates both the quality and prestige of all alumni activities.

One of the most important is advocating for our great university. Because 2020 is an election year, the Florida legislative session begins early – Jan. 14. I urge you to prepare now by joining the Bulls Advocates at www.usfalumni.org/bullsadvocates. Signing up is free, fast and easy, and will ensure you receive updates throughout the session and year on legislative matters important to USF. You'll also get notified when USF urgently needs alumni to voice their support. You have been powerfully persuasive in the past!

Jan. 17-20, we pay tribute to Dr. Martin Luther King, Jr. through USF's annual Stampede of Service. This will mark the fifth year that Bulls around the country participate through projects organized by USF alumni chapters and societies. You've helped build houses, sorted food bank donations, cleaned up animal shelters and planted vegetables among myriad other acts of service. It's a great way to help our communities, get to know fellow Bulls, and share the USF name – and a bit of what it represents.

Jan. 17 is also the deadline to nominate your own or another Bull-led or Bull-owned business for the USF Fast 56. This prestigious award celebrates the 56 fastest-growing Bull businesses in the world, and our Fast 56 celebration – to be held in April – has become one of our most popular events. Recognition as a USF Fast 56 business raises awareness of your brand, fosters valuable networking opportunities, and is an endorsement of your entrepreneurial success by a world-class Preeminent Florida Research University. What better way to showcase what you've built?

Jumping ahead, March may seem like the distant future, but for us at the Alumni Association, it's right around the corner. We're hard at work on another spectacular Green & Gold Gala, scheduled March 7 at The Florida Aquarium



in downtown Tampa. For our signature fundraiser, we plan another exciting evening of nonstop surprises, extraordinary auction items, and live music by The Black Honkeys. It will be everything you loved – and more! Last year's gala was a sell-out, so don't wait to get your tickets.

Find information, application forms, etc. on all of these Alumni Association events at our website, www.usfalumni.org.

Every year, the number of active engaged USF alumni grows, and that's reflected in the continued success of our great university. Seeing your enthusiastic support for USF and your willingness to give back in whatever ways you can makes me that much more proud to be a Bull. I hope to see you at some of our events in 2020 and I'm sure you'll run into President Currall at some of them as well. If you haven't had a chance yet to introduce yourself to him, it should be high on your list. He's grateful for your support and looking forward to meeting more proud Bulls.

Have a safe holiday season, a happy new year, and, as always, Go Bulls!

Bill McCausland, MBA '96
Executive Director, USF Alumni Association
Life Member No. 2331

Sam and Martha Gibbons Alumni Center



FOREVER BULLS



Student group officers

Above left: Student Alumni Association: Standing, from left: Janell Holness; Sam Steck; and Dénai Thompson. Seated, from left: Zachary Reeves; Amber Smith; Emma Frank; and Brooke Shendok

Above right, Order of the Golden Brahman: Raj Patel, left, and Vishal Panchigar

Left: USF Ambassadors: Officers include, from left, Jennifer Amor; Holly Lippman; Brielle Iacobi-no; Alex Karpovage; and Julianne Woodard

Meet your 2019-20 USF Alumni Association student group leaders

Members of the USF Alumni Association support three organizations that provide special opportunities for students to develop leadership skills, connect with alumni, and build social and professional networks.

The Ambassadors host dignitaries and officials throughout the USF System, assist during special events, and otherwise represent the student body. Members exemplify what it means to be a Bull and serve as a bridge between students and alumni.

Order of the Golden Brahman (OGB) includes top student and alumni leaders who are committed to public service,

working together to lead the USF community, and promoting and protecting USF throughout their lives.

The Student Alumni Association (SAA) is USF's largest student organization with more than 4,000 members. It provides opportunities to interact with peers and alumni, helps individuals grow skills and networks, and helps forge lifelong bonds with USF.

‘He BELIEVED in me’

Florida’s Teacher of the Year finds
the song in every student

By JOEY JOHNSTON '81

DAKEYAN GRAHAM ONCE PROMISED he’d become a doctor. His parents and grandparents seemed pleased and proud. So medicine became his goal.

But music — far and away — was his passion.

“My path got diverted,” says Graham, 34, band director for the past decade at Tampa’s King High School, his alma mater. “But I found the right path.”

Graham actually made good on his promise in a roundabout way. Call him Dr. Graham — or Dr. Dre, as he’s known at school. In 2015, he earned a doctorate in music education at USF, accelerating an academic career that recently received stunning notoriety.

Last summer, he was named Florida Department of Education Teacher of the Year, a practically unthinkable achievement for any educator, considering the state’s pool of nearly 180,000 public school teachers. By all accounts, while beating those staggering odds, Graham represents so much more than one in 180,000.

with authority and took direction from no one. I was the problem child, but he believed in me, even though I was very undeserving of that.

“He was somebody I could talk to. He had a shoulder for me to cry on. He let me know everything was going to be OK. Or he said everything may not be OK, but that’s OK, too. He was placed in my life for a reason.”

Brooks, who plays alto saxophone, became a uniform manager and band captain. She earned a band scholarship to Bethune-Cookman University. Now, after considering a career as an emergency medical technician or firefighter, she’s in the Army.

“I feel like I completely turned around my life,” she says. “All because he knew how to reach me. He dug deep and invested in my life.”

Jarod Jones says he thought he had all the answers when he arrived at King as a talented trumpet player. Through Graham’s influence, Jones soon learned that his natural talent meant little if he couldn’t become a team player.

“It takes a special type of person to get 150 kids all on the same page,” Jones says. “I grew as an individual



I feel like I completely turned around my life. All because he knew how to reach me. He dug deep and invested in my life.”

– Jalissa Brooks

Former students say he’s one in a million, the type of teacher who pushes overachievers to the top and connects with kids everyone else has forgotten.

Jalissa Brooks was in the initial 2009 band class when Graham returned to King following undergraduate studies at the University of Florida.

“I was a very angry child,” Brooks says. “I was always in fights, always skipping school. I had a huge problem

and had a second home. We had a safe environment where we could focus on our music.”

Jones has entered Hillsborough Community College and expects to attend USF as a music education major.

“After going through him, I knew I wanted to influence people,” Jones says. “I wanted to do it in the way I was influenced. I hope to take my gift of music and make a difference.”

FOREVER BULLS

*The Florida Department of Education
and Florida Prepaid*

PRESENT THE

2020
TEACHER OF
THE YEAR

Gala



Photo: Dakeyan "Dr. Dre" Graham became one in 180,000 when he was named Teacher of the Year in June.

FOREVER BULLS



Above: Graham, his wife, Casey, and daughter, Aaliyah, use music to keep their family life in harmony.

Graham says he learned the same thing from his own King band director, Cheri Sleeper, who now teaches at Strawberry Crest High in Hillsborough County.

“She taught me the power of relationships, the importance of high expectations and having a goal,” he says. “You’re not trying to get students to be another version of yourself. You want them to be the best they can be. So I try to have an individual relationship with all of my students to better understand them.”

Sleeper says she knew Graham was special from the first day he entered her King classroom. And when he graduated and set off for UF with a double major in microbiology and music education — and a projected anesthesiology career — she suspected he would soon be leading his own band.

“He cares for every student’s success and well-being,” Sleeper says. “He carried himself in such a way that you really felt he needed to go into music. He was so good at it.

“It makes me so proud. I mean, State Teacher of the Year? It makes me tear up, just thinking about his influence. He’s like a son.”

Graham’s educational path has also inspired his own parents. After watching him earn a pair of master’s degrees and his USF doctorate, his mother, Jacqueline, went back to school for an educational specialist degree and his father, Anthony, earned a doctorate in theology.

Graham still has happy memories of choir practice

and singing four-part harmony with his family on the way to church. Eventually, he took up the clarinet and other wind instruments before focusing on saxophone.

Now a husband and father himself, music remains an important part of family life. His wife Casey, a fellow Bull with a 2016 master’s in library and information sciences, is an elementary school teacher who sings and plays the flute. Their 5-year-old daughter, Aaliyah, is a violinist and singer.

Since becoming the 2020 Florida Teacher of the Year, Graham has taken a one-year sabbatical from King to tour the state as an education ambassador. He visits other school districts, does media interviews, meets with teachers and conducts keynote addresses.

“It’s so daunting and humbling when you consider I’m being presented as the face of education,” he says. “But as improbable as it might seem, we can’t afford to have the ‘imposter syndrome.’ We were chosen for a reason. There’s a purpose for me being in this position. Our responsibility is to embrace this platform and do some good.”

Still, he misses his classroom.

“The awards and accolades are fantastic, but it’s all about what happens in that classroom,” he says. “That’s where every day has the potential for something great.

“Even the small steps are big steps for kids. Sure, we have our big success stories. But celebrating the small victories, when things change for someone who maybe has struggled, that’s something to rejoice.” ■



SNAPSHOTS



Up, up and away!

The fastest rising university in the nation soars at the Albuquerque Balloon Fiesta. USF President Emerita Judy Genshaft, Life Member, and Steve Greenbaum, Life Member, ensured their favorite university was well-represented.



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5 Bulls to brag about

4 GRADS AND 1 DEVOTED FRIEND OF USF RECEIVE
THE UNIVERSITY'S HIGHEST ALUMNI HONORS

By PENNY CARNATHAN '82

The 2019 USF Alumni Award recipients include a world-renowned nuclear medicine scientist; a Pulitzer Prize winner; a trailblazing health-care professional; a physician whose leadership and philanthropy has benefited every corner of the USF System; and a non-alum who helped chart the university's path to Preeminence.

“This year's award recipients epitomize selflessness. They are outstanding role models and wonderful ambassadors for our university.”

– USF President Steven C. Currall

Joanna Sigfred Fowler, Chemistry '64 – *Distinguished Alumni Award*

A WORLD LEADER IN PET MEDICAL IMAGING, a diagnostic tool that uses radioactive materials to pinpoint molecular activity, Joanna Sigfred Fowler's research has facilitated major advances in identifying and treating illnesses. She was instrumental in creating the patented radiotracer most commonly used today in PET (positron emission tomography) scans – 18F-fluorodeoxyglucose, or FDG – and her PET-based brain research has led to greater understanding of addictions, drug therapies and psychiatric disorders.

The first University of South Florida graduate elected to the National Academy of Sciences, Joanna was awarded the National Medal of Science by President Obama in 2009. Her many honors include the American Chemical Society's Francis P. Garvan-John Olin Medal; the Department of Energy's E.O. Lawrence Award; and the Society of Nuclear Imaging in Drug Development's Alfred P. Wolf Award. She was recently inducted into the Florida Inventors Hall of Fame.

Joanna retired as director of the radiotracer chemistry, instrumentation, and biological imaging program at the U.S. Department of Energy's Brookhaven National Laboratory in Upton, N.Y. She and her husband, Frank “Bill” Fowler, are members of USF's charter class. Both chemists, they earned doctorates at the University of Colorado, then went on to East Anglia University in England, where Joanna conducted research and Bill served as a visiting fellow.

Retired and living in Virginia, Joanna has served as a guest lecturer at USF. A gardener with a fondness for cats and the outdoors, she advocates for science as a grassroots political activist.



THEN: Joanna Fowler works on FDG, which was patented in 1976 and is now the most common radiotracer used in PET imaging.

NOW: Due to illness, Fowler delivered her acceptance remarks via video. "Our scientific infrastructure has benefited enormously from public investment in technology and human capital," she said. "We've welcomed students from around the world. We need to pay attention to this model of inclusiveness that has served science so well and not give way to isolation and intolerance."



NOW: From left, Alumni Association executive director Bill McCausland; board chair Merritt Martin, '04 and MPA '06, Life Member; and President Currall listen as Gilbert King speaks. "There is not a day that goes by in my writing life that I do not hear (USF) Professor Kenneth Kay whispering, 'What are you trying to say, King? Need to find some better words – and use less of them!'"

Gilbert King, Doctor of Humane Letters '14

– Distinguished Alumni Award

IN 2013, GILBERT KING won the Pulitzer Prize for General Nonfiction for *Devil in the Grove: Thurgood Marshall, the Groveland Boys, and the Dawn of a New America*, the story of four black men wrongly accused of rape in 1949 and the civil rights crusader who came to their defense. The book revealed details from previously sealed FBI files that Gilbert obtained through a Freedom of Information request. The resulting narrative illustrates a brutal legal system based in white supremacy and led to Florida Gov. Ron DeSantis issuing pardons for the four men earlier this year.

King is also the author of *Beneath a Ruthless Sun, a True Story of Violence, Race, and Justice Lost and Found* (2018) and *The Execution of Willie Francis: Race, Murder and the Search for Justice in the American South* (2008). He's currently working on a book about the experiences of African American troops returning home after World War II.

Arriving at USF in 1981 from Schenectady, N.Y., Gilbert hoped to play for the Bulls baseball



THEN: King played second base in high school and came to USF hoping it would help him launch a pro baseball career.

team and launch a career in the pros. He didn't make USF's team and began spending time at the USF Library, where he discovered a treasure trove of newspapers, captivating stories, and a passion for storytelling – particularly stories that help right history's wrongs.

Gilbert lives in New York City with his wife, Lorna. The couple have two daughters, Madeleine and Olivia.



Geraldine I. Twine, Nursing '78, MA '81 and MS '88

– *Distinguished Alumni Award*

A TRAILBLAZING HEALTH-CARE PROFESSIONAL, Geraldine I. Twine was one of the first black advanced registered nurse practitioners in Florida and one of the first black nurses to integrate Tampa General Hospital. Even as she worked full-time, pursued her education and raised three children, she mentored other nurse hopefuls, donated her skills in under-served communities, and served as a civic and professional leader.

Geraldine launched her career before the Civil Rights Act of 1964, when southern schools and hospitals were segregated. For many African Americans in the South, there was no clear path to higher education and professional success. Geraldine and her husband John, an educator, were determined to advance their family, and Geraldine forged her own trail through the evolving social landscape.

After becoming a licensed practical nurse, she went to work at Clara Frye Memorial Hospital, Tampa's primary hospital for blacks. In the early '60s, she and a Clara Frye pharmacist were asked to transfer to Tampa General Hospital, the beginning of a concerted integration process. The move took courage; Geraldine relied on her skills to

win acceptance. As advanced nursing programs launched locally, she enrolled.

Geraldine is a recipient of the Lifetime Achievement Award from the League of Women Voters of Hillsborough County and inductee in the county's Women's Hall of Fame, among other honors.

She and her late husband are the parents of Judge Barbara Twine Thomas; Dirk Twine; and the late Debra Williams.

THEN:

Determination, a quest for excellence and love of family led Geraldine Twine to overcome barriers facing African American professionals in the South.



NOW: USF College of Nursing dean Victoria Rich blows Twine a kiss. "I thank God for life; for the privilege for me to be a nurse for more than 50 years," Twine said. "From the earliest days, I have always cared for others. So many have nurtured me, also. ... I am ever grateful."



THEN: For 40 years, since her days as a charter member of the elite USF Ambassadors, Dr. Anila Jain has generously given of her time, talents and treasure to the university and the Tampa Bay area.

NOW: Jain shared lessons from her parents: “Always do the absolute best that you can with integrity and focus. Look to serve something greater than yourself. Always reach a little higher, farther than you think you’re capable, and you’ll attain it.”

Dr. Anila Jain, Biology '81

– Donald A. Gifford Service Award

Recognizing alumni for extraordinary service to USF

A PHYSICIAN WHO RECEIVED USF’s Distinguished Alumni Award in 1985 for her professional achievements, Dr. Anila Jain, Life Member, is also renowned for her volunteerism. She has been a devoted USF and community leader for decades, giving generously of her time, talent and treasure to improve the lives of current and future generations, particularly young people.

Her devotion to USF is unwavering. She has served on the boards of the Alumni Association (past chair) and Bulls Club, currently serves on the USF Foundation Board, and is a founding member and former chair of USF Women in Leadership & Philanthropy. In 2006, she co-chaired USF’s 50th anniversary committee, coordinating a year of special events throughout the USF System. She has been a committed

mentor to USF students, and her generous financial gifts include multiple legacy endowments and scholarships benefiting various areas of the USF System.

While she attended USF in Tampa, she has lived in Manatee County for more than 50 years and is a dedicated supporter of USF Sarasota-Manatee. Appointed to the campus Board of Trustees in 2016, she helped lead the USFSM alumni chapter for more than 20 years.

Anila’s service extends beyond USF. Ever grateful for the loving support of her parents, Dr. Mona and Kailash Jain, she works to support less fortunate children and young adults. She’s a member of Prevent Child Abuse America and served as vice chairman of the Children’s Services Advisory Board in Manatee County. Her numerous honors include Manatee County Child Advocate of the Year.



Richard A. Beard III

– Class of '56 Award

Recognizing a non-USF graduate who has provided outstanding service to USF and the Tampa Bay community

REAL ESTATE DEVELOPER Richard A. “Dick” Beard III has a long history of service to the Tampa Bay area and Florida’s public universities, USF in particular. As the founding chair of the USF Board of Trustees, he worked with then-new USF president Judy Genshaft to create the strategic plan that has led to USF’s continued success. He’s also responsible for reinvigorating downtown Tampa, developing world-class office buildings that transformed the city’s skyline and attracted the Fortune 500 businesses that have fueled Tampa’s economy and contributed to USF’s success.

Dick’s physical legacy includes Tampa’s tallest building, 100 North Tampa, and the second tallest, Bank of America. As a visionary developer with an artistic eye, arriving in Tampa in the early 1970s to develop apartment complexes, he saw the city’s needs and potential, and addressed them.

Dick soon became involved in Tampa’s civic life. A graduate of the Georgia Institute of Technology, he recognized the importance of higher education in advancing the community he’d quickly grown to love. Appointed to the State University System’s Board of Governors in 2010, he also served on that body’s predecessor, the Florida Board

of Regents. He is a current member of the Georgia Institute of Technology Foundation board of trustees and The Florida Council of 100.

Dick and his wife, Lea, have two children, Allison and Richard IV.



THEN: In the 1970s and '80s, Dick Beard launched the revitalization of downtown Tampa and later became a local and state leader for higher education.

NOW: Beard accepts his award from Alumni Association board chair Martin and President Currall. “I’m really excited about USF’s future,” he said. “Our new president, Steve Currall, is going to do a great job ... and take us to AAU membership.”

Where's Rocky?

a **Suzanne Ward**, '86, Life Member, screams in terror while Rocky bravely stares down Dementors from Harry Potter's wizarding world on a Hogwarts Express train ride at Warner Bros. Studio in London.

b Scouts from Japan meet the famous Rocky D. Bull, who was hanging with **Kevin Keller**, '82, Life Member, at the 2019 World Scout Jamboree in West Virginia.

c It's thrills – and some chills – at the 2019 Solheim Cup at Gleneagles in Scotland as **Cindy Kane**, '76, Life Member, and Rocky watch the epic women's golf tournament pitting the best U.S. players against the best of Europe.

d Feeling on top of the world during an Alaskan cruise aboard the Norwegian Bliss, Rocky visits Mendenhall Glacier with pals, from left, **Jeff Fishman**, '92, Life Member; **Brandy Fishman**, '96, Life Member; **Shelby Finman**, '09, Life Member, and **Dawn M. Beeson**, '12, Life Member.

e Old Faithful is just one of the highlights during the Bull Explorers Old West National Park Tour. Rocky joined **Don Kipp**, '82, and **Tina Kipp**, '82, on their second trip with the Alumni Association's travel program. Find 2020 trips at www.usfalumni.org/bullexplorers.

f Future Bull **Alexander Rocek** introduces his favorite collegiate character to his favorite cartoon characters on a Disney Cruise to the Bahamas with his mom, **Monica Russo**, '18 USFSP, and his grandfather, **George Leach**, MEd '17.





With more than 348,000 alumni around the world, Rocky finds friends wherever he travels. If he jumps in the suitcase on your next trip, pops up at a wedding, or photobombs your family portrait, email your high-resolution pictures (300 ppi) and details to Penny Carnathan at pcarnathan@usf.edu, or mail to her at USF Alumni Association, 4202 E. Fowler Ave. ALC100, Tampa, FL 33620-5455.



a

Chapters & Societies

The Alumni Association's geography-based chapters and interest-based societies provide ways for Bulls and friends to stay connected and support USF no matter where they live. Volunteer group leaders plan activities and programs designed to make an impact on USF's success; protect

and promote USF; and to keep Bull bonds strong. Whether they're raising money for a group scholarship fund, getting together for a tailgate, or pitching in on a community service project, these alumni and friends have a great time sharing their Bull pride!

Email your high-resolution photo (300 ppi) and details to Penny Carnathan at pcarnathan@usf.edu or mail them to her at USF Alumni Association, 4202 E. Fowler Ave. ALC100, Tampa, FL 33620-5455.



a John Funny, president of the South Carolina State University National Alumni Association, and Erica Daley, '96, Life Member, chair of USF's Black Alumni Society, bond during a pre-game Bulls and Bulldogs mixer at 7th + Grove in Ybor City.

b Emily Crall, Class of '21, and Daniel Wilt, '13, of the Raleigh-Durham Alumni Chapter, enjoy barbecue, games and live music during the annual Alumni Academy and Awards. Volunteer group leaders from around the country got together for a day of workshops and an evening of recognition for all their hard work.

c Members of the Rugby Alumni Society join with players old and new to celebrate the 50th anniversary of the USF Rugby Club. The weekend included a banquet, golf tournament and – of course – rugby! Attendees included, from left: Shaun Quay, '10 and MS '12; Steven Smith; Alex Lanfranconi, '14; Robert Capriotti, '11 and MA '12; Spencer Bass, '11 and MS '13; Sean Masse, '10 and MPA '13; and James Callihan, '09, Life Member.

d Music Alumni Society members helped host the close of the Herd of Thunder (HOT) Marching Band's weeklong band camp, featuring a performance by HOT for alumni, parents and friends, followed by a cookout.

e Day of the Dead inspiration helps the Latino Alumni Society take top honors in the Homecoming Welcome Home Party tent-decorating contest. From left: Delia Jourde, '00 and MA '07; Shayra Rosario, '10; Ray Fajardo, '16; Alyssa Nichols, '14; Melizza Etienne, '08, Life Member; Luz D. Randolph, '06 and MEd '08, Life Member; and Angelo Rallo III, '18.

Chapters & Societies

No matter
where you live,
you'll always be
a Bull!

The USF Alumni Association has alumni chapters all over the country. We also have college and special-interest societies for like-minded alumni. It's easy to get involved. Just email the contact person of the group you'd like to visit.

Interest-Based Groups

Anthropology Alumni

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Architecture Alumni

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Black Alumni

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Class Notes

1970s

SIMON CANASI, Accounting '78, is the 2019 Tampa Hispanic Man of the Year. He retired as senior vice president with Merrill Lynch and received the company's Lifetime Achievement Award in 2002. Canasi has served on numerous community boards and is a generous philanthropist, including sponsoring USF scholarships.

JUDGE CARYL E. DELANO, English '76, was appointed chief bankruptcy judge for the U.S. District Court's Middle District of Florida, based in Tampa. Her four-year term began Oct. 1.

DR. DARRYL H. PEARSON, Clinical Chemistry '77, Life Member, received the 2019 North Carolina Public Health Association All-Star award. He's a practicing obstetrician and gynecologist in Gastonia, N.C.



RUTH TAYLOR, Business and Office Education '76, was named principal of Mary Ford Elementary School in Charleston County, S.C. She was previously

the assistant associate superintendent for elementary learning and student support services for the Charleston school district.

1980s



MAUREEN AYRAL, MBA '81, was listed on the 2019 Top Wealth Advisor Moms list by *Working Mother* and SHOOK Research. She's the managing director

of investments at Wells Fargo Advisors in Tampa.



MERLISA LAWRENCE CORBETT, Mass Communications '87, will see her first book, *Serena Williams: Tennis Champion, Sports Legend, and Cultural Heroine*, published by Rowman

& Littlefield Publishing Group in February 2020. Corbett is a sports journalist.



DELL DECHANT, Religious Studies '84 and MA '86, organized a Tampa Bay Urban Food Sovereignty Summit to encourage local communities to learn about native edible

crops. He is an associate chair and master instructor in the USF department of religious studies.



ANN DUNCAN, Business '87, received the 2019 Angie Joseph Excellence in Mentorship Award as part of the *Tampa Bay Business Journal's* 2019 BusinessWoman of

the Year Awards program. She's the executive vice president and head of occupier services for Savills U.S. commercial real estate advisors in Tampa.

DR. EDUARDO C. GONZALEZ, Microbiology '87 and MD '91, Life Member, was named national Physician of the Year by the American Academy of Family Physicians. A USF Health professor, he is co-medical director of USF's BRIDGE Healthcare Clinic, a student-driven community free clinic.

DANA MERRITT, MS Speech Language Pathology '80, was awarded the Fast ForWord Provider of the Year by Scientific Learning. She is a speech language pathologist and has a private practice, Merritt Speech & Learning, Inc., in Jacksonville, Fla.

DENISE REDDICK, Management '84, was named a 2019 BusinessWoman of the Year by *Tampa Bay Business Journal*. She's the president

and chief executive officer of Brisk Coffee Roasters.

JOYCE SAMS, Social Sciences Interdisciplinary '84, joined the USF Tampa Library as a staff assistant in human resources. She previously worked in human resources at Spectrum telecommunications.

1990s

SHAWN AFELD, Communication '91, has joined Renaissance Life & Health Insurance Company of America as a senior group sales executive in Florida. Afeld will manage broker relationships in western Florida.



NICHOLE "NIKKI" ALVAREZ-SOWLES, Political Science '97, has been appointed Pasco County clerk of the circuit court and comptroller by Florida Gov. Ron DeSantis. She previously served as interim clerk of court and comptroller.

THOMAS ANDRIOLA, Engineering Management '96, has been named vice chancellor of information technology and data at the University of California, Irvine. He also chairs the board of directors for the nonprofit Corporation for Education Network Initiatives in California.



ERIC BLANKENSHIP, Marketing '99, has joined The Heights District-Armature Works in Tampa as chief marketing officer. He was previously vice president

of marketing for Tampa Bay Sports & Entertainment – Tampa Bay Lightning hockey.

DEANNE M. CORNETTE, Psychology '94 and MHA '12, has been promoted to CEO and strategist at Cornette Consulting, LLC in Riverview, Fla. She previously served as writing and strategic planning consultant for the company.



Send us your class notes!

Send Class Notes submissions and high-resolution (at least 300 ppi) photos to pcarnathan@usf.edu or mail to Penny Carnathan, USF Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455

DALE CUSUMANO, Psychology '96, MA '97, EdS '00 and PhD '05, served at the National Implementation Research Network and the State Implementation and Scaling-up of Evidence-based Practices Center. He's a school psychologist for Fort Mill Schools in Fort Mill, S.C.



DEBRA LICHTER, Interdisciplinary Social Sciences '98, was awarded Realtor Emeritus status by the National Association of Realtors in recognition of

her 40-year membership and service. The broker/owner of Sarasota Beach-to-Bay Real Estate, she is a past recipient of the Realtor Association President's Award.



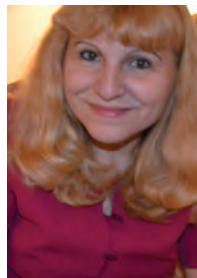
LIANA LOPEZ, Public Relations '96, Life Member, was named a 2019 BusinessWoman of the Year by *Tampa Bay Business Journal*. She's the chief communications

administrator for Hillsborough County, Fla.



ANDREW J. MAYTS JR., Political Science '93, Life Member, has joined Shumaker, Loop & Kendrick, LLP, as a litigation team member. His practice focuses on

banking, finance and construction-related litigation, as well as cybersecurity.



BEATRIZ VIAMONTES, Accounting '95, MAcc '97 and MBA '03, Life Member, is the 2019 Tampa Hispanic Woman of the Year. The first female chair of the Hillsborough

Community College board of trustees, she was also the first female executive for Lions Eye Institute for Transplant & Research in Tampa.

She recently published a nonfiction drama, *The Girl from White Creek*.

PAULA VIELLET, MA Adult Education '96, received the Invisible Disabilities Association's Corporate Award. She's a certified vocational evaluator who has been helping job-seekers with physical, mental, and emotional challenges for over 20 years.

HEATHER WALDERS, Advertising '98, MSW '14 and MPH '15, Life Member, is a mental health outreach clinician at the USF Counseling Center in Tampa.

JEFFREY WEST, Political Science '92, joined iGov, an IT solutions company in Tampa, as the lead C5ISR solutions architect and subject matter expert. He was previously the senior systems architect at CopaSAT, satellite network designers and builders.



JANET WHITWORTH, Management '98 and MBA '00, was elected president of the Rotary Club of Asheville, N.C.

2000s

STEVEN BLICKENSERFER, Political Science '06, was appointed chair of the Florida Bar business law section's computer and technology committee. He is an attorney at Carlton Fields in Miami.

LEONARD BURKE, Finance '05, director of asset management with the Tampa Housing Authority, was named to the *Tampa Bay Business Journal's* "40 Under 40" list.

LAUREN BYLSMA, MA Psychology '08 and PhD '12, received the Early Career Contribution to Psychophysiology Award from the Society for Psychophysiological Research. She's an assistant professor of psychology and psychiatry at the University of Pittsburgh.

JOHN CRUTCHFIELD, Management Information Systems '02, was appointed chief operating officer at ProfitSword, LLC in Orlando,

Fla. The company specializes in business intelligence software and applications. He was previously ProfitSword's scrum master/agile operations leader.

KYLE DONOVAN, Management '07, was named to the *Tampa Bay Business Journal's* "40 Under 40" list. He is vice president of enterprise operations at GTE Financial in Tampa.

SCOTT DOTSON, Political Science '08, Life Member, is a managing health scientist at Cardno ChemRisk in Cincinnati.

DAVID FARNER, Marketing '06, was promoted to new car sales director at Brandon Honda in Brandon, Fla. Previously, he was the executive manager.

DEBRA GENOVESE, Finance '05, was named to the *Tampa Bay Business Journal's* "40 Under 40" list. She is the executive director of compliance for the Depository Trust & Clearing Corp. in Tampa.



DEVERON GIBBONS, MPA '06, was reappointed by Florida Gov. Ron DeSantis to the St. Petersburg College District Board of Trustees. He is senior vice president of public affairs and

business development at Amscot Financial in Tampa.

IVONNE HERNANDEZ, Nursing '00, MS '05 and PhD '14, received the 2019 Hispanic Pathways Faculty Award for her work in maternal health and breastfeeding practice, including co-leading a trip to Panama to facilitate community-based maternal child-care in clinics. She is an assistant professor at the USF College of Nursing.

CARRIE HURST, MA Library and Information Sciences '00, received the 2020 USF School of Information Jean Key Gates Distinguished Alumni Award. She manages Robert W. Saunders Sr. Public Library in Hillsborough County.

JENNIFER IVEY, History '07, has joined Walker Gressette Freeman & Linton, LLC in Charleston, S.C., as an attorney. She was previously the owner of Seacoast Realty LLC in Charleston.



SNAPSHOTS

Happy retirement!

October saw the retirement of USF senior vice president and Foundation CEO Joel Momberg, Life Member, after more than 10 years of leadership and service. Momberg led the most ambitious fundraising campaign in the university's history – USF: Unstoppable – which exceeded its \$1 billion goal in 2018. Only two other public universities in the nation founded since 1956 have raised \$1 billion in a single campaign.

VICKIE LYNN, Social Work '03, MSW '05, MPH '10 and PhD '19, has joined USF's School of Social Work in Tampa as a visiting instructor. She was previously an adjunct instructor at the school.

FRANK MULLER-KARGER, MS Management '01, finished the 21-year CARIACO Ocean Time Series in Cariaco, Honduras. It was one of the longest-running oceanographic studies in the world. He's a professor at USF's College of Marine Science.



JESSICA PAWELKOP MUROFF, Mass Communications '01 and MA '02, Life Member, was named chief executive officer of United Way Suncoast, covering Hillsborough, Pinellas, Sarasota and DeSoto counties. Muroff was previously CEO of Girl Scouts of

West Central Florida. She served as USF student government president in 1998.

SHALEWA NOEL-THOMAS, MPH '02 and PhD '10, is the bureau chief with DC Health's Community Administration, Cancer and Chronic Disease Prevention Bureau in Baltimore.

DEIDRE ORRIOLA, MPH '06, traveled to Vega Baja in the Bahamas as part of a nongovernmental disaster medical team in the wake of Hurricane Dorian. She is an instructor with USF's College of Public Health.



CHRISTOPHER PRENTICE, MHA '09, Life Member, was named chief executive officer of Harmonic Bionics, which specializes in robotics tools for

rehabilitation therapy, in Austin, Texas. He was previously CEO of Mazor Robotics, Inc.

JULIO RODRIGUEZ, Mechanical Engineering '00, was named a Prospera USA 2019 Success Story in recognition of his excellence as a small-business owner. The nonprofit provides bilingual assistance to Hispanic entrepreneurs. Rodriguez is the distribution sales manager for California-based Nortek Security & Control.

AMIT SHARAN, Marketing '03 and MBA '05, is the new vice president of marketing at Tatari, Inc., media company in San Francisco. Previously he worked as a product marketing communications manager at Facebook.

ANGELINE SIMEUS, Psychology '09 and MPH '12, has joined national optical retailer National Vision Inc. as an optometrist.

TYVI SMALL, Communications '01 and MEd '04, Life Member, was named vice chancellor for diversity and engagement at the University of Tennessee Knoxville campus. He was previously executive director of talent management, diversity and community relations for the UT College of Business Administration.



JORDAN STRAWN, Finance '09, was named to the *Tampa Bay Business Journal's* "40 Under 40" list. He is the chief sales officer for ReedTMS Logistics freight services company in Tampa.



GRETCHEN SUÁREZ-PEÑA, Civil Engineering '09, received a Writer's Grant and Best Play honors, Table Read category, for her play *Trafficked*. The awards were presented at the inaugural Be Original Festival in Orlando, Fla.

KEONA WILLIAMS, Communications '03, was named to the *Tampa Bay Business Journal's* "40 Under 40" list. She is chief operating officer at Merlin Law Group, PA, a national property insurance claims firm.

2010s

ENIOLA AKINRINADE, Management '11, has joined California-based Live Nation Entertainment as an associate counselor dealing in labor and employment issues. She previously worked in employment law with Reed Smith LLP.

ERICA BARDEN, Music Performance and French '16 and MBA '19, Life Member, joined Baker McKenzie law firm at its new Tampa operations center as an analyst. Previously, she was a recruiter for USF Innovative Education.



DR. RAYMOND DE CUBA II, MPH '11 and MD '15, joined the staff at Wheeling Hospital in Wheeling, W.Va., as a sports medicine specialist.

Previously the physician for USF's football and men's soccer teams, he was recognized in 2015 for outstanding contributions to sports medicine at USF.

NORBERT R. DONELLY, MBA '18, was named to the *Tampa Bay Business Journal's* "40 Under 40" list. He's president of Tervis Tumbler in North Venice, Fla.

MICHAEL FRIEDMAN, Business '16, joined First American Title Company as an underwriter in Tampa. He was previously a research assistant at the University of Florida Warrington College of Business.



KIMBERLY HILL, MBA '18, was named to the *Tampa Bay Business Journal's* "40 Under 40" list. She is assistant vice president

of public relations and communications at USF. She was previously director of communications for ReliaQuest cybersecurity firm.

In Memoriam

VANESSA J. ANDERSON, Foreign Language Education '86 and MA '95, Aug. 2, 2019

JO ANN E. ARTHUR, International Studies '85, Aug. 1, 2019

JEANETTE BAKER, Chemistry '74, Sept. 29, 2019

LEE BENJAMIN, USF Honorary Degree '02, Oct. 16, 2019

WILLIAM BROOKS, Interdisciplinary Social Sciences '82, Sept. 27, 2019

JOSHUA BROWN, Interdisciplinary and Social Sciences '14, Oct. 4, 2019

SUSAN S. CARLO, History '02, Aug. 11, 2019

EUGENE H. CROPSEY, MA Distributive Marketing Education '70, Sept. 13, 2019

FRANK T. DISHAROON, History '70, Aug. 27, 2019

CRAIG W. DYE, MA Zoology '72, Life Member, July 26, 2019

JAMMIE WATKINS FAIRCLOTH, Elementary Education '95 and MEd '01, Life Member, June 26, 2019

JOANNE FLEECE, MA Guidance and Counseling Education '74, Sept. 21, 2019

ROBERT D. GREEN, English '12, Sept. 27, 2019

JO ANN HENRY, MEd '85, Oct. 6, 2019

DR. THOMAS LYNN HICKS, MD '78, Oct. 1, 2019

BARBARA (BAYNARD) HUBBELL, English '76, Aug. 1, 2019

JOEL S. KAHN, History and Philosophy '68 and MA '94, Oct. 20, 2019

LINDA R. KEENE, Finance '81, Aug. 2, 2019

DENA G. LEAVENGOOD, MA Zoology '82, Aug. 8, 2019

BARBARA (WARD) LEEDY, Business and Office Education '70, Sept. 4, 2019

WILLIAM D. MANGOLD JR., Sociology '68 and MA '69, July 3, 2019

ANDREW MCCALL, Classics and Classical Languages '01, Aug. 3, 2019

JORY D. MCKINLEY, Electrical Engineering '91 and MS '91, Aug. 9, 2019

DANIELLE MINNER, Criminology '12, Sept. 12, 2019

STEVEN B. NICHOLS, Management '77, Aug. 24, 2019

DEBRA OLIVER, Special Education '96, July 31, 2019

OMA (MOBLEY) PANTRIDGE, MEd '69, Sept. 12, 2019

SHARON M. PERRY, Accounting '87, Aug. 7, 2019

ROBERT R. RICHMOND, Chemistry and Interdisciplinary Natural Sciences '70, Aug. 30, 2019

BERNICE CURTIS ROOKS, Elementary Education '63 and MEd '69, Oct. 12, 2019

STEPHEN M. SHAPIRO, Psychology '72 and MA '75, Aug. 3, 2019

HARRY L. SHOFFNER, Zoology '67, Oct. 22, 2019

DEBORAH L. SMITH, Marketing '73, Oct. 4, 2019

RICHARD J. WAGNER, ME '68, Sept. 23, 2019

EDYTHE (DUNCAN) WHITTEN, Elementary and English Education '66 and MA '70, Aug. 23, 2019

ABIGAIL WIGHTMAN, History '98, July 17, 2019

CHRISTOPHER B. WILLIAMS, MS Finance '15, Aug. 25, 2019

Faculty and Staff

DR. WALTER E. AFIELD, Associate Professor, Nursing, Oct. 12, 2019

DR. VERNON H. BARTLEY, Physician, Oct. 1, 2019

KAREN BERG GALLAGHER, Public Speaking Instructor, Oct. 14, 2019

BETTY (SCHOEPE) MILLER, USF St. Petersburg Nelson Poynter Library, Oct. 17, 2019

DR. ROGER MONSOUR, 2012 Class of '56 Award recipient, Sept. 26, 2019

CHRISTOPHER T. SCHWINT, Finance '81, College Budget Director, Marine Sciences, July 21, 2019

JOAN A. STANKO, EXECUTIVE SECRETARY, General Counsel's Office, Sept. 22, 2019

Class Notes

MY-PHUONG "MARIA" HUYNH, MPH '17, has joined the Philadelphia Department of Public Health as the program evaluation and surveillance manager. She previously served as an epidemiologist with the Utah Birth Defect Network.



MATTHEW KNAPP, Information Technology '17, was recognized as a CIO of the year nominee by *Tampa Business Journal*. He is director of product development at College Hunks Hauling Junk in Tampa.

SAMANTHA LOVARI, General Studies '19, has joined the U.S. Peace Corps and will be serving in Zambia.

DANIEL A. NEWFANG, PhD '17, is a senior industrial hygienist, toxicologist, safety and environmental engineer with NASA/ERC, Inc. at Kennedy Space Center in Merritt Island, Fla.

ANTHONY NORIEGA, Mass Communications '11, received a USF Health Culture Coin for providing superior service and hospitality at USF's Center for Advance Medical and Learning Simulation (CAMLS) in Tampa. The coin is awarded to exemplary employees who go above and beyond in representing USF Health values.

ALISON OBERNE, MPH '09 and PhD '18, is the new director of the bachelor's in public health program at the USF College of Public Health. She previously worked as an undergraduate instructor at the college.



LUIGI ORENGO JR., Political Science '13, has joined Carlton Fields law firm's Tampa office as a litigator associate. He was previously an associate at

Milbank LLP.



SHANEERIA PERSAUD, Psychology '14, was selected by the Global Autism Project to assess needs in Kenya. She's a behavior specialist with the Manatee County

School District.



DR. CORY PORTEUS, MS Medical Studies '10, has joined the Sterling Physicians at Colquitt Regional in Moultrie, Ga., as a pathologist.

REMA RAMAKRISHNAN, PhD '17, published her dissertation on a rare musculoskeletal birth defect caused by smoking during pregnancy in the journal, *Birth Defects Research*. She is a biostatistician/epidemiologist with The George Institute for Global Health in Oxford, U.K.

ADAM L. SLOTNICK, MSPH '16, was promoted to senior associate at HealthCare Appraisers, Inc. in Boca Raton, Fla., where he works as a compensation valuation associate.

JORDAN SNEAD, Public Health '17, has joined Florida Health Pasco County as a public health preparedness planner. She previously worked as an emergency management planner for Pinellas County.

DAVID STAPLES, Accounting '15 and MAcc '17, was promoted to advisory senior at Ernst & Young. He started his career with the firm as an assurance intern and joined the company as an assurance associate in 2017.

DANIELLA SURIC, MA Applied Behavior Analysis '14, married Cory D. Liseno in River Vale, N.J.



SHANNON TAYLOR, MA Library and Information Sciences '16, is the new director of Lakewood Memorial Library in Lakewood, Fla.



SNAPSHOTS

Go go Godzilla

Some things just can't be unseen, so Rocky plays it smart when he and Jana Coleman, '83, happen upon a giant statue of Godzilla guarding an office building in Osaka, Japan. They made the trip with Jana's husband, Michael Coleman, '83.

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TANISHA WESLEY, Nursing '16, was recognized as one of four Nurses of Excellence by West Central Florida's BayCare Health System. She is a registered nurse at Winter Haven Hospital in Winter Haven, Fla.

COURTNEY WILLIAMS, Criminology '16, helped take the Connecticut Sun basketball team to the WNBA finals in September. She's the second USF Women's Basketball player to reach the WNBA finals.

DR. ASFIYA YUNUS, Biomedical Sciences '12 and MD '16, joined the St. Cloud Medical Group in Osceola, Fla., as a family medical physician.

SHAWN ZAMANI, Public Health '18, was named a 2019 Cooke Graduate Scholarship recipient by the Jack Kent Cooke Foundation. He is pursuing a doctorate at the University of Cambridge, U.K.



SIERRA ZARRIELLO, Mass Communications '17 and Women's and Gender Studies '17, joined the USF Foundation as the communications

and marketing officer for multimedia production. She previously worked with USF Housing & Residential Education.

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15. Extent & Nature of Circulation USF Alumni Association Members Magazine

	Average no. copies each issue during preceding 12 months	No. copies of single issue published nearest to filing date
A) Total number of copies printed (Net Press Run)	36,250	36,000
B) Requested distribution:		
(1) Outside County Requested Subscriptions stated on PS Form 3541. (Include written, internet, telemarketing requests, advertiser's proof copies and exchange copies.)	24,652	24,513
(2) In-County Requested Subscriptions, stated on PS Form 3541. (Include direct written request from recipient, internet, telemarketing requests, advertiser's proof copies and exchange copies.)	218	314
(3) Sales through dealers, carriers, street vendors and others paid or requested distribution outside USPS	0	0
(4) Requested copies sent through other USPS mail classes	0	0
C) Total requested circulation	24,870	24,827
D) Non-requested Distribution:		
(1) Outside County Nonrequested Copies, including sample copies, requests over 3 years old, requests induced by a premium, bulk sales and names obtained from other sources	5,175	5,218
(2) In-County Nonrequested Copies, including sample copies, requests over 3 years old, requests induced by a premium, bulk sales and names obtained from other sources	42	52
(3) Non-requested copies sent through other USPS mail classes	0	0
(4) Non-requested copies distributed outside of the Mail	6,143	5,858
E) Total Non-requested distribution	11,360	11,128
F) Total distribution	36,230	35,955
G) Copies not distributed	20	45
H) Total	36,250	36,000
I) Percent requested circulation	68.6%	69%
16. Electronic Copy Circulation	0	0
17. The Statement of Ownership will be printed in the Winter (December) 2019 Issue.		
18. Rita B. Kroeber, Managing Editor		

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