$1 Billion

USF: Unstoppable Campaign Launches Second Phase
FEATURE Transforming Alzheimer’s Care

Researchers, doctors and clinicians at the USF Health Byrd Alzheimer’s Institute are Unlocking the mysteries of Alzheimer’s and transforming patient care. Pictured: David Morgan, CEO, and Dr. Amanda Smith, medical director, with the institute’s $1.5 million PET scanner.
WINTER 2013

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COVER STORY
Gordon Gillette, President of Tampa Electric & Peoples Gas, and Tod Leiweke, CEO of the Tampa Bay Lightning, will co-chair the second phase of USF: Unstoppable.
It seems like just yesterday we welcomed a new year at USF, but here we are stepping into the holiday season once again.

Time has flown and nothing stands still at this great institution. At the USF Health Byrd Alzheimer’s Institute, doctors and scientists are unlocking the mystery of Alzheimer’s and closing in on treatments to prevent this insidious disease. You will be amazed at the life-changing work under way at “The Byrd” to support patients, families and caregivers while advancing science in a uniquely collaborative environment.

Every story in this issue of USF Magazine speaks to why we are unstoppable. And speaking of unstoppable, I am excited to announce that we have launched the second phase of our USF: Unstoppable Campaign, with a total goal of $1 billion for the combined campaigns. I am so grateful to our new campaign co-chairs, Gordon Gillette and Tod Leiweke, for agreeing to lead us in this next phase.

In September we announced another record-breaking year for research, with more than $413 million in new contracts and grants for the 2012-2013 fiscal year. Our Annual Research Report offers a look at how the entrepreneurial focus of USF researchers at all levels is differentiating our university among other institutions and contributing to economic development in the region.

Our feature on global learning is a tribute to the efforts of so many at USF to internationalize our institution. Read about our amazing students and faculty learning abroad and the remarkable international students here on campus and you will know why USF was one of only five institutions in the nation to receive the prestigious Senator Paul Simon Award for Campus Internationalization.

I know you will enjoy reading about Mya Breitbart, a College of Marine Science professor who was named one of Popular Science magazine’s “Brilliant Ten.” In fact, I think you will enjoy reading every story in this issue of USF Magazine.

To all of you, best wishes for a happy holiday season. I look forward to another year of unstoppable success!

President Judy Genshaft
Cybersecurity Leader

Florida faces a narrow window of opportunity to capitalize on one of the most in-demand, high-paying, and rapidly growing fields of our time—cybersecurity. With six-figure starting salaries, this specialized STEM field can keep thousands of Florida graduates working in the state by creating new high-skilled jobs, attracting high-tech companies to open their doors here, and serving as a vital resource to businesses and national defense.

Recognizing this need and opportunity, the 2013 Florida Legislature requested USF provide a plan and budget to create the Florida Center for Cybersecurity, to be housed under the leadership of the university and secure Florida’s place as the national leader in this burgeoning field.

USF’s proposal includes a request for state funding to support the phased-in $16.1 million program, as well as a $30 million facility that would house top-secret research on the Tampa campus. USF will also repurpose millions of its own resources to support this endeavor, in addition to garnering private funding and grants.

The demand for highly-trained cybersecurity professionals is considerable. Even when compared with other high-demand IT jobs, demand for cybersecurity jobs is growing more than three times faster.

Across the State University System and at the state’s independent colleges and universities, pockets of work are now being done in this field. These include the first-of-its-kind cybersecurity master’s degree approved by USF’s Board of Trustees, a recent local cybersecurity outreach effort by the University of West Florida, a cybersecurity program being promoted by the Florida Institute of Technology, and a cybersecurity-emphasized bachelor’s degree at Embry Riddle University, to name a few.

USF’s effort is being led by Sri Sridharan, who has been appointed managing director of the cybersecurity initiative. Prior to joining USF, Sridharan led both established companies, including IBM, and start-up companies.

He says USF’s location near leading global tech companies, Central Command and Southern Command at MacDill Air Force Base, and the number of faculty already teaching and performing research in all aspects of cybersecurity, provides a great platform to build a world-class program quickly.

“If there is a time to launch this initiative, it is today,” Sridharan says. “This is going to be a statewide initiative where we are going to collaborate with the other state institutions. The timing is right, the location is right, the companies are right, and the people and skill sets are right.”

VICKIE CHACHEERE | USF News
Glass Explorer

Yes, that guy over there is talking to his glasses—or rather to his Google Glass—the tiny square floating out in front of his glasses.

“That guy” is Joseph Evans, a Ph.D. graduate research assistant in the Department of Anthropology and one of the lucky 2,000+ people worldwide to be among the first to use Google Glass—a wearable computer with an optical head-mounted display.

When he saw the announcement on Google+ about the international search for “bold, creative individuals” to help test the device, Evans decided to apply. Less than four weeks after he submitted his 50-word tweet to #ifihadglass, Evans received the good news that he’d been chosen to be a Google Glass Explorer.

In July, Evans picked up the innovative device in New York and stayed over for orientation and training.

“This takes us beyond globalization.

...And here at USF, we’re a good year ahead of everyone else.”

– JOSEPH EVANS

Exploring is a way of life for Evans, who works in USF’s Alliance for Integrated Spatial Technologies (AIST). As an archaeologist specializing in cultural/heritage documentation and management, his travels have taken him to many sites throughout the southeastern United States.

This takes us beyond globalization.
Latino Scholars

USF’s newest class of Latino Scholars represents an overall picture of talent, determination and achievement.

Collectively, the group of 40 students has endured hardships, illness, separations from family and more to earn outstanding GPAs. Several have mastered three languages. Two entered college from high school with associate’s degrees.

The university-wide, need-based scholarship program pairs students with sponsors who become mentors, providing guidance, encouragement and networking opportunities throughout their college career.

A total of $200,000 in scholarships was awarded this year during a packed ceremony which included sponsors, donors, families and elected officials.

Since the privately-funded program began in 1992, about $2.5 million has been awarded to students, most who are the first in their families to attend college. More than $4.7 million has been raised in endowed funds, including matching funds from the State of Florida.

The program boasts an impressive 95 percent graduation rate—an important statistic considering that for every 1,000 Hispanic children who enter the educational system in grade 1, only 70 go on to attain college degrees, according to U.S. Department of Education.

The newest class of scholarship recipients brings the list of currently enrolled students to 100, with an additional 352 Latino Scholarship alumni working as professionals in fields such as education, nursing, medicine, law, engineering and accounting.

Among the alumni at the August event was Tampa attorney Stacy Ortiz, who began sponsoring her first student this year. She is the second USF graduate to become a scholarship sponsor, joining Jackie Toledo, a senior project engineer also in Tampa.

“Our graduates are becoming part of the community of successful people who help our scholars reach new heights,” says Patsy Feliciano, director of the Office of Diversity and Inclusion and the Latino Scholarship program. “We fully expect to see this trend continue and grow.”

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This is really about ‘glocalization,’ but we’re going to need a new word for this. And here at USF, we’re a good year ahead of everyone else.”

Evans’ first use of Google Glass was to give Research Assistant Professor Lori Collins, AIST co-director, a call and show her his view from the top floor of Google’s offices in midtown Manhattan.

“Joe and I talked and planned a lot before the New York trip,” she says, “but when I saw New York through his eyes as we ‘hung out’ in a Google online platform, live, my mind raced with the real and tangible possibilities for using ‘Glass in Class.’”

Collins explains that it will be possible to interact with classrooms here and around the world “live from the site locale with students seeing firsthand what the field work is like through the eyes of the archaeologist.”

Archaeology is just one use, Evans says.

There’s also interest around campus from USF Athletics, doctors at Tampa General Hospital and anthropologists in Evans’ department.

Off campus Evans has used Glass to assist in the digital documentation of a Cape Canaveral launch facility. And he plans to take it abroad. Throughout the day he checks the time, temperature and traffic conditions and uses Glass to make phone calls, get messages, answer emails and receive appointment reminders. The list goes on and on. About 80 percent of what he does is voice commands, the rest is touch.

“There’s today. There’s tomorrow,” Evans says. “Things will never be the same.”

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BARBARA MELENDEZ | USF News

2.5 Million since 1992

95 Percent graduation

$200 Thousand in scholarships

$2 Million

USF MAGAZINE | Winter 2013 7
Race for a Cure

Natchez Hanson considers one of her proudest accomplishments walking across the stage to receive her college diploma. Hanson, 24, now a high school math teacher in Polk County, lives daily with the challenges of Friedreich’s ataxia. The rare debilitating neuromuscular disease typically strikes between the ages of 5 and 15, causing vision, balance, speech and cardiac problems and progressively robbing a young person of their energy, strength and ability to walk.

While physical therapy helps Hanson work on core strength and balance, there is no approved treatment for Friedreich’s. So it’s understandable she’s excited to be part of a USF-led national clinical trial of a drug that researchers, clinicians and patients hope will be the first to improve the symptoms of the life-shortening disease.

Researchers are primarily testing the effectiveness of the investigational drug EPI 743, a potent antioxidant, on vision in patients with Friedreich’s ataxia, many of whom experience varying degrees of visual changes. The study will additionally evaluate neurological function.

Sixty patients have been enrolled in the study, which involves Children’s Hospital of Philadelphia at the University of Pennsylvania and UCLA in Los Angeles, Calif., as well as lead site USF.

The overwhelming international interest by prospective trial participants didn’t surprise Dr. Zesiewicz and others who care for those with Friedreich’s ataxia.

“These are young people—children, teens, young adults—affected by a relentless disease that can cause early death,” says Dr. Zesiewicz, USF Health professor of neurology. “There is a real sense of urgency to find a first treatment. We’re racing against time here.”

While Friedreich’s ataxia is the focus of the USF-led study, Dr. Zesiewicz says, “EPI-743 may have implications for other neurodegenerative disorders like Parkinson’s disease and Alzheimer’s disease.”

ANNE DELOTTO BAIER | USF Health
Veteran to Nurse

USF’s College of Nursing was one of nine institutions across the country awarded funding by the U.S. Department of Health and Human Services to create a Veteran’s Bachelor of Science Degree in Nursing Program. The fully-funded, four-year grant, totaling $1.25 million, was the largest of the grants awarded.

The new baccalaureate program, known as V-CARE (Creating Access to Registered Nurse Education for Veterans), will facilitate a more efficient pathway from veteran, to student, to career nursing professional, awarding credit for previous military training and service. The college expects to begin with 12 to 24 students in fall 2014, and plans to enroll 120 veterans and service members, including reservists, over four years.

“The V-CARE program will creatively address several critical national challenges—a significant shortage of registered nurses, the underemployment of veterans, and increased patient demand for access to care,” says project director Rita F. D’Aoust, associate dean for academic affairs and director for interprofessional initiatives at the USF College of Nursing.

The challenges are particularly pressing in Florida, a state projected to have the largest shortage of RNs (almost 130,000 jobs) in the Eastern United States by 2030, according to the U.S. Registered Nurse Workforce Report Card and Shortage Forecast.

“This new program will build upon the strengths of our existing links with the USF Office of Veterans’ Affairs, our clinical collaborations with leading healthcare and VA agencies, our partnerships with key personnel at military bases, and our strategic focus on military and veterans’ health,” says College of Nursing Dean Dianne Morrison-Beedy.

ASHLEA H. BAILEY | USF College of Nursing

One-Stop Care

A new, one-stop facility in the Westshore area of Tampa offers diabetes patients a relaxing, home-like environment with every aspect of care to successfully and proactively manage their condition.

The USF Health Diabetes Home for Healthy Living opened in August, ushering in a new approach to diabetes care.

“We knew we had to create a place that offered a sense of support more than a sense of a clinic,” says Michele Laine, a nurse practitioner who is director of the USF Health Diabetes Home.

“Happy patients are more likely to be compliant so our main goal is to have a whole bunch of happy patients.”

The 2,000-square-foot facility offers an on-site laboratory for speedy glucose, A1C, lipid panel and other lab results; retinal scanning to monitor issues faced by many diabetics; customized diet planning based on patient preferences; and diabetes education classes, to name just a few.

“The USF Health Diabetes Home for Healthy Living is a one-stop experience for care that makes managing diabetes much simpler for patients and their families,” Laine says. The center is primarily for adults with Type 2 diabetes or adults with Type 1 who have been diagnosed for at least one year.

“We have created a medical home, bringing state-of-the-art medical technology, advanced diabetes management techniques, continuous monitoring and an intensive focus under one roof to offer convenient, effective, innovative and all-embracing diabetes care.”

SARAH WORTH | USF Health

Michele Laine, nurse practitioner and director for the USF Health Diabetes Home, with Hershey, a labrador/husky mix specially trained to detect fluctuations in blood sugar levels in patients with diabetes.
Focus on Aging

When Jay Sokolovsky began studying impoverished elders living in single-room occupancy hotels in Midtown Manhattan in 1974, aging in America was not considered a respectable area of study for cultural anthropologists like himself. “It was considered an off the wall topic,” recalls Sokolovsky, anthropology professor at USF St. Petersburg. “Until the late ’70s or early ’80s, aging wasn’t a dignified place for anthropologists to work in.” Go study indigenous culture in some far-flung place, his fellow anthropologists told him.

Anything but aging.

Sokolovsky, whose Ph.D. dissertation was about an indigenous community in Mexico, pressed on with his work on aging, fascinated by the cultural hurdles faced by the elderly and the implications on public policy. Eventually he found a handful of like-minded anthropologists and together they created an entirely new focus in anthropology.

He would go on to develop some of the first college anthropology courses on aging, write a textbook now used at 70 universities, and present his findings at conferences at the United Nations and around the world. This year he will publish a scholarly ethnographic study, *Indigenous Mexico Engages the 21st Century: Never More Campesinos*.

His four decades of leadership in the field has earned him the recognition he couldn’t have imagined when he began. The 2013 Robert B. Textor Award recipient.

Jay Sokolovsky is the 2013 Robert B. Textor and Family Prize winner for Excellence in Anticipatory Anthropology.
and Family Prize for Excellence in Anticipatory Anthropology was awarded to Sokolovsky during the American Anthropological Association’s annual meeting in November. The award honors pioneering contributions in anthropology that encourage informed policy choices.

The research by this new breed of anthropologists would inform government policies focused on community-based solutions. Before then, Sokolovsky says, “the assumption was people would take care of themselves or families would take care of them.”

But society was changing in profound ways, with people living longer, families scattered and suburbanization leading to isolation. Because of its large and rootless elderly population, Florida was a global innovator for community-based support, and Pinellas County the perfect laboratory for study.

Sokolovsky found the elderly had developed their own hidden support networks. Uncovering those social networks was key to finding ways to help them. Or, as he puts it, the key was “understanding how the process of help happens naturally and blending that with appropriate public support.”

Today the field is alive and well, with 750 members in the American Anthropological Association Interest Group on Aging and the Life Course. Sokolovsky is still conducting research in New York, Florida and Mexico and looks back with pride on how the field has grown.

“I’m very proud of what my colleagues have done,” Sokolovsky says. “People who were not afraid to do things that were not accepted, sometimes to the detriment of their career advancement. I am especially honored to be recognized by my professional peers, who when I began doing research on aging more than two decades ago, warned me that I should direct my intellectual energy in other areas.”

TOM SCHERBERGER | USFSP
20 Years of Brunch

For two decades, on a crisp autumn morning in Sarasota, hundreds of community leaders, movers and shakers, alumni and friends have gathered under white tents near Sarasota Bay with a single purpose—to help students achieve their goal of higher education.

On Sunday, Nov. 10, a crowd of more than 1,000, including current and former USF Sarasota-Manatee students, joined scholarship recipients for the 20th annual Brunch on the Bay. Since 1994, the celebrated community event has raised more than a million dollars in scholarship support for more than 1,000 USFSM students from every academic discipline.

“Brunch supporters share a belief in the value of education, and know that true success is not measured by how much we get, but by how much we give back,” Regional Chancellor Arthur Guilford says.

The inaugural Brunch on the Bay scholarship event was launched on the New College campus to celebrate the 20th anniversary of USFSM and set the tone for a signature celebration at a waterfront setting. Just one year later, in 1995, the Brunch on the Bay Endowed Scholarship Fund was established with a founding gift of $100,000, and the program awarded its first two scholarships.

By 2006, the same year USFSM moved to its new North Tamiami Trail home, the endowment had grown to more than $1.3 million and attendance at the annual celebration of higher education surpassed the 1,000 mark.

Last year Brunch by the Bay found its true home—the USFSM campus. The endowment was supporting more than 70 students annually with more than $60,000 in yearly support.

The 20th anniversary brunch celebration was the biggest and most successful get-together in brunch history. With more than 20 of the area’s finest restaurants serving their signature dishes, the event raised more than $360,000 in cash and in-kind gifts.

“We are so delighted to celebrate and recognize the outstanding generosity and inspired vision of Sarasota-Manatee’s leaders who are advancing the legacy of giving and growing at USFSM,” Guilford says. “Each year, Brunch has been getting better and better, and promises to have an even brighter future ahead.”

RUTH LANDO | USFSM
Acidification of the Arctic Ocean is occurring faster than projected according to a new study by USF scientists and the U.S. Geological Survey (USGS). The increase is being blamed on rapidly melting sea ice—a process that could have important consequences for the health of plants and animals in the Arctic ecosystem.

Ocean acidification is the process by which pH levels of seawater decrease due to greater amounts of carbon dioxide being absorbed by the oceans from the atmosphere. Lower pH levels make water more acidic, and lab studies have shown that more acidic water decreases calcification rates in many calcifying organisms, reducing their ability to build shells or skeletons. These changes, in species ranging from corals to shrimp, have the potential to impact species up and down the food web.

The researchers found that the decline of sea ice in the Arctic summer has important consequences for the surface layer of the Arctic Ocean. As sea ice cover recedes to record lows, the seawater beneath is exposed to carbon dioxide—the main driver of ocean acidification.

In addition, the melted freshwater dilutes the seawater, lowering pH levels and reducing the concentrations of calcium and carbonate—building blocks of the mineral aragonite, which along with other carbonate minerals, make up the hard part of the skeletons and shells of many marine microorganisms.

The new research shows that acidification in surface waters of the Arctic Ocean is rapidly expanding into areas that were previously isolated from contact with the atmosphere.

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The sun over the Arctic Ocean, taken from atop the bridge over the bow of the USCG Cutter Healy.
Golden Moment

For WUSF Public Media, it was a golden moment.

On September 13, Tampa Bay’s only comprehensive media organization marked 50 years on air—broadcasting from the University of South Florida in Tampa. Tampa Mayor Bob Buckhorn proclaimed the day “WUSF Public Media Day.”

What began in 1963 as a single radio station is today four TV channels, two radio stations, a vibrant online platform and a thriving video production department. Programming includes news, entertainment and educational shows for children and adults, as well as original, cross-platform content—University Beat, Florida Wildlife Corridor Expedition, Health News Florida, and State Impact Florida—live performances, and interviews with regionally and nationally celebrated classical musicians.

WUSF Media General Manager JoAnn Urofsky calls it a “golden journey,” crediting members for the success of the public media service.

“It’s all for our members, and our members make it possible,” she says. “They have empowered and informed our journey every step of the way.”

Sheila Stewart was part of that journey. After a 20-year career as the first female radio announcer for the BBC, Stewart joined WUSF in 1971, bringing classical music to the station, as well as the idea of financial support from listeners.

Jazz director Bob Seymour, who produced Stewart’s radio show in its final three years, remembers a “fascinating woman who did both radio and TV at WUSF, and was a focal point of the arts scene throughout the area.”

Clockwise: First jazz director George Geiger; Bob Seymour, Wende Sherwood and Connie McDonnell break ground; Sheila Stewart; Lloyd Moss, Edward Downes, Irving Kolodin and Martin Bookspan listen to a first broadcast.
Over the years countless students have learned the art and science of broadcasting through WUSF internships and classes.

A lot has changed over five decades, according to Urofsky, citing the advent of cable television, a shift to high-definition digital broadcasting, emerging content for the web, and smart media devices.

“We’ve not only kept up with those changes, we pioneered them,” she says. “We’ve gone far beyond the world of broadcasting.”

ANN CARNEY | USF News

Seymour joined WUSF in 1981 and today oversees 58 hours of weekly jazz programming at the station. He credits his longevity to “the rare opportunity to work in public radio and with the music that reaches me so deeply, and to share it.”

“The music is a well that never runs dry, but it’s the people — colleagues, artists, promoters and the listeners who like this sound—who enrich my life every day.”

From its inception WUSF made the university its home, broadcasting from cramped space in the original USF library. In 2001, the public media service moved its radio and television operations into a new, state-of-the-art, $9.1 million building on the USF Tampa campus.
Moller pilots the jet dragster at speeds close to 300 mph for a quarter mile down the race track during test runs at the Orlando Speed World Dragway.
When you consider the speed at which Kat Moller travels down the race-track, you understand why the USF sophomore is studying to fine-tune her mechanical engineering skills.

Moller pilots jet dragster race cars reaching speeds of 300 mph within a quarter-mile stretch. Although she’s new to this type of driving, Moller has been racing traditional cars for almost 10 years. She grew up watching her father drive race cars and helping him tinker in his auto body shop in Sarasota, Corvettes West. Moller says she’s always known that she wanted to drive race cars, fast.

“When I was 11 my dad got me a junior dragster and I started out in that racing other kids. I’ve kind of worked my way up through door cars and then the dragster and now to the jet cars,” says the 19-year-old Moller.

Moller decided to pursue a degree in engineering at USF to enrich her knowledge about the dynamics of the race cars and how they’re built.

“I knew I wanted a future career in race cars so mechanical engineering is the obvious choice for that, to learn how the cars are built,” she says. “I think a lot of my classes relate to my experience with racing which is useful.”

Moller’s experience with racing has increased exponentially after signing a multi-year contract in August to race the jet cars.

“I was selected to drive a jet car for Larsen Motorsports; I was a little surprised,” she says. “I feel like my parents expected it more than I did. I was more skeptical but my dad was like, you’re going to get this and he believed the whole time.”

Jet cars are engineered for speed; built aerodynamically with a jet engine for power and burn jet A fuel.

“It’s the cars with the long pointy noses and the tires in the back are bigger than the ones on the front. It provides more aerodynamics and with the engine-powered cars, it gives the traction needed to go that fast.”

Her knowledge is a blend of what she learns on the racetrack and studies in the classroom. Currently Moller is studying Dynamics of Movement as part of her engineering track, along with physics, statistics and calculus. She is geared to enter the mechanical engineering program this spring.

And she plans to keep racing every chance she gets.

“We are limited at 320; we usually don’t run quite that fast because we don’t have time to shut off and slow the car down before the end of the track so we usually run at about 300,” Moller says.

“I mean it’s that adrenaline rush when you go down the track. There is really nothing else like it.”

KATY HENNIG | USF News
For Judy Berthelot, the worst part was never knowing what to expect when she walked through the door.

“One day he was asking for an ice cream cone, another day it was a punch in the face,” she says.

Berthelot is the wife and sole caregiver of 16-year Alzheimer’s patient Elmo Berthelot—one of the more than 5.2 million Americans living with Alzheimer’s today, a number experts project will double by mid-century.

Alzheimer’s is the most common type of dementia—an umbrella term describing a variety of diseases and conditions that develop when nerve cells in the brain die or stop functioning normally, causing changes in memory, behavior and ability to think clearly.

These days, Elmo is stable. Medication keeps his mood on track and his symptoms in check.

“Alzheimer’s used to be a death sentence,” says Dr. Amanda Smith, medical director of the USF Health Byrd Alzheimer’s Institute, where Elmo is a patient. “It’s a sad disease, but it is not hopeless. There is a lot we can currently do for people to ease the burden and improve quality of life.”

And if Byrd CEO David Morgan has his way—to prevent the disease.

“Unless the science is completely wrong, we know what we need to do,” he says. “I firmly believe that by 2020, if the resources are provided by federal and state governments, we will have the tools we need to prevent Alzheimer’s.”

The Byrd

“The Byrd” is a vertically-integrated, family-focused facility dedicated to the diagnosis, care and treatment of Alzheimer’s disease and related disorders. In more than 100,000 square feet over six floors—the largest facility of its kind in the world—researchers, doctors, clinicians and educators provide diagnostic evaluations and patient care, conduct laboratory research and clinical trials, support family caregivers, and provide education and training for healthcare professionals, service providers and students.

The institute was founded in 2002 as an independent, state-funded facility on the vision of former Florida Speaker of the House, Johnnie Byrd, Jr., whose father suffered from Alzheimer’s.

In 2008, when the state voted to stop funding the institute, the institute’s board of directors elected to merge with USF and relocate USF’s Alzheimer’s research enterprise and off-campus memory clinic with the institute’s operations.

Today, every floor in the striking, glass-walled facility, located on the northwest side of USF’s main Tampa campus, is fully occupied.
Researchers, doctors and specialists at the USF Health Byrd Alzheimer’s Institute are at the forefront of Alzheimer’s research and patient care.
Though a cure for Alzheimer’s continues to elude scientists, remarkable progress has been made in identifying underlying drivers of the disease.

“There’s nothing like this anywhere,” Morgan says, ticking off the institute’s research laboratories, diagnostic clinic, PET imaging center, Parkinson’s clinic, resource library, and state-of-the-art center to assess driving ability, risk of falling and capacity for independent living.

In fiscal year 2013, The Byrd saw more than 6,100 patients from the U.S., the Caribbean, Canada, Central and South America, England, the Middle East, India and Korea; conducted 10 clinical trials; enrolled patients in four new trials; and was awarded two major studies.

A National Model
But the numbers only tell a piece of the story. What goes on at The Byrd could one day serve as a model for the nation’s disease centers.

Scientists chatting with doctors in the institute’s light-filled spaces.

Janitors speaking with administrators.

Students mingling with patients and caregivers.

A quarterly, building-wide news and information luncheon.

“I want everyone who works in the building to know what goes on here,” says Morgan, a professor of molecular pharmacology and physiology who has spent more than 30 years working to unravel the mystery of Alzheimer’s, the sixth leading cause of death in America today. “I want everyone to see what this disease is like; to see caregivers and what their life is like.”

“Before I got to this facility, the number of times I had seen an Alzheimer’s patient was once. Today I see patients, I see students, I see Dr. Smith and other faculty every day.”

Research Powerhouse
In the institute’s Discovery Research Laboratories, more than 75 scientists are focused on basic and translational research aimed at understanding Alzheimer’s and related disorders. They are working to explain the pathophysiology of the disease and develop new medicines to prevent, treat and cure the disease, as well as other neurodegenerative and neurodevelopmental diseases, like Parkinson’s and Angelman syndrome.

In just six years the institute’s scientists have made three breakthrough discoveries—discoveries in the laboratory that have led to clinical trials, according to Byrd COO Jessica Banko.

“The breadth in basic translational science offers us exponential productivity,” she says.

Revolutionary Science
Though a cure for Alzheimer’s continues to elude scientists, remarkable progress has been made in identifying underlying drivers of the disease.

For years scientists have agreed that the accumulation of a substance called beta-amyloid is an initiating factor for Alzheimer’s. Amyloid deposits that build up in the brain are called “plaques.” While most people develop some plaques as they age, people with Alzheimer’s tend to develop far more.

Until recently the only way to see plaques in the brain was during a brain autopsy, so the diagnosis of Alzheimer’s in a living person was one of exclusion, explains Morgan.

Today, however, amyloid imaging—using positron emission tomography (PET) with an amyloid tracer—is allowing doctors to see plaques when the patient is still alive, and as early as 10 to 15 years before the patient develops symptoms of Alzheimer’s.

And while insurance doesn’t currently cover the $3,000 test, which Dr. Smith calls “hugely helpful for identifying and diagnosing Alzheimer’s,” the implications for the technology are enormous.
Amyloid imaging using positron emission tomography (PET) is allowing doctors to see plaques in the brains of patients, as early as 10 to 15 years before the patient develops symptoms.

Below, the institute’s PET scanner, a vital tool for research and diagnosis, is the first onsite PET scanner at an Alzheimer’s facility in Florida.

Byrd leadership (left to right) David Morgan, CEO; Dr. Amanda Smith, medical director; Edwin Weeber, chief scientific officer; Jessica Banko, COO.

Amyloid imaging, which still hasn’t reached its full potential, has fully revolutionized what we do.”

– DR. AMANDA SMITH
“Amyloid imaging, which still hasn’t reached its full potential, has fully revolutionized what we do,” Dr. Smith says.

Later this year the institute will begin enrolling individuals in the highly-anticipated, multi-center A4 trial, the first-ever study of a drug aimed at treating amyloid in the brain of cognitively normal older adults at risk for developing Alzheimer’s.

Calculated Risk

In 2010, leaders at the institute took a calculated risk, deciding to purchase a PET scanner for the facility, a $1.5 million investment.

“At the very least I knew it would be a very important research tool,” Morgan says. "Most clinical trials going forward will require a PET scan or spinal tap to confirm an Alzheimer’s diagnosis."

While funding for the scanner was available, the money came with a stipulation from the donors: Use the funds to build something.

Thus, the idea for the Center for Memory C.A.R.E. at the Byrd Alzheimer’s Institute was born—a family-focused, memory-related health services center.

Transformational Center

Occupying the entire second floor of the institute, the Center for Memory C.A.R.E. (Clinical Assessment, Research & Education) is a one-stop diagnosis, treatment and research center for patients, families and caregivers.

It’s a warm and inviting place. Soothing colors, comfortable gathering areas, a bistro, pacing track, tropical fish tank and enclosed play area for children help make what could be a dreaded medical ordeal a comfortable and relaxed experience.

At its core is the Eric Pfeiffer PET Imaging Center, home to the institute’s PET scanner, the first onsite PET scanner at an Alzheimer’s facility in Florida.

There’s also a diagnostic clinic, a resource library, a clinical trial consultation area, a community classroom, and an occupational therapy facility including a mini apartment and a driving simulator.
“It’s a totally different feeling,” says Berthelot, who formed a support group for caregivers in her community more than a decade ago.

“There’s so much to offer. The first thing I do is hit the library and gather as many resources as I can for my support group,” she says. “I love going upstairs. We go by the fish tank and Elmo watches.”

Morgan says designing the now 2-year-old center was a unifying experience.

“We asked everyone, ‘If you had a dream to build a place for patients and their families, what would it look like, what would you have in it?’ Everyone knew their opinion counted.”

Highly Personalized Care

It’s not your typical doctor’s office. Referrals aren’t required and patients are purposefully scheduled for the amount of time they need. Dr. Smith wouldn’t have it any other way.

“If you’re going to do it, do it right,” she says. “This is such a frightening disease to contemplate having. We want to make it the least stressful as possible.”

And it’s not just patients who receive special attention—caregivers do, too, in the form of education, support groups, access to social workers, a resource library, legal consultations and more.

It’s an important issue as growing numbers of family members take on the role of caregiver.

According to the Alzheimer’s Association, Americans provided 17.5 billion hours of unpaid care to people with Alzheimer’s disease and other dementias in 2012 alone.
Occupational Therapy

Among the center’s most distinctive features is an apartment simulator—a small-scale home with a fully-functioning kitchen, bathroom, bedroom and laundry room. An occupational therapist guides patients through various activities, such as ironing and turning on the stove, to assess cognitive ability and provides safety tips to caregivers, for example, choosing contrasting colors for the bedspread and carpet to minimize the possibility of falls.

The center also includes specialized equipment to assess the risk of falls and a driving simulator with a multi-panel screen to measure visual acuity, reaction times, sign recognition and decision-making skills.

Clinical Trials

On the institute’s first floor, patients are involved in a number of research studies for various stages of Alzheimer’s disease and mild cognitive impairment. Some studies involve pills, while others use intravenous infusions, injections or advanced brain imaging techniques.

And while research is a major focus of the institute, the center’s leaders stress participation in clinical trials is not a prerequisite for patients.

Currently the center is enrolling patients in a single-center, eight-month pilot study investigating coconut oil for individuals with mild to moderate Alzheimer’s disease. The privately-funded study was
inspired by a Spring Hill, Fla. neonatologist convinced that coconut oil eased symptoms for her husband who suffers with Alzheimer’s.

Other open trials include several studies investigating oral and intravenous medications targeting beta amyloid in both mild cognitive impairment and dementia; an oral medication targeting tau, another protein involved in neurofibrillary tangles found in the brain of Alzheimer’s patients; an intranasal insulin spray for memory; and several studies in partnership with various groups across campus.

Everything Under One Roof

For patients and families dealing with Alzheimer’s and related disorders, it’s everything under one roof.

“No one has the breadth of programs, activity and service lines we have,” Banko says.

That’s particularly important in Florida, where one in 40 people have Alzheimer’s or another type of dementia.

“Statistics in Florida guarantee that nearly every person who drives by this building is affected by Alzheimer’s,” Banko says. “We want them to know we’re here for them. You don’t have to have some extraordinary circumstance to come here.”

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**Alzheimer’s Fast Facts***

- Every 68 seconds, someone in America develops Alzheimer’s.
- Alzheimer’s disease is the most common type of dementia, accounting for an estimated 60 to 80 percent of cases.
- By 2025, the number of people age 65 and older with Alzheimer’s disease is estimated to reach 7.1 million.
- In 2012, unpaid caregivers provided an estimated 17.5 billion hours of unpaid care, valued at over $216 billion—about half the net value of Wal-Mart sales in 2011 and more than eight times the total sales of McDonald’s in 2011.
- The costs of caring for people with Alzheimer’s and other dementias will soar from $203 billion this year to a projected $1.2 trillion by 2050.

*2013 Alzheimer’s Disease Facts and Figures*
n September, an all natural skin protectant—similar to a liquid bandage but without the alcohol or acetone base—landed on the shelves at 856 Publix supermarkets. The Florida-based grocery chain was the second major retailer to stock the innovative spray-on product, called KeriCure, developed by USF alumna Kerriann Greenhalgh.

Personal experience was the catalyst for the sting-free wound care product based on a novel polymer technology.

Just months into her USF Ph.D. program in 2004, Greenhalgh’s then-boyfriend nearly lost his hand when a cut between his thumb and forefinger became seriously infected. The experience made her realize there weren’t many over-the-counter wound care products available to keep people safe from infection.

But it was Greenhalgh’s research in the laboratory, working with a nanoparticle drug delivery system, that made the organic chemist realize she could do something about it.

“I was looking at the technology we had in the drug delivery system and found it was very similar to the skin; something clicked,” she says.

Working with USF chemistry professor Edward Turos, Greenhalgh focused her efforts on using the technology to develop a water-based topical product that could protect the skin.

After graduating and accepting a position with a USF spinout, Greenhalgh continued tinkering with the product in a lab she set up in her garage. When the company where she was working announced plans to relocate, Greenhalgh elected to stay in Tampa, turning her focus full-time to the wound care product. By 2010, she’d achieved the perfect formulation.

Even so, there was a lot Greenhalgh would have to learn to take her product to market.
USF alumna and KeriCure inventor Kerriann Greenhalgh in the lab.
“I was coming from a chemistry background with no business experience,” she says.

That’s when she turned to USF Research & Innovation, where technology transfer—transferring research from the laboratory to the market—is a top priority.

Bringing Products to Market

During the 2012-2013 fiscal year, USF launched nine new startup companies, executed 75 licenses and options for USF-developed technology, and received 185 invention disclosures from USF researchers—the first step toward filing a patent.

It was a year of unprecedented growth for technology transfer at the university, one of only 63 public research universities in the nation named by the Carnegie Foundation for the Advancement of Teaching to its top tier for research productivity. Only 14 institutions in the nation had more start-ups than USF, and only 20 had more licenses and options, according to the most recent Association of University Technology Managers (AUTM) survey.

“We had a great year,” says Paul R. Sanberg, senior vice president for Research & Innovation, adding that the university earned an unprecedented $413 million in contracts and grants in the 2012-2013 fiscal year, and was issued 76 new U.S. patents.

“We’re moving out of the ivory tower and into economic development. Translational research creates products that spin out to the community.”
And those products create new jobs.

Last year the university’s Tampa Bay Technology Incubator grew from 24 to 42 resident and affiliate companies that have generated more than 200 high-wage jobs in the region—jobs paying upwards of $65,000.

“You have to have the product,” Sanberg says. “You have to be able to sell it; you have to be able to have an impact on the community.”

For Greenhalgh, that meant working closely with USF’s Technology Transfer Office, led by Associate Vice President for Research & Innovation Valerie McDevitt, to obtain the necessary patents and licenses to protect the advanced platform polymer technology she developed with Turos, and secure funding to commercialize her line of wound care products with applications for the home, health care and veterinary settings.

“USF understood it could make a really good product,” Greenhalgh says.

“They were really key in getting me in front of investors, especially in the beginning.”

In 2011, Greenhalgh formed her company, KeriCure, Inc., with Turos as co-founder.

Over the next year-and-a-half, the USF start-up raised $500,000 in private equity, received a $300,000 loan from the Florida Institute for the Commercialization of Public Research Seed Capital Acceleration Program, and was awarded a $32,500 matching grant from the Florid High Tech Corridor Council.

Two months after the product’s launch in May 2013, KeriCure received its first purchase order from the Atlanta Division of Kroger, a commercial retailer with 200 stores in Georgia, Tennessee, Alabama and South Carolina.

It was a major milestone for KeriCure, which today has five employees and eight interns, has created local jobs by outsourcing manufacturing and distribution to companies in Tampa, and continues to share a strong relationship with the university.

And it was a final step in the research life cycle, where the journey to develop, protect and commercialize discoveries in the laboratory comes full circle.

Supporting the Research Life Cycle

USF Research & Innovation supports researchers through every phase of the research cycle: securing funding,

The Research Life Cycle

1. Research Contracts & Grants
2. Intellectual Property
3. Start-up Companies
4. Business Technology Incubator
5. Research Park

Translational research creates products that spin out to the community.”

– PAUL SANBERG
protecting and developing intellectual property, establishing start-up companies, incubating new businesses and locating incubator companies in the university’s research park for continued growth and development.

“It’s a natural trend of universities becoming more entrepreneurial,” Sanberg says, enumerating the benefits of technology transfer, including revenue generation, increased opportunities for funding, student success, faculty recruitment and retention, public benefit and economic development.

“Research and innovation are prized here,” he says. “When prospective faculty come here they want to interview the research office, the technology transfer office and other faculty inventors.”

Sanberg’s office has spent the last year celebrating the spirit of innovation at all levels of the university, from students to distinguished university professors. In the past 18 months, USF faculty have received more than 70 highly prestigious awards, including a record 15 American Association for the Advancement of Science (AAAS) fellowships and the only two Sloan research fellowships awarded in Florida.

The National Academy of Inventors, founded at USF, today boasts more than 3,000 individual inventor members and fellows from more than 200 universities and governmental and non-profit research institutions. And plans are under way for a USF-sponsored Florida Inventors Hall of Fame.

In November, USF launched its Student Innovation Incubator, in partnership with USF CONNECT, the USF Center for Entrepreneurship, the Florida High Tech Corridor Council and Hillsborough County. The new incubator provides workspace and a collaborative business environment for USF students from all graduate and undergraduate disciplines to create and grow new businesses.

Promoting Innovation

USF grad and student inventor Alexei Novitzky will present his SkateCase (now called BriefSkate) at the Smithsonian Institution in December. The innovative skateboard doubles as a backpack and can transport a laptop, books, cell phone and more.

Patented when Novitzky was still a graduate student, the invention first made its way to Washington, D.C., in 2012 for a conference on university innovation and entrepreneurship. USF President Judy Genshaft presented the one-of-a-kind skateboard as one of the wide range of products USF students are creating through the university’s ambitious focus on invention and patenting.

“We’re educating and promoting innovation, and the end result is products, jobs and technologies for the betterment of the community,” Sanberg says, adding that the more than $400 million in research grants and con-
tracts awarded to USF this year could translate into as many as 8,000 new jobs—many going to students who will gain valuable experience to complement their studies.

**Driving Economic Development**

“We’re creating a lot of economic growth,” he says. And that’s why Sanberg and his team are making a concerted effort to let the community know USF is eager to develop strategic partnerships.

Along with new programs, including a ground-breaking revenue incentive program that allows inventors to partner with the university to earn more from their licensed inventions, and a seed capital accelerator program that allows Tampa Bay Technology Incubator affiliates to receive up to $50,000 in funding to quickly overcome immediate obstacles to commercialization, the university is rolling out the welcome mat to the Tampa Bay business community.

The university has consolidated administrative space for its research operations; increased space for its highest-funded researcher, Jeffrey Krischer; turned the spotlight on innovation with electronic signage and television screens around the park; opened Cafe Connect to foster networking and collaboration between researchers and businesses; and increased the size of the Tampa Bay Technology Incubator.

“If you’re a research university, you should look like one. You should act like one and the community should see you as a key player,” Sanberg says. “We have an impact on creating jobs. We want to show the community we’re open for business.”

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**Spotlight on Innovation**

Celebrating the spirit of discovery is a major focus of USF Research & Innovation. Meet this year’s winners of the annual Outstanding Research Achievement Awards, recognizing faculty members for outstanding publications, awards and grants, and the Excellence in Innovation Awards, recognizing faculty who have demonstrated exceptional achievement in innovation and translational research.

**2013 Excellence in Innovation Award Recipients**

| Babu Joseph, Ph.D., Professor, & John N. Kuhn, PhD, Assistant Professor, Department of Chemical and Biomedical Engineering, College of Engineering |
| Mark L. McLaughlin, Ph.D., Professor, Department of Chemistry, College of Arts and Sciences |
| Merry Lynn Morris, MFA, Instructor, School of Theatre and Dance, College of The Arts |
| Meredith A. Rowe, Ph.D., Professor and Endowed Chair of Nursing, College of Nursing |

**2013 Faculty Outstanding Research Achievement Award Recipients**

| Cesario Borlongan, Ph.D., Professor and Vice Chair for Research, Neurosurgery and Brain Repair, and Director of the Center of Excellence for Aging and Brain Repair, Morsani College of Medicine |
| Chad Dickey, Ph.D., Associate Professor of Molecular Medicine, Morsani College of Medicine and Byrd Alzheimer’s Institute |
| Benjamin Djulbegovic, M.D., Ph.D., Distinguished Professor and Director, Division of Evidence-Based Medicine and Health Outcomes Research, Department of Internal Medicine, Morsani College of Medicine |
| David A. Eddins, Ph.D., CCC-A, Associate Professor of Communication Sciences & Disorders and Chemical & Biomedical Engineering, Colleges of Behavioral & Community Sciences and Engineering |
| Earl McCoy, Ph.D., Professor of Integrative Biology, College of Arts and Sciences |
| Wilbur Kearsie Milhous, Ph.D., Professor, Global Health Infectious Disease Research Program and Associate Dean of Research, College of Public Health |
| Steven A. Murawski, Ph.D., Population Dynamics/Marine Ecosystem Analysis Professor, Downtown Progress Peter Betzer Endowed Chair, Biological Oceanography, College of Marine Science |
| Frances L. Ramos, Ph.D., Associate Professor of History, College of Arts and Sciences |
| Alison Salloum, Ph.D., LCSW, Associate Professor of Social Work, College of Behavioral & Community Sciences, with a joint appointment in Pediatrics, Morsani College of Medicine |
| John Skvoretz, Ph.D., Professor of Sociology, College of Arts and Sciences |
| Ira Sukrungruang, MFA, Associate Professor of English, College of Arts and Sciences |
Global Outreach

A university-wide focus on campus internationalization has earned USF one of the highest awards in international higher education.

Nicole Teal was so inspired by a four-week education abroad program in early May, she decided to take a year off to help establish the first health clinic in Cedro Galán, Nicaragua.

By early October, the second-year medical student was gearing up for the clinic’s official opening.

“My favorite part of being here on the ground is knowing that what I do every day counts,” Teal says. “Here, you are constantly using, stretching, and redefining your potential. It is very, very rewarding work.”

Teal is one of the more than 1,100 students from around the USF System who studied abroad in 2012-13. And she is one example why USF was selected as one of only five institutions in the nation to receive the 2013 Senator Paul Simon Award for Campus Internationalization.

Named for the late senator, the award recognizes a university’s commitment to international engagement, student programming, faculty development and partnerships. It is considered one of the highest awards in international higher education.

“We are so honored to receive this prestigious award,” says Roger Brindley, vice provost and associate vice president for USF World, who accepted the award along with USF President Judy Genshaft during a November ceremony in Washington, D.C. “It is a testament to the work of USF World to engage, support and inspire students, faculty and staff to think and work globally.”
Since 2011, USF World has been a global catalyst for the university, providing resources that empower the university community to function as global leaders and global stewards.

Today, students can choose from more than 160 programs abroad, ranging from short-term excursions to semester exchanges. And while study abroad is a key component of the globalization of education, it is only one aspect of USF’s unique, multi-disciplinary approach to campus internationalization.

In 2013, USF welcomed nearly 2,700 international students on campus from 138 countries—the largest number of international students to date, and an increase of more than 20 percent over last year. Creating an international campus is a top priority for USF. The university’s 2013-2018 Strategic Plan calls for 10 percent of students to be of international heritage by 2018.

“International students bring so much to the campus and classroom environments,” says Brindley. “They build bridges; they bring stories, experiences, culture and global perspectives into the academic setting.”

The same is true for faculty. Currently, more than 1,000 faculty are engaged in activities in more than 140 countries around the world. In addition, through the Global Academic Partners (GAP) program, USF World is helping create opportunities for USF faculty to work with colleagues at

Faces of a Global University

USF is committed to facilitating opportunities abroad for students and faculty, and creating a culturally rich campus representing many nationalities. Meet some USF students and faculty who are the faces of our global university.

Darlene DeMarie

What began as a Fulbright grant to South Africa in 2007 has turned into a life journey for Darlene DeMarie, associate professor and program coordinator for educational psychology in the College of Education. With assistance from University of Limpopo, the memory researcher co-founded a child care center. Through funding, donations and university support, DeMarie transformed a South African residential house into a care facility for 52 children. The project was so successful that Fulbright funded her for a second year.

In September, after DeMarie’s co-founder at University of Limpopo, Lily Cherian, passed away, the university asked DeMarie to return to create a new teacher development center with an expanded child care center.

DeMarie plans to teach two distance learning courses next semester from the University of Limpopo.

Demi-lee Stokes

Being a world class athlete is hard work, but Demi-lee Stokes, a junior from England, makes it look easy.

Stokes began playing soccer at a young age when she was captain on an all-boys team, so it’s no surprise she chose leadership as her college major. USF, the only university to which she made an official visit, made her feel at home, particularly the coaches.

Stokes has been playing soccer for USF for three years. In 2009, she helped England to a U19 European Championship and a runner-up title in 2010. That same year she represented England in World Cup U20. In her most recent triumph, Stokes struck gold, playing for Great Britain in the 2013 World University Games in Kazan, Russia.

Stokes appreciates how USF is working to globalize the campus. In addition to programs like iBuddy, which pairs international students with domestic students, 11 different cultures are represented on the women’s soccer team.
partner universities in China, Ghana and the UK.

On campus, there’s no shortage of international opportunities. In 2012 alone, USF hosted more than 180 foreign dignitaries, delegations and scholars. And the university is home to the USF Confucius Institute, one of several international centers and institutions at the university. USF is the first major public research university in the Southeastern United States to establish a Confucius Institute.

For Teal, USF’s global focus was the linchpin for realizing a dream. Thanks to the university’s strategic partnership with Manna Project International, one of many global partnerships, Teal is now bringing health education and services to the impoverished Nicaraguan village she first visited as a teen.

“I owe a huge thank you to Education Abroad and USF World for making this trip possible,” she blogged before leaving for Nicaragua. “My life will literally never be the same.”

Fred McCoy

Fred McCoy is not a USF student, at least not technically. A retired Jabil Circuit executive whose job took him around the world setting up production facilities, McCoy audits courses at USF St. Petersburg. After meeting Frank Biafora, USFSP College of Arts and Sciences dean at a community event and learning about the dean’s summer program to Vietnam, McCoy signed on.

“Being a Vietnam veteran who had not been back since the war, I decided I would like to see what the country was like today,” he says. McCoy’s unique perspective allowed him to share an oral history of events leading up to the Vietnam War and provide a historical context for the country’s communist history.

McCoy plans to continue auditing courses and is considering another education abroad trip. “Having lived all over the world—Japan, Thailand, Spain, Germany and Italy—I believe having an international perspective is critical in the 21st century.”

Fulbright Honor

Karen A. Holbrook, special adviser to USF President Judy Genshaft, and former senior vice president for Global Affairs and International Research, has been elected to the National Board of Directors of the Fulbright Association. The 13-member board supports and promotes the Fulbright Program and the field of international education and cultural exchange among nations.

“As senior vice president for Global Affairs, Dr. Holbrook was at the forefront of the profound efforts under way at USF to ensure that our students graduate globally competent, our researchers are globally engaged, and the university continues to develop deep, sustainable and abiding international partnerships,” says USF President Judy Genshaft. “It is certainly fitting that she be named to this important board which guides one of the most prestigious awards in higher education and maintains the exceptional quality of the Fulbright Program.”

USF is a top producer of Fulbright scholars. At the annual USF Fulbright breakfast in November, President Genshaft awarded USF World Fulbright medals to nine 2012-2013 Fulbright scholars, including five scholars who have come to teach and conduct research at USF.
Truly Unstoppable

The USF: Unstoppable Campaign raised more than $621 million in its first phase, under the exceptional leadership of campaign chair Les Muma. And true to its name—Unstoppable—the campaign will now continue into a second phase, with the goal of raising an additional $400 million over the next five years. Then, together, the two phases will have raised more than $1 billion for the USF System. Unstoppable indeed! This new phase of the campaign will be led by campaign co-chairs Gordon Gillette, President of Tampa Electric & Peoples Gas, and Tod Leiweke, CEO of the Tampa Bay Lightning.

USF System President Judy Genshaft says the campaign’s second phase will build upon previous successes. “We are dedicated to continuing this campaign because we have seen first-hand the tremendous positive impact it has had for our students and faculty throughout the USF System,” says President Genshaft. “Each of our USF institutions is stronger today because of the USF: Unstoppable Campaign. It is unusual for a public institution founded since the 1900s, to have a $1 billion campaign. Thanks to our great alumni and community supporters, we are unstoppable.”

“We are proud to play a role in supporting the great staff at USF in pushing forward to the next frontier,” says Leiweke. “USF is a world-class asset to our region, and to continue to grow and compete, we need to continue to provide the leadership resources needed to remain world class.”

“We are very excited and proud to continue building an unstoppable future for the USF System through this campaign’s second phase,” says Gillette. “There are unprecedented opportunities ahead for the University of South Florida, as a leading research institution in the state and around the globe. Our commitment is to help extend USF’s transformational impact for decades to come.”

CAROL WIGHT | USF Foundation
Transformational Gift

A major gift from Tampa businessman John McKibbon III’s JB McKibbon Foundation is set to transform hospitality research and education at USF Sarasota-Manatee’s College of Hospitality and Technology Leadership.

Part of the ongoing USF: Unstoppable Campaign, the gift is the largest single gift in the history of USFSM. It will establish the M3 Center for Hospitality Technology and Innovation and elevate the McKibbon Hotel Management Endowed Professorship to The McKibbon Hotel Management Endowed Chair. Additionally, it will create a graduate assistantship program and underwrite student and faculty participation in conferences and training.

“This gift will allow USF Sarasota-Manatee to immediately begin development of new technologies to serve the hospitality industry,” says McKibbon, CEO of McKibbon Hotel Group, Inc. and chairman of McKibbon Hotel Management, Inc.

Cihan Cobanoglu, dean of the college and McKibbon Distinguished Chair of Hotel Management, says the gift will allow students and faculty to conduct cutting-edge research and share groundbreaking tools and technologies in hotel accounting, property management systems and business intelligence software.

“Working with an industry partner who is a leader in both hospitality management and information technology will enable us to create synergies that will benefit hospitality education as well as the entire industry,” Cobanoglu says.

ANN CARNEY | USF News
Basketball Opener

More than 7,000 fans grabbed seats at the Sun Dome to watch the USF basketball teams start the 2013-14 season on opening weekend (Nov. 8-10).

More than 4,000 fans saw the USF men’s squad defeat Tennessee Tech, 72-62, on Nov. 9. American Athletic Conference Preseason All-Conference Second Team member Victor Rudd, a senior forward, scored a team-high 23 points and freshman Chris Perry added 14 points in his collegiate debut.

The USF women’s squad hung tough with No. 6/8 Maryland on opening night and secured its first win by cruising past Central Connecticut State, 81-47, on Nov. 10. USF was ranked No. 30 nationally in the USA Today Preseason Top 25 Poll.

Kloss a Lou Groza Award Semifinalist

Marvin Kloss has been consistent in his first season as USF’s primary place-kicker.

The redshirt junior recently set a new USF record with 13 consecutive made field goals and was rewarded for his efforts when he became one of 20 semifinalists for the 2013 Lou Groza Collegiate Place-Kicker Award.

Kloss has picked up American Athletic Conference Special Teams Player of the Week honors twice this season and already owned the USF record with seven field goals 47 yards or more heading into the Bulls’ battle with Memphis on Nov. 16.

“It’s great to have a kicker like that; a guy that you can count on and a guy that’s confident,” head coach Willie Taggart said.

The 2013 Lou Groza Award winner will be announced live on ESPN at the Home Depot College Football Awards Show on Dec. 12.

National Ranking for Men’s Golf

The USF men’s golf team moved up to No. 14 in the Golfstat.com national rankings following a highly successful fall season.

The Bulls finished in the top five in each of their four events and capped off the first part of the season with a title win at The Invitational at The Ocean Course Oct. 29 in Kiawah Island, S.C.

“It gives you a good taste going into the off-season because they finally see all their hard work pay off. It’s a huge win for us and our program,” head coach Chris Malloy said.

Sophomore Chase Koepka ranked No. 7 nationally in the latest Golfweek poll after finishing the fall with individual title wins at the Rees Jones Invitational and the AutoTrader.com Collegiate Classic. Koepka now has nine top-10 finishes and 11 in the top 25 a season and a half into his USF career.
Martino Brock at the USF season opener against Tennessee Tech.
Virus Hunter

Growing up in New Jersey, Mya Breitbart was always drawn to the ocean. And as the child of two scientists, it’s no wonder she developed a love for the field. When she discovered during an undergraduate microbiology class that she could combine her two passions—microbiology and oceanography—Breitbart found her true calling.

Today Breitbart, 35, is an associate professor of biological oceanography at USF’s College of Marine Science. She studies bacteria and viruses in the oceans and other environments. Her groundbreaking work in identifying and combating animal, plant and human viruses recently earned her a spot on Popular Science magazine’s Brilliant Ten—placing her among the nation’s brightest young scientific minds.

Breitbart was recognized for her pioneering work in using DNA analysis,
Quick Takes

By land or by sea: By sea

You in a word: Enthusiastic

Hobby: Photography

Favorite place: Underwater

The award recognizes graduate faculty members who demonstrate the highest level of quality in the mentoring of graduate students.

“It's all about students for me,” she says enthusiastically. “That's why I got into this field.”

Breitbart earned her bachelor of science degree in marine biology from the Florida Institute of Technology and her Ph.D. in cell and molecular biology from San Diego State University. The self-proclaimed “lifetime Girl Scout” joined the faculty at the USF College of Marine Science in 2006.

What was your reaction to being named to the Brilliant Ten?
I was extremely excited; it wasn’t anything I was expecting. It was really hard not to tell my students right away. I won the award, but they’re at the front line of the research.

What has been the best part?
Now that it’s public, going back to my mentors, my professors, my teachers and saying thank you. So many people put their heart and soul into getting me where I am today. That’s what I want to do for my students.

What about your virus identification method makes it groundbreaking?
The standard method is to test for a particular virus. We go in and find what’s there without preconceived notions.

What’s the potential impact?
It’s vast, across a lot of different fields. If we can identify an emerging virus before it causes large losses, we can be proactive.

What can your students expect?
A serious dose of reality—whether it’s in the field wading in water up to their waists or writing a funding proposal.

What’s next?
What we’ve done now is discover the virus. Next we need to understand what the virus is doing in the host.

Thrilled and absolutely humbled” to be included in Popular Science magazine’s Brilliant Ten class for 2013, Breitbart is equally proud to have recently been awarded honorable mention by the USF Office of Graduate Studies as an Outstanding Graduate Faculty Mentor.

or metagenomics, to identify viruses across an entire ecosystem at once. Her discovery is a major step forward in unmasking the enormous diversity of viruses on the planet and understanding how they spread.

Why study viruses?
They’re really important and so little is known about them. They’re the most abundant things out there—in a drop of sea water there are 10 million viruses. No matter what we find, we’re finding something.

What’s next?
What we’ve done now is discover the virus. Next we need to understand what the virus is doing in the host.

ANN CARNEY | USF News
Bull in a China Shop
Rocky the Bull steals the scene during the Capital One Mascot Challenge film shoot at a vacant storefront-turned-China shop in Tampa’s Hyde Park. Rocky was one of 16 mascots selected for the annual challenge in which fans vote for their favorite mascot. The winning mascot will be announced during the 2014 Capital One Bowl on Jan. 1, 2014.

To view the video go to news.usf.edu and search “Bull in A China Shop.”