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UNIVERSITY of SOUTH FLORIDA *System*

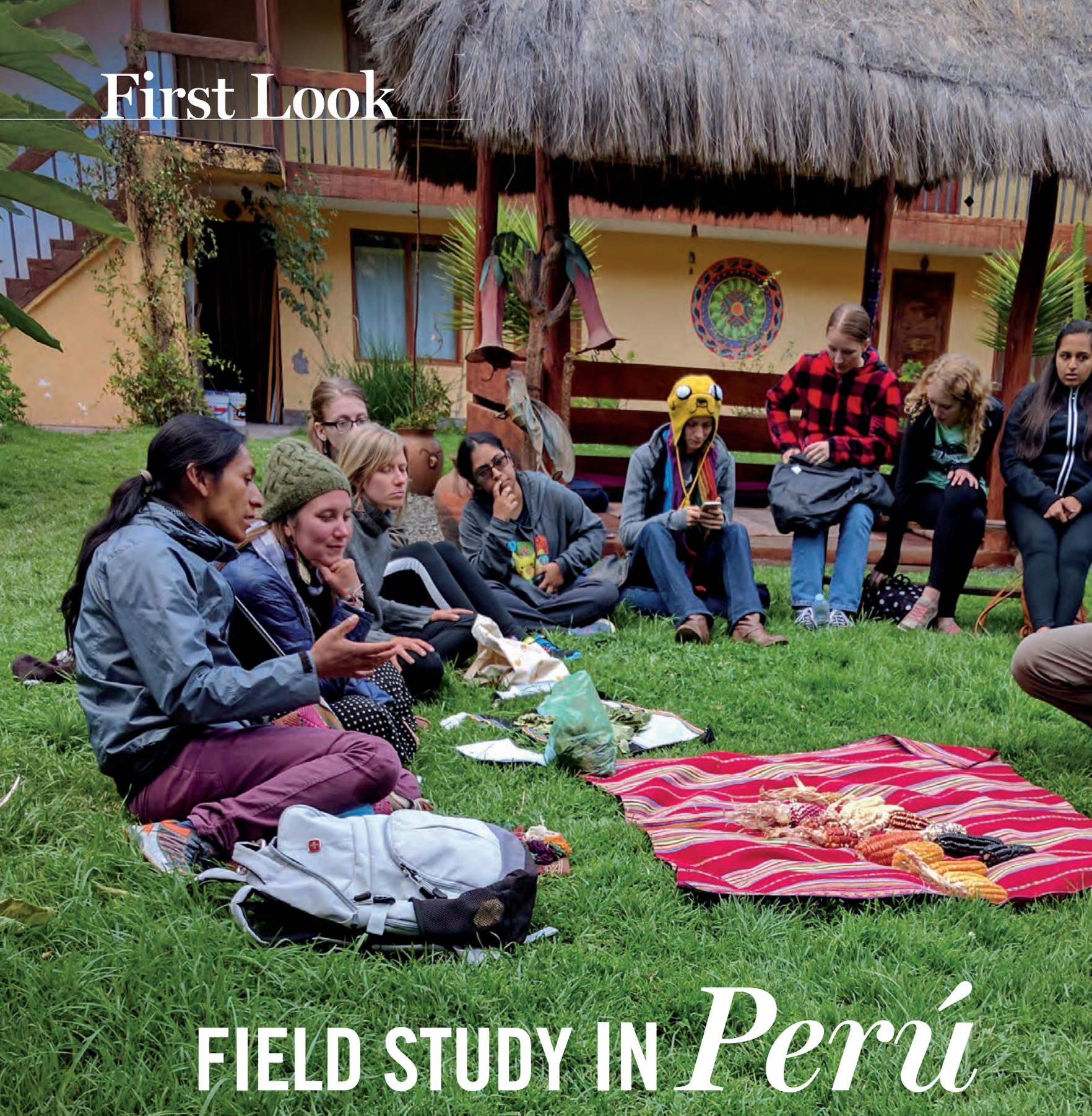
THE OFFICIAL MAGAZINE of the
USF ALUMNI ASSOCIATION
WINTER 2017

UNDERSTANDING
our
FOOD
choices

USF RESEARCHERS EXAMINE TRENDS
IN CHOOSING OUR NUTRITION



First Look



FIELD STUDY IN *Perú*

POTATOES PLAY A VITAL ROLE IN PERÚ – close to 4,000 varieties of the tuber grow in the country, many of which are heirlooms that have been around for thousands of years. Peruvian scientists even work with NASA to study how it might be possible to grow potatoes on Mars, as they grow in extremely difficult conditions in certain areas of Perú.

USF students traveled to Perú this summer to harvest potatoes, plant native trees, create a sustainable

garden, and learn about food issues in the country. The students were part of the Perú Beyond the Classroom Honors College course, which included spending a semester studying Peruvian history, culture, and social issues before participating in an immersive service-based trip in El Parque de la Papa (The Potato Park) located in rural Pisac.

The students also observed an increase in insect infestations that is threatening the community's food



Photos: IAN SANDERS class of '20 | Honors College

security. The presence of new bugs at lower altitudes are forcing farmers to seek higher and less fertile ground for the cultivation of their crops.

“The students saw firsthand the effects of climate change on a global scale and how it ties into food insecurity,” says USF St. Petersburg anthropology professor Ella Schmidt, who led the Honors College trip for a second year, along with Honors College faculty member Alan Bush.

While on the trip coordinated with Peacework (a non-profit global service group), the students also cleared land adjacent to a Pisac maternal health center and planted many vegetables, including broccoli, lettuce, eggplant, peppers and cauliflower. “This garden will contribute to the food security and health of the women who travel rigorous terrain to be here,” says Schmidt.

— AMY HARROUN '05 and ARNIE MEJÍAS '08 | Honors College

Fresh

PERSPECTIVE

THE CENTER FOR STUDENT WELL-BEING partnered with Tampa Bay Markets and USF Dining to make local food and produce more accessible to the USF community.

The center hosted an outdoor Greens and Gold Fresh Market on Thursdays during the fall semester as part of its mission to increase students' and the community's access to healthy produce and products. More than 15 local vendors sold a wide variety of items.

"There's something there for everyone," says the center's health promotion specialist, Laurie Schrider, MS '16. "I think that's a really neat part of the market, because it's not just produce, but we have local artists in the jewelry field, we have honey that they grow, we have bakers, so it gives students a sense of identity and they can kind of find their niche in the market."

Some students do not have cars, so they rely on programs like this to shop for fresh, healthy food.

"It can be really difficult to get to farmers' markets, especially if they are not close to campus," says Caroline Jackson, Class of '18. "I was really excited about the idea of shopping with local produce and local vendors without having to leave campus."

Jennifer DiPrete, the director of the Center for Student Well-Being, wants the fresh market to become a staple of the USF community.

"The beauty of a fresh market is that it has that unique vibe and flow and energy that lends itself to creativity," says DiPrete. "Our hope is that this market provides a stronger sense of community."

The center plans to continue the fresh market in the spring, with possible additions such as live music performed by USF students.

— KATIE EBNER, Class of '19 | USFAA

PHOTO

Students shop for fresh produce at the Greens and Gold Fresh Market at USF Tampa.



First Look



Photo: RYAN NOONE | USF

First Look

Photo: JAY NOLAN



From left, Lynette Wright-House, '80, who spearheaded the campaign to create the Black Alumni Legacy Scholarship in 2015, Sharon (Moore) Butler, '06, and Anita Lewis, '80, during the Oct. 27 Masquerade Soiree.



SIGNATURE *Soiree*

GENERATIONS OF BLACK ALUMNI CONVERGED on Tampa in October for the revived Black Alumni Society's first signature event – a reunion weekend that kicked off with a resplendent Masquerade Soiree. The following day, members and guests took to the field for a lively pregame football tailgate and wrapped it all up with a Sunday morning breakfast and awards ceremony.

The society, which relaunched Jan. 1, 2017, draws together disparate alumni groups that had operated informally over the years.

“Every era had a base – the '70s-'80s had one, the '90s, and the millennials,” says society chair Verlon Salley, Life Member, whose three years at USF in the 1990s made a lasting impact before he transferred to another university for a specialized program.

“Our goal is to create signature events that enable black alumni, and anyone interested in fellowshipping with black alumni, to come back for the purpose of raising scholarship funds,” he says.

The money will go into the Black Alumni Legacy Scholarship, created in 2015 by a group spearheaded by Lynette Wright-House, '80, now scholarship chair for the new alumni society. The fund currently has about \$7,000 and needs a total \$25,000 to become endowed, which will make it the source of scholarships in perpetuity. They'll be awarded to students who are active in the black community and whose career plans will have a positive impact on the black community, among other criteria.

“We understand how simple finances can be a helping hand to students – we've been through the trials and tribulations as students,” Salley says. “It's important for us to let them know that we care and we're here.”

To make a gift to the scholarship fund, visit usfalumni.org/BlackAlumniScholarship. To get involved with the Black Alumni Society, email USFBlackAlumniSociety@gmail.com or find the group on Facebook at USF Black Alumni Society.

– PENNY CARNATHAN '82 | USFAA

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USF researchers discuss the food supply, from health issues and trends to how our environment and culture shape our choices.

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The skinny on weight loss

USF Health alumni share what it takes to shed the extra pounds – for good.

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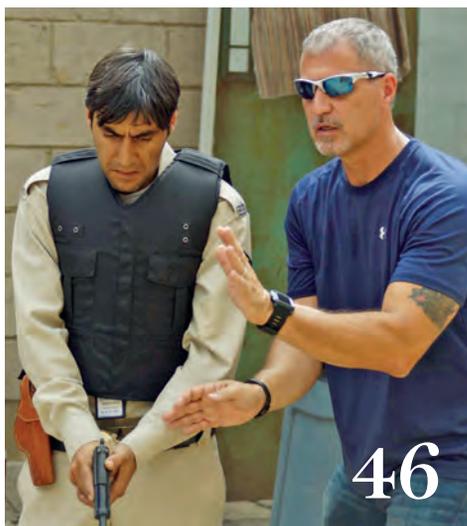


Photo: RYAN NOONE | USF



Photo: SANDRA C. ROA | USF

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Cover design: CINDY GRECO | USF

From the President

Photo: MATT MAY



ONE OF THE MANY HIGHLIGHTS in what has been a remarkable year of accomplishments was the success of our *USF: Unstoppable* campaign. Thanks to the generosity of our loyal alumni and many friends, 2017 will be remembered as the year in which we surpassed our \$1 billion goal. This is not only extraordinary – it is extremely rare: Only two other public universities founded since 1956 have completed \$1 billion fundraising campaigns.

What does the support of nearly 200,000 donors mean? Scholarships for deserving students. Much needed improvements to our teaching, learning and research environments. Advances in health care. Greater opportunities for our student-athletes to excel in competition and in the classroom. Additional world-class faculty whose teaching and research make a positive difference for our students and the communities we serve. (You can learn more about our transformative campaign beginning on page 24.)

Today, we are a vibrant university system attracting more than 50,000

students from all 50 states and 146 countries. USF is recognized nationally for student success, research and innovation, and our commitment to community service. And, under current Florida law, we now are one of just three public research universities to achieve Preeminence – and the other two institutions are 100 years older than USF.

The *Unstoppable* campaign may be over, but we're not finished. In fact, we are just getting started.

Thank you for your support.

As the year comes to a close, I also have been reflecting on the 2017 hurricane season and the outstanding efforts of our USF family. I wanted to touch on this now since the fall issue of *USF* magazine was in production when Hurricane Irma struck Florida in early September, and of course, Hurricane Maria devastated Puerto Rico two weeks later.

I am incredibly proud of our students, faculty and staff, who focused on the safety and well-being of our university communities of Tampa, St. Petersburg and Sarasota-Manatee, and the community at large, during a very trying period.

Before and immediately following Hurricane Irma, I spent quite a bit of time on the USF Tampa campus. What I found – not surprisingly – was hundreds of dedicated employees and students who spent countless hours responding to the storm, returning home only to shower and sleep. Every one of them I spoke with told me how proud they were to lend a hand.

More than 2,000 USF Tampa students stayed in our residence halls. USF Tampa also housed students from USF St. Petersburg and from USF Sarasota-Manatee, and nearly 100 faculty and staff and families from all three institutions.

A few more examples help illustrate the commitment of our faculty, staff and students. At the Sun Dome, we housed and helped care for

more than 700 special needs evacuees under a contract with Hillsborough County. We deployed more than 1,200 USF Health residents and physicians to hospitals across the region, and we helped more than 25 area agencies and organizations prepare for and respond to Hurricane Irma. As you will learn on pages 12 through 14, our response was extensive.

In Puerto Rico, doctors from USF Health have been treating patients and assessing critical medical needs. Earlier this fall, they delivered 1,500 pounds of medications and supplies donated by USF Health and other partners. We are planning future deliveries, and our doctors will continue providing much needed assistance.

Among the stories related to the theme of this issue – food – is a sobering look at food insecurity in the Tampa Bay region and beyond. While the extent of the problem is perhaps larger than many might have thought, I hope you will be as inspired as I am by the efforts of our students and faculty to address it.

You will find Bulls helping with Feeding Tampa Bay, Sweetwater Farms, and other local organizations addressing the issue of hunger and food insecurity through a variety of approaches, and with a focus on healthy food. Among those efforts is the Feed-A-Bull Food Pantry on the USF Tampa campus, which provides supplemental food and nutrition resources for students in need.

This is who we are at the University of South Florida. We take care of each other and our friends and neighbors.

On behalf of our students, faculty and staff, I hope you have a wonderful holiday season and a new year filled with peace and good health.

JUDY GENSHAFT, PRESIDENT
UNIVERSITY OF SOUTH FLORIDA SYSTEM



ACADEMIC STRENGTH

The 2017-18 freshman class is the academically strongest and most diverse in USF history

USF SYSTEM'S TOTAL ENROLLMENT now exceeds 50,000 students for the first time, with 50,577 students enrolled across the three separately accredited institutions: USF Tampa, USF St. Petersburg and USF Sarasota-Manatee.

Serving 43,542 undergraduate and graduate students, USF Tampa has seen a rise in the average high school GPA of the first-time-in-college (FTIC) students in the 2017-18 class, from 4.08 last year to 4.12 this year. The GPA of incoming freshmen is one element used by the state of Florida to determine "Preeminent" research universities. USF exceeds the current benchmark.

This year's class also features more students who graduated in the top 10 percent of their high school class, including 50 percent for USF Tampa, which is classified among the nation's Doctoral Universities: Highest Research Activity by the Carnegie Foundation for the Advancement of Teaching.

"Careful enrollment planning and management has been the foundation for our student success initiatives," says Paul Dosal, vice president for USF Student Affairs and Student Success. "As an institution, we value diversity and promote a teaching and learning environment that reflects the state, national and global markets in which our students will one day compete."

Currently home to students from all 67 Florida counties, all 50 states and more than 145 countries, the USF System continues to admit a diverse student body. Enrollment of new minority students increased compared to the 2016 incoming class, including black (+12.5 percent), Hispanic (+6.2 percent), Asian (+1 percent) and multiracial (+3 percent) ethnicities. International student enrollment is also up 8 percent over the prior year. All data was verified following the deadline for the students to drop or add classes for the fall semester.

In June 2016, USF Tampa was recognized by the Florida Board of Governors as the state's first "Emerging Preeminent" institution. The strong academic profile of the incoming freshman class has helped USF meet the 2017 criteria for "Preeminence."

USF is published quarterly by University Communications & Marketing and the USF Alumni Association for alumni, friends and members of the USF community. USF is a member of the University of South Florida System, which includes USF, USF St. Petersburg and USF Sarasota-Manatee.

University Communications & Marketing
Chief Marketing Officer Joe Hice

Deputy Director, Communications and Marketing Steve Dapcic

USF Alumni Association
Executive Director Bill McCausland, MBA '96
Communications Director Rita Kroeber

USF Content/Design Editor Anne Scott, USF
Alumni Content Editor Penny Carnathan '82
Contributing Editors
Anne DeLotto Baier '78, USF, USF Health
Sarah Worth '86, USF, USF Health

Contributors
Matthew Cimitile; Katie Ebner, Class of '19; Kim Franke-Folstad; Amy Harroun '05; Joey Johnston '81; Tina Mekata; Keith Morelli '78; Ryan Noone; Sandra C. Roa; Dave Scheiber; Rich Shopes; Brad Stager '98; Ryan Wakefield; Eric Younghans; Tom Zebold

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Nancy H. Watkins '82

Contact USF
University Communications & Marketing
4202 E. Fowler Ave., CGS 301
Tampa, FL 33620-4301
(813) 974-4014
ucm@usf.edu

Contact the USF Alumni Association
Gibbons Alumni Center
4202 E. Fowler Ave., ALC100
Tampa, Florida 33620-5455
(813) 974-2100 • (800) 299-BULL (2855)
alumni@usf.org

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HURRICANE RESPONSE

USF lends helping hands after Hurricanes Irma and Maria

USF BULLS PULLED TOGETHER IN A BIG WAY this summer when Hurricane Irma headed toward the Tampa Bay area and Hurricane Maria decimated much of Puerto Rico.

Locally and across the Caribbean – before and after each storm – USF faculty and staff volunteered time and effort and shared information as communications failed for some families. They also organized ongoing donations and medical support for those seeking shelter in Tampa and those left without running water or electricity on the island, which is home to more than 3 million Americans.

Here's a look back at some of that Bull pride and spirit that comes from helping others.



Photo: SANDRA C. ROA | USF

USF comes together for Hurricane Irma

In early September, as Hurricane Irma churned toward Florida's west coast, USF Bulls did not just hunker down or evacuate in preparation for the monster storm.

They rallied big time.

Before, during and after the storm, many offered helping hands and shelter. USF employees spent countless hours planning for and responding to the storm in the weeks ahead of and after Irma, some returning home only to shower and others working remotely.

The USF community also reached out to the wider Tampa Bay community — caring for evacuees at area hurricane shelters, including the USF Sun Dome, the county's largest shelter for people with special health care needs. Volunteers fielded phone calls at emergency operations centers and worked around the clock in partnership with local agencies to respond to myriad disaster needs.

USF aids Puerto Rican victims of Hurricane Maria

In early October, after communications came back up and the world could see the devastation Puerto Ricans experienced, 12 USF Health physicians took action. They volunteered to travel in small groups through March 2018 to assist in the massive relief effort underway across Puerto Rico, where Hurricane Maria destroyed homes and bridges, cut power lines in half and left roads full of debris.

The team, including internal medicine and pediatric physicians, has been treating patients with asthma, diabetes and high blood pressure, mostly in rural areas.

These USF faculty members partnered with a local Puerto Rican group to travel the island and take care of displaced patients in shelters. Some have responded to other international disasters in the past, most recently deploying to Africa during the Ebola outbreak.

After the first USF trip to Puerto Rico, Dr. Asa Oxner, '08 and MD '11, shared with local news media her experience caring for patients and assessing critical medical needs in outlying rural areas of the hurricane-ravaged island.

She was joined by USF Health Director of Safety and Preparedness Don Mullins, who oversaw the Oct. 11 delivery to Puerto Rico of 1,500 pounds of USF Health-donated medications and supplies aboard a jet chartered by the Tampa Bay Rays for a medical humanitarian mission.

Dr. Oxner and Dr. Elimarys Perez-Colon, both assistant professors in the Morsani College of Medicine's Department of Internal Medicine, spent five days in Puerto Rico working out of hospitals and shelters. The USF Health physicians also helped restock hospital and clinic pharmacies with supplies and medicines donated by USF Health, Tampa General Hospital and other provider partners — including insulin, antibiotics, blood pressure medications, IV fluids and specialized baby formula.



Photos: Courtesy of D.E. MULLINS | USF Health



Hospitals in urban areas like San Juan and Ponce where power and water have been restored are rebounding, and most of those critically injured from the hurricane have been treated and are recovering, Dr. Oxner said. “The long-term health concern is patients with chronic illnesses like heart disease, diabetes and respiratory disorders who cannot access care.”

They live in the central mountainous region of the island hit hardest by the hurricane, and mudslides continue to make many roads difficult to navigate, she added. “They will continue to have shortages in medications for chronic conditions, because the supply chain has been disrupted.”

More than 75 cases of confirmed or suspected leptospirosis, a waterborne bacterial disease, had been reported to the Puerto Rico Department of Health as of late October. The island is also at high risk for diseases like cholera that can emerge after disasters in places with contaminated water, Dr. Oxner said.

Dr. Oxner, who spent a year in 2014 helping patients infected with Ebola in Sierra Leone, has always been interested in helping underserved populations impacted by disparities in health care. “Those are the patients I connect with,” she said.

— SARAH WORTH '86 | USF

PHOTOS

Opposite page: Dr. Asa Oxner packs medications for distribution in Puerto Rico.

Top: Dr. Perez-Colon sorts through types of insulin to be delivered for patients in clinical facilities and shelters in Puerto Rico.

Bottom: Don Mullins, USF Health director of safety and preparedness helps load medications and supplies for delivery.

Want to help? Go to usfhdn.usf.edu/herdfunder and select USF Health Relief for Puerto Rico.

By the numbers

USF response to Hurricane Irma

The magnitude of Hurricane Irma, which hit Florida the second weekend in September, was unprecedented. The USF community went to great lengths before, during and after the storm to ensure the safety and well-being of those who sheltered on campus and to reach out to the wider Tampa Bay community.

2,000 students, faculty and staff stayed in residence halls at the USF Tampa campus during the storm.

1,200 USF Health residents and physicians deployed to hospitals across the region.

800 evacuees received 7,600 meals at the USF Sun Dome, Hillsborough County's largest hurricane special needs shelter.

200 faculty, staff, students and alumni volunteers coordinated through USF's Community Emergency Response Team helped more than 25 Hillsborough County/Tampa agencies and organizations respond to Hurricane Irma.

60 facilities and emergency management personnel, information technology staff, and University Police officers worked throughout the hurricane weekend to keep the campus safe and secure.

USF Health disaster relief for Puerto Rico

USF is helping advance the health sector's recovery in Puerto Rico, which is slowly rebounding from the havoc wreaked by Hurricane Maria.

8 tons of donated medical supplies and medications delivered*

5,000 lbs of specialty baby formula delivered*

\$43,520 raised (including \$30,000 grant from Hispanic Chamber of Commerce)*

12 USF Health physicians treating patients in Puerto Rico

*As of Nov. 15, 2017

HURRICANE RESPONSE

Providing healing for hurricane-ravaged small businesses

RECOGNIZING THAT 40 PERCENT OF ALL BUSINESSES that shut down following a disaster never reopen, the Florida Small Business Development Center (SBDC) at USF is helping to heal property and economic damage caused by Hurricane Irma in September.

So far, the Florida SBDC at USF has received 165 inquiries about the Florida Emergency Bridge Loan Program. The Florida SBDC at USF manages a loan committee that meets twice per week to review loan applications.

“As of November 8th, seventy-six loans have been approved for a total of \$3,176,100,” says regional director Eileen Rodriguez, MS '87 and MBA '02, Life Member. “These numbers are very fluid as we are receiving close to 10 applications a day.”

Through the center’s Business Continuation Services, consultants provide advice at no cost and reveal ways small business owners can minimize losses and increase survivability in the wake of the hurricane that swept through the entire state of Florida.

The center is administering three types of loans to help small business owners get back on their feet:

The Florida Small Business Bridge Loan Program, available through the Florida Department of Economic Opportunity, provides short-term, interest-free working capital loans to help businesses “bridge the gap” between the time a catastrophe hits and when businesses can secure long-term recovery resources, such as insurance claims or federal

assistance. Businesses with two to 100 employees are eligible to apply for loans of up to \$50,000 each for terms of 90 or 180 days.

On Oct. 6, 2017, Gov. Rick Scott activated a \$25 million Florida Citrus Emergency Loan Program to support citrus growers impacted by Hurricane Irma. The program is a subset of the Florida Small Business Emergency Bridge Loan Program, and provides interest-free loans up to \$150,000 to citrus growers that experienced physical and/or economic damage during the storm. The Florida SBDC at USF closed the first citrus loan in the state, at South Florida State College, on Nov. 1.

The U.S. Small Business Administration’s business physical disaster loans are available for damaged businesses and most private non-profit organizations in a declared disaster area. Loans of up to \$2 million are available for eligible businesses. Loans may be used to repair or replace damaged property, including real estate, inventories, machinery and equipment. Businesses of any size are eligible.

The U.S. Small Business Administration’s economic injury disaster loans are available for businesses that have sustained substantial economic loss regardless of physical damage done to the property. Businesses of all sizes may qualify for these loans, which provide working capital to help businesses survive until normal operations resume after a disaster. Loans of up to \$2 million are available to help meet financial obligations and operating expenses.

“We are all hands on deck,” says Stacey Dadd, MA '14 USFSP, marketing and communications officer for the center. “We have consultants deployed throughout our 10-county region, assisting businesses as they try to determine how they’re going to stay afloat after suffering economic or physical injury due to Hurricane Irma.”

To help get to business owners in need, the center deployed two mobile assistance centers – 38-foot recreational vehicles – to provide on-the-scene workspaces for consultants to assist impacted businesses. When not mustered into service during these times, the RVs are on the road to provide services to businesses in the rural parts of the state.

An app also is available through the center. Bizaster, the free mobile disaster-assistance app, is available in both English and Spanish for Android and iOS. It features risk assessments, customized checklists and other resources to help businesses prepare, respond and recover from natural and man-made disasters. Bizaster can be downloaded from the App Store or via Google Play.

– KEITH MORELLI '78 | Muma College of Business



PHOTO

Freedom Motorcars owner Chris Belsha at the closing table (from left) FSBDC at USF business manager Kris Manning, associate director Yanina Rosario, and FSBDC at Hillsborough County center director Carol Minor.



BUSINESS NETWORK

USFSM's Bulls in Biz connects students

LIKE OTHER USF SARASOTA-MANATEE students, Nicky Jones attended the seventh annual Bulls in Biz armed with a stack of resumes.

"I think it's pretty amazing because you have all these employers in one place," the business administration student says.

An annual Homecoming event, Bulls in Biz is one of several ways USFSM connects students and graduates with local and regional employers. More than 30 employers attended the Oct. 11 event, setting up tables in the campus courtyard.

"We appreciate the business community's continued participation as this event grows every year," Dr. James Curran, dean of the College of Business, says.

An array of employers participated, from accounting firms and real estate companies to hotels, insurers, hospitals, government agencies, a TV station and a large holding company.

Kim Yochum, hiring manager at S-One Holdings, said she was seeking a software engineer and web developer, but also anticipated openings in accounting, information technology and product delivery/sales.

"We like to network here," she says.

One of the Sarasota area's largest employers, FCCI Insurance Group, attended as well. The company has hired several USFSM graduates in recent years, including Ivan Newman and Craig Jones, who were on hand to answer students' questions.

Jones, '17, works as an associate network technician. He ended up at FCCI after an internship turned into a full-time job. Newman accepted a position after graduating from USFSM's accounting program in December 2016. He works as a tax accountant but expects to shift to financial accounting reporting soon.

Several other USFSM grads were there, as well, including Coy Carter, '16, who came on behalf of Wagner Realty Group. Carter was joined by fellow alum Hannah Veitkus, '16, and broker/owner David Eckel, a USFSM Campus Board member. The realty company was looking for marketing and technology students.

"For us, it was exciting seeing all of the young people starting their careers," Carter says. "Real estate is very community-involved and it's nice to be a part of the USFSM community as well."

In general, employers praised the USFSM students' enthusiasm and eagerness to work.

Jones attended hoping to find a job lead or internship. Long term, she said she's hoping for a position in health care, possibly at Johns Hopkins All Children's Hospital, which also came to the event.

"I'd like to work at a hospital or pharmaceutical company, but I want to keep my options open," she said. "The nice thing about this event is that you have the opportunity to meet so many different employers."

— Stories by RICH SHOPES | USFSM

Students, alumni make World Rowing event a winner

EASILY ONE OF THE SARASOTA AREA'S highest profile events, the eight-day 2017 World Rowing Championships in September drew global media and athletes from 69 countries.

At the center of a whirlwind of racing-related activities at Nathan Benderson Park in Sarasota was a group of USF Sarasota-Manatee students and alumni. They included Kathy Vu, '17, who worked as a marketing assistant, coordinating events, marketing campaigns and mascot appearances.

A former public relations officer for USFSM's rowing club and Student Government marketing director, Vu says the championships made for a perfect fit after graduation.

"For months, I had driven by this venue on my way to class and I knew I wanted to be involved somehow," she says. "It's just such a huge, international event and it was right here in Sarasota. ... There were a lot of long hours, but they've been enjoyable."

USFSM students Louie Carey and Dan Veitkus also helped make the September event a success. Both served as emcees, interviewing athletes, describing the day's events and energizing the crowds.

"The first day I was nervous, but that went away as soon as I started interacting with the crowd," says Carey, who's majoring in marketing and management.

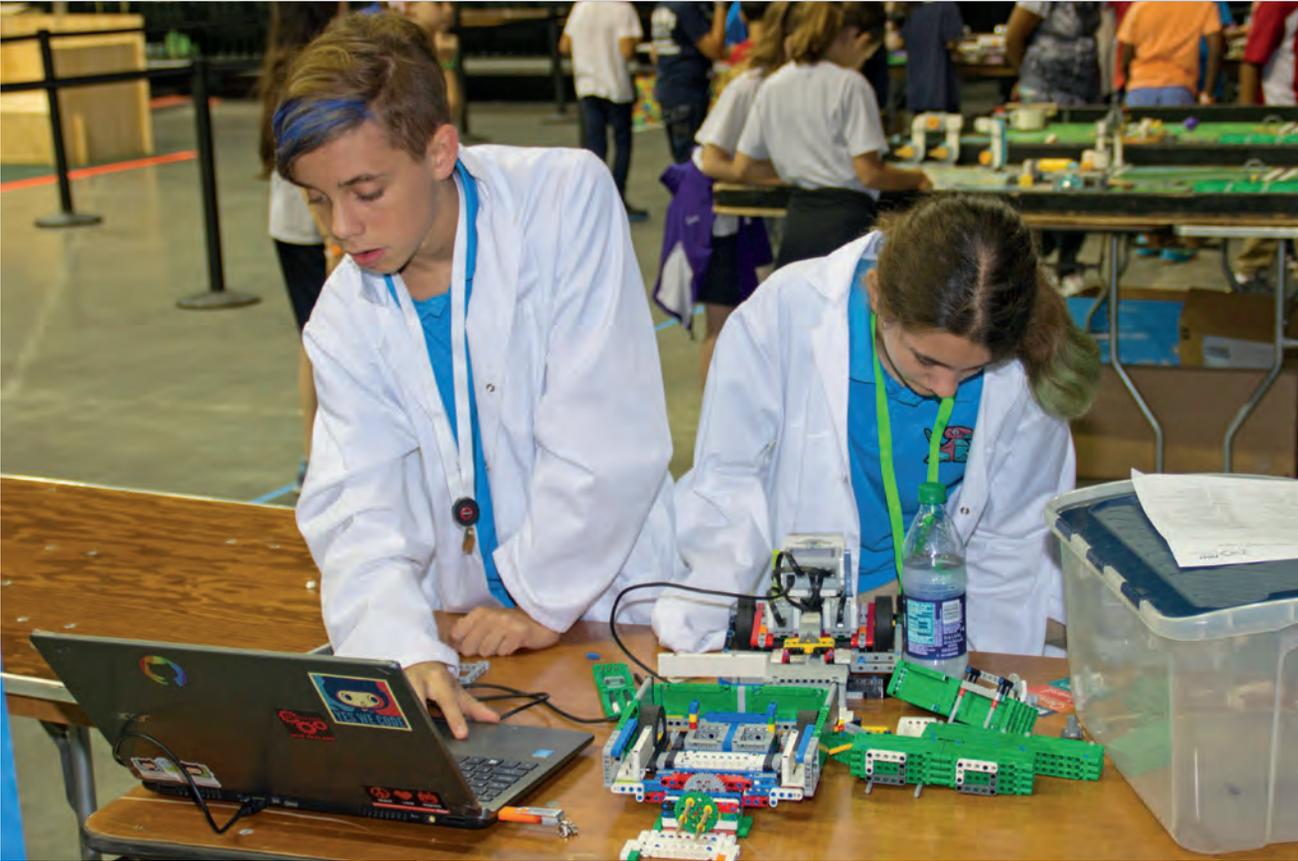
Veitkus, a biology student, had experience as a sports broadcaster at his previous school, so he had no qualms about working in front of a camera.

A total 20 USF and USFSM students volunteered to help, says Jay Riley, director of business outreach and engagement at USFSM.

"I had the privilege to represent USFSM on the local organizing committee and worked ... to identify ways USFSM could support the event," he said. "We became an official partner."



Kathy Vu, '17, helped coordinate the event.



■ **ROBOTICON Tampa Bay** welcomed 1,500 K-12 students in fall 2017.

■ **ROBOTICON** was created by the nonprofit **FIRST**. It is considered one of the world's leading STEM initiatives, reaching more than 300,000 students worldwide.

JUNIOR ENGINEERS

For young techies, it's off to the robot races

MORE THAN 50 TEAMS of young scientists and engineers from kindergarten through 12th grade converged on USF in October for two days of high-powered competition and techy workshops and expos during **ROBOTICON 2017**. The event aims to whet kids' appetites for careers in science, technology, engineering and mathematics, known as the **STEM** fields.

The College of Engineering played host, arranging a schedule that mixed robot scrimmages with panel discussions, a **USF Engineering Expo**, **Innovation Fair**, and workshops on topics ranging from computer-assisted design to virtual robotics toolkits.

"Our involvement and support of the **ROBOTICON** event is an example of how we help shape the next generation of problem solvers, explorers, and creative engineers," says Robert Bishop, dean of the College of Engineering.

Created by the nonprofit **FIRST**, which develops **STEM** educational programs, **ROBOTICON Tampa Bay** moved to **USF** in 2016 after outgrowing its old venue. Last year, it attracted about 800 competitors from around the state; this year it had 1,500. Internationally, the program reaches more than 300,000 students.



Holding the competition at a major research university like **USF** gives the young competitors a glimpse of future possibilities, says **FIRST Tech Challenge** director Ken Johnson, '89, a "frustrated engineer" who earned his degree in finance.

"They learn about the University of South Florida and some of the opportunities that are available to them," he says.

The students compete in four age classes. The youngest, ages 6 to 9, research a real-world scientific problem and create a poster and motorized **LEGO** model that illustrates what they've learned. Third- through eighth-grade teams build and program autonomous **LEGO** robots, and seventh- through 12th-graders have six



weeks to build and program industrial-sized robots designed to perform prescribed tasks in competition with other robots. The teams of 20 or more students must also raise money and design their team brand.

They demonstrate their work at ROBOTICONs, which are designed like sports competitions, complete with fun team uniforms, lots of cheering and announcers revving up the excitement.

The October preseason event also included a robotics showcase, with exhibitors including College of Engineering student organizations, technology companies looking for their next employees, colleges and independent learning communities.

“This is a talent pipeline for companies. These students are already coding, already designing and already know how to use professional equipment,” says Steve Willingham, founder of another collaborator, the nonprofit Foundation for Community Driven Innovation.

David Rodriguez, technical director at Tampa-based Deloitte & Touche technology company, agrees. He was a volunteer coach for Tampa’s Middleton High School Minotaurs.

“We actually hired an intern who was involved in robotics, because no matter what kind of problem we threw at him, he could solve it,” Rodriguez says, adding that ROBOTICON students also learn about team problem solving.

Vickie Chachere, communications director for USF Research & Innovation, says attracting motivated STEM students for a weekend can have long-term benefits for them as well as USF.

“This is an event that has value to the community and it’s a great

way to make that connection with super-talented students who come onto our campus and meet our faculty and see our programs.”

Kayley Brkljacic, a high school sophomore on a team called 79Krunch, welcomes ROBOTICON competition as a leg up toward her goal of working as an aerospace engineer.

ROBOTICON Tampa Bay was organized by Eureka! Factory, a Tampa Bay area company dedicated to developing educational events and learning spaces, and was promoted as “STEAM Powered Sport for the Mind!”

— BRAD STAGER '98 | College of Engineering



Illustration: 3D scan of the Castillo de San Marcos in St. Augustine, Fla.

3D IMAGING

Researchers team with the National Park Service to preserve historic sites

NATURAL DISASTERS SUCH AS HURRICANE IRMA are putting the nation at risk of losing parts of our American heritage. The monster storm hit St. Augustine, Fla., with flooding and surge, creating grave concerns for the national monuments Castillo de San Marcos and Fort Matanzas. Made from coquina, a fragile sedimentary rock composed of mostly shell, these masonry forts face ongoing threats from erosion and storm damage.

Lori Collins, MA '02 and PhD '07, and Travis Doering, PhD '07, and their team of researchers from the Digital Heritage and Humanities Collections with the USF Libraries are working with the National Park Service to preserve the sites using 3D imaging and photogrammetry techniques that will allow for more robust management, interpretation and research into construction and conservation aspects for these sites into the future. This critical project will also assist in documenting the forts' histories and use by the British, Spanish, Native Americans, colonial African Americans and other cultural influences.

The pair will also lead a team from USF that will work alongside the National Park Service Southeast Archeological Center to document sites in the Florida Everglades, near Irma's landfall. They'll use their high-tech surveying technologies to record and assess imperiled historic and prehistoric sites in Everglades National Park.

“Florida is home to a number of significant heritage resources that face threats from storms, vandalism, and even development and encroachment,” Collins says. “Our 3D tools are helping solve real-world problems, and strengthen the capacities of our federal, state, and government agencies.”

The USF team conducted its research in October at Castillo de San Marcos and Fort Matanzas in St. Augustine. The Florida Everglades project begins this winter.

— TINA MEKETA | University Communications and Marketing

ENGINEERING INSPIRATION

Tracking the movements of sea butterflies and oil spills

DAVID MURPHY STUDIES HOW sea butterflies “fly” through water so miniature robots capable of traveling through air as well as underwater can be developed.

“We’re trying to draw design inspiration from these swimming creatures,” says Murphy. “They have figured out elegant solutions to really difficult engineering problems, so we’re trying to capture those ideas.”

It is research that Murphy conducts through the Murphy Fluids Lab he established upon joining the College of Engineering’s Department of Mechanical Engineering faculty as an assistant professor in fall 2016.

“We’re trying to gain inspiration from biology to solve human problems,” says Murphy, who characterizes his work as the nexus of fluid mechanics, biology, ecology and the environment.

Fluid mechanics and animal biomechanics have characterized Murphy’s scientific inquiries since he was a Birmingham, Ala., high school student competing in science fairs, twice at the international level of competition.



They have figured out elegant solutions to really difficult engineering problems, so we’re trying to capture those ideas.”

– David Murphy

For one project, he built a working, metal model of a manta ray that replicated the marine creature’s fin movements.

“I was always about science fairs as a high school student,” he says. “It was great being around other kids who thought science was cool.”

Murphy earned a double BS in mechanical and biomedical engineering from the University of Alabama at Birmingham. He followed up with an MPhil in biological science from Cambridge University and then went on to earn an MS in mechanical engineering from the Georgia Institute of Technology in Atlanta, where he also earned his PhD in civil and environmental engineering.

His research on the movement of different species of sand-grain sized (.5 to 3 millimeters), wing-footed marine snails, commonly known as sea butterflies, includes measuring the motion they generate and

measuring the flow they produce.

By positioning two high-speed cameras at right angles to each other to record an aquarium full of the snails, Murphy and his team saw they create motion by clapping their wings together at the end of the upstroke and flinging them apart at the beginning of the downstroke. The same technique is used by tiny flying insects such fruit flies, the main difference being that the snails are creating lift with water instead of air. But according to Murphy it all comes down to fluid dynamics.

“They’re basically flying through the water,” he says. “The fluid dynamics of sea butterflies moving through water is the same fluid dynamics of small insects flying through air.”

Murphy first became interested in the planktonic sea butterfly *Limacina helicina* while researching zooplankton for his PhD. Intrigued by the sea snail’s fluid mechanics, his advisor arranged cross-country shipments of them from the Pacific Northwest to their lab at Georgia Tech.

One problem that quickly became evident he says, is the fragility and resulting high mortality rate of sea butterflies once they have been brought into the laboratory.

“They’re difficult to study because they don’t do well in captivity, so that really puts some constraints on trying to understand them.”

Murphy decided to take advantage of USF’s close proximity to warm-water marine environments that are home to sea butterfly species such as the cone-shaped *Hyalocylis striata*.

Earlier this year, Murphy Fluid Lab team members traveled to the island of Bermuda, home to the Bermuda Institute of Ocean Sciences (BIOS), to work with Amy Maas, a researcher at the institute.

“She is an expert on sea butterflies and different aspects of their biology,” says Murphy, who adds that the waters around Bermuda offer many species of sea butterflies to examine.

Ferhat Karakas, Murphy’s first graduate student, and Joseph Bello, an undergraduate research assistant, joined Murphy on the trip and say they gained experience that will help them achieve their academic and professional goals.

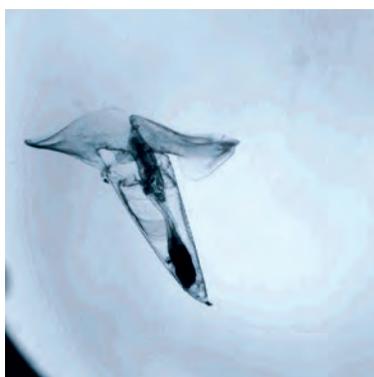
Ferhat, who has an MS in aerospace engineering, says working with the sea butterflies validates the connection between nature and human design.

“Nature is always inspiring engineers, as you know,” he says, adding that understanding the fluid mechanics of marine mollusks “could inspire a new generation of flapping-wing micro air vehicles that are capable of operating in both water and air.”

Mechanical engineering undergraduate student Joseph

Bello also traveled to BIOS and provided his nautical know-how that he gained from recreational sailing, as well as an enthusiasm for the hard work that sometimes goes along with research.

“At sunset, a marine biologist and I would leave the dock to draw nets, collect pteropods, and sift through the different sea creatures on the boat,” says Bello. “When we came ashore, buckets and coolers containing the creatures were brought into BIOS where another marine biologist and I further separated the sea butterflies from other organisms that were caught in the nets.”



PHOTOS

Left to right: *Hyalocylis striata*, *Cuvierina columnella*, and *Limacina helicina* are “sea butterflies” – tiny swimming sea creatures no larger than a grain of sand that fly through water as insects fly through air.

View a sea butterfly in motion at murphyfluidslab.com

Photos: Left and center, courtesy of the Murphy Lab; right, RUSS HOPCROFT I.U. of Alaska Fairbanks and NOAA

Studying the fluid dynamics and movement of sea butterflies has earned Murphy and Maas the financial support of the National Academies of Sciences Keck Futures Initiative (NAKFI) for their project, “Swimming in Sea-Butterflies: Physics, Physiology, Ecology, Art, and Design Inspiration for an Aquatic Micro-Aerial Vehicle.” Samantha Newton of Oregon State University is a co-investigator for the project.

The project will “examine the physics and ecology of this (sea butterfly) motion to inspire midwater ocean conservation and to design a micro-aerial/aquatic vehicle,” according to the NAKFI website.

Murphy is a co-investigator with another group of researchers who received money for “Creating Resilience: Building a Gulf of Mexico NAKFI Alumni Working Group.”

Murphy also has conducted research related to offshore oil spills. While it is common knowledge oil and water don’t mix, Murphy considers how the two substances interact in a given situation, such as the 2010 Deepwater Horizon oil spill and its aftermath.

“When you have an oil spill, the dispersion of oil is a fluid mechanics problem,” says Murphy, who also received an Early-Career Research Fellowship from the Gulf Research Program of the National Academies of Sciences, Engineering and Medicine.

Some of the related areas in which Murphy has conducted research include what happens when aerosol is produced from rain falling on oil-contaminated water and how currents affect application of dispersants and crude-oil jets that are released from the sea floor.

Kendra Daly, a professor of USF’s College of Marine Science and director of the Zooplankton Ecology Lab, is Murphy’s mentor for the early-career grant. Her role reflects the importance that a resource like the College of Marine Science has for a researcher like Murphy who wants to do more work in the field, or on the water.

“Working with the College of Marine Science is going to be extremely helpful,” Murphy says. “The researchers there have the expertise of going to sea and designing equipment that can stand the rigors of the marine environment.”

He plans to grow his lab, which has recently added new members. Paola Rossi and Daniel Olsen are both working on their bachelor of science in mechanical engineering degrees. Among the attributes Murphy says he looks for in his research associates is “a willingness to get their hands dirty.”

– BRAD STAGER '98 | College of Engineering



Photos: WENDY CHRISTENSON | USFSP

GROWING GREEN AT USFSP

Local food and urban agriculture grow in the heart of downtown St. Petersburg

DURING THE FALL SEMESTER, USF ST. PETERSBURG made *The Princeton Review's* "Guide to 375 Green Colleges, 2017." The publication highlights colleges with the most exceptional commitments to sustainability by assessing more than 25 data points, from academic offerings to renewable energy, to determine a university's "Green Rating" score. USFSP scored of 95 out of 99.

Crucial aspects of this recognition were the increased local, organic and healthier food options on campus. The *Guide* noted how USFSP spends 25 percent of its food budget on local and organic food. Doing so benefits family farms and the local economy while reducing greenhouse gas emissions by cutting down on food transportation. Overall, these foods account for 23 percent of everything that is consumed in the university's cafeteria and cafés.

"Strawberries, blueberries, zucchini, squash, lettuce, seafood, bread, even milk are locally sourced," says Louis

Duran, general manager of Sodexo at USFSP, the food services vendor for the university. "Local farms in the Tampa Bay region are essential to us for providing food for the over 2,000 transactions we handle daily."

Much of the food acquired locally, or within a 250-mile radius of St. Petersburg, goes into meals at the cafeteria that meet stringent nutritional criteria such as low sodium and saturated fat. Over half of the meals served meet this standard, and include vegetarian, vegan and gluten-free options, says Duran.

Beyond meal options that are healthier for students and the planet, more spaces are popping up on campus for students interested in learning gardening and urban agriculture techniques firsthand. A quarter-acre plot of land that was nothing more than a barren dirt patch two years ago has been transformed into the Bayboro Food Forest, where more than 50 different edible and medicinal plants from herbs and spices to bananas and sweet potatoes grow.

A brick path meanders around the lush garden and a solar panel powering a burbling pond. In the middle is a gazebo, where students in the USFSP Garden Club meet before spreading out to cultivate the ground and maintain the crops. Once plants are ready to harvest, those who work

the food forest get to bring home the fruits of their labor.

“We like to think of it more as urban agriculture than just a simple garden,” says Caryn Crabb, president of the student-run Garden Club. “And it teaches us a lot about the natural environment, ecology and permaculture.”

Both the food forest and the club that supports it are expanding. The club has tripled in size from just 10 students last year. Students come out weekly to tend the garden.

Flourishing student interest is now being directed to developing new beds for seasonal plants. Once those beds come to fruition, the food forest may produce more than what those working the land will be able to consume.

“We don’t want to grow and harvest what we can’t use, so hopefully we will get to a point where we can provide extra food, possibly to Sodexo, to supply to students or homeless shelters,” says Crabb.

The Garden Club will also benefit from a newly built greenhouse. In partnership with the Florida Wildlife Research Initiative (FWRI), the greenhouse will provide space for Garden Club students to seed crops like avocados and mangos that can better germinate under greenhouse conditions and then be transplanted to the food forest. FWRI scientists will also grow native plant species for research purposes and the greenhouse will create lab space for future urban agriculture courses.

The focus on food sustainability isn’t a surprise. Care for the natural environment is one of the core values for USFSP. Spearheaded by an active student body and faculty, the university community is investing in solar panels and energy efficient buildings, leading innovative research in sustainability and incorporating environmental stewardship into many planning decisions on campus. USFSP’s Climate Action Plan sets out to reduce the university’s baseline greenhouse gas emissions by 50 percent by 2035 and to achieve carbon neutrality by 2050.

Students play a lead role in sustainability efforts. The Student Green Energy Fund is financed through a \$1 fee per credit hour, a decision voted on by students every three years. Students working with the Green Energy Fund consider projects that reduce energy costs through conservation and the use of renewable energy to lower greenhouse gas emissions. The Clean Energy and Resource Conservation Committee works with USFSP administration and student government to recommend investments that will most effectively reduce the university’s carbon footprint while improving facilities.

“We rely on our students to brainstorm sustainable projects and initiatives for the university to pursue, and then to think through the mechanics of how to take those ideas and make them operational,” says sustainability planner Brian Pullen, ’MA 15.

USFSP students involved in sustainability issues and

groups such as the Garden Club are seeing the advantages of being involved in learning opportunities outside the classroom.

“There are so many benefits from doing this sort of work, such as knowledge of techniques to different perspectives on agriculture to experiencing just a great sense of community,” says Crabb.

– MATTHEW CIMITILE | USFSP



PHOTOS

Opposite page:
USFSP students Mariah Culhane (left) Garden Club vice president, and Samantha Service (right) club secretary, work in the food forest.

Left, top: Solar panels generate power used in the food forest, a quarter-acre plot that includes more than 50 edible and medicinal plants.

Left: USFSP’s student-run garden club’s membership has tripled since the club’s inception last year.

Athletics



PHOTOS

Above: Russell and Leigh Everitt pose with their children, Jamison, Gage, and Maesan.

Opposite page: Junior linebaker Anthony Beko, US Marine veteran, leads the team with the American flag at Raymond James stadium.

FIRST TEAM

Bulls football gave charter player wings to soar

PLAYING FOOTBALL AT USF CAN HELP take Bulls anywhere they want to go with the leadership and life skills developed in Green and Gold. For Russell Everitt, a member of USF's inaugural team, suiting up in a Bulls uniform helped shape him into a Naval aviator and second in command of the Navy's Helicopter Maritime Strike Squadron Seven One.

"I don't think there would be anything else I could personally think of that would be more satisfying," Everitt says. "I get to fly a \$43 million piece of equipment a couple times a week and I get to do that defending our country. With that, I can go lead some of the best people that our country has to offer."

Everitt has 300 people under his command purview, years after enhancing his leadership abilities at USF back in 1997 and '98. After transferring from The Citadel, Everitt practiced, dressed and traveled with the Bulls during their first season of football competition. A season later, Everitt played an important role as USF's sixth offensive lineman, stepping up at both center and guard, before graduating with a degree in management in 1999.

Everitt likens a military unit to a football team, based on numbers and the discipline that's required to complete early morning workouts and two-a-days even in 100-degree temperatures.

"That definitely molds you to be successful in life, whether it would be military, business life, or for anything," he says. "The other big piece of that is relationships you build with people. I really think team sports, and football in general at USF – the friends I've made – it definitely helps you to get into an environment with different types of people, different cultures."

Everitt went on to earn his master's degree in forensic science from the University of New Haven in 2000. Later that year, he joined the Navy, completed officer candidate school in 2001 and trained to fly strike helicopters, earning his Wings of Gold to become an aviator in 2002.

"I've always just had that call for service. Flying had definitely always intrigued me," he says. "Being a Naval aviator is something I wanted to do. I went, I talked to them and they picked me up."

Since becoming a pilot, Everitt has been deployed all over the world, including tours of duty during operations Enduring Freedom and Iraqi Freedom, along with the Global War on Terrorism Support Assignment in Baghdad. While in Iraq, Everitt also served in the Multi National Corps-Iraq Joint Operations Center, writing orders for Army, Marine and Navy units in the country. Between all those assignments, Everitt participated in counter narcotics operations in the Caribbean and Eastern Pacific.

With more than 3,500 flight hours, Everitt also has spent years teaching and was named 2008 Instructor Pilot of the Year. Being an outstanding officer-in-charge helped Everitt earn numerous honors in 2014: HSM-75 Officer of the Year, COMHSMWINGPAC Maintenance Officer of the Year, and the Navy and Marine Association Leadership Award.

Everitt, 40, and his wife, Leigh, have three children – Jamison, Gage and Maesan.

"When I was younger, all I wanted to do was fly. The more senior I get now, the flying part is still great," he says. "It's great to be able to do it on a beautiful day, but I like the leading part more now. I like to talk to people in my office, mentor and help guide their path in the Navy, and even in life."

Despite his busy schedule, Everitt makes sure to catch USF games and even has a couple of pilots in his squadron from USF's Naval ROTC program.

"Some of our flying helicopter helmets have the Bulls horns on them," he says. "We're growing in the Navy overall."

Everitt says he's proud of the job head coach Charlie Strong and the Bulls have done years after his final snap with the program.

"It's amazing. I love walking around here telling people I went to USF, that I'm a Bull, I played football there, and I was on the first team," he says. "I didn't play that first year, but I feel I was a big part of that and helped build that."



HONORED VETERAN

Former Marine happy to be leading the charge

USF HONORED MILITARY SERVICE MEMBERS and first responders during October's Salute to Service game at Raymond James Stadium with a special Bull leading the charge.

Running out of the tunnel was Anthony Beko, a junior linebacker who spent five years serving as a Marine. The Tampa native was promoted to sergeant before leaving the service and resuming his football career.

"It was something that was going to definitely better me, push me and make me a better person, a better man," Beko says of the Marines. "It worked out and I loved it. It definitely matured me and it got me here."

Before becoming a Marine, Beko played football in the Tampa Bay area as a quarterback for Bloomingdale High School in Valrico, where he graduated in 2009. He enlisted on Oct. 18, 2010 and spent the next five years training in California and North Carolina along with a seven-month tour of duty in Afghanistan.

"I saw a lot of interesting stuff," he says. "It really made me realize the things you can't take for granted. Playing this game, we never can take this for granted. That allowed me to be here and be able to do this."

While in Afghanistan, Beko was an air support specialist, working closely with air traffic control in the field of battle.

"We controlled all of our own aircraft," he says. "They do the takeoffs and landings, and we would control them in the battle space."

With up to six people working under him, Beko nearly became a crew chief by the time his duty was completed and still treasures the experience he gained.

"Just managing all the assets we had in the air, it really helped me learn responsibility – big things that help me even on the football field," he says.

Following his discharge, Beko went back to football and became a two-year starter at Antelope Valley College in Lancaster, Calif. Beko thrived in his new position as a linebacker, with 81 tackles and eight sacks in two seasons before deciding to come back home to Tampa.

"I spoke with Coach Strong. They said they would give me a chance to walk on," he says. "It's a great opportunity for me to be home with my friends and family, and be able to play in front of the people I haven't been able to play in front of."

Since earning his spot on the roster, Beko has seen action on special teams and often leads the team out of the tunnel with the American flag in hand at home games.

"I still run around and have fun, that's what it's about really," the 27-year-old says. "You can't ask for much more."

– Stories by TOM ZEBOLD | USF Athletics

Unstoppable



UNSTOPPABLE
GIVEN
EXCEEDED
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THIS IS OUR TIME
DRIVE
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STRONG
TRUMP
UNSTOPPABLE

*Raising the
roof after
raising a*

BILLION



The USF Unstoppable Campaign celebrates historic achievement in style – and with a special gift from Pam and Les Muma

BY DAVE SCHEIBER | ADVANCEMENT



PHOTOS

Top: Members of *USF: Unstoppable* Campaign leadership hold special awards presented to honor their efforts. From left to right: Gordon Gillette, Steve Griggs, Frank Morsani, Les Muma, Tod Leiweke, Linda Simmons, Joe Teague and George Morgan, joined by USF System President Judy Genshaft and USF Foundation CEO Joel Momberg.

Above left: Pam and Les Muma discuss the evening's big surprise, their new transformational gift of \$15 million.

Above right: President Genshaft addressing the crowd at Amalie Arena.

Right: Donors and guests filled the dance floor to enjoy the familiar hits of the legendary KC and The Sunshine Band.



Unstoppable

On an unforgettable night when streamers cascaded from the Amalie Arena rafters, and the thumping disco beat of K.C. and The Sunshine Band packed the dance floor below, the USF Foundation boogied on a billion-dollar date with history.

It happened Saturday evening, Nov. 11, as the *USF: Unstoppable* Campaign celebrated its monumental achievement of not only raising but surpassing \$1 billion. The big reveal came when USF Foundation CEO Joel Momberg stood on stage with USF System President Judy Genshaft and proclaimed, "You've done it before and you'll do it again. You have made us unstoppable." Then, amid a thunderous ovation from some 800 donors and guests, the updated campaign total flashed on a giant screen: \$1,034,668,903.

And as if that wasn't reason enough for a memorable party, major donors and alumni Pam and Les Muma pumped up the volume considerably with a surprise announcement of a new transformative gift – \$15 million to benefit three areas they have helped in the past at USF: business, athletics and health.

"What a phenomenal night," Pam Muma told the sold-out gathering, which was treated at the outset to a stirring rendition of God Bless the USA by 2004 USF College of the Arts graduate Quentin Darrington in a Veterans Day tribute.

"I know how much time and effort goes into an event like this. And Les and I want to thank so many of you for making this such a memorable evening for all of us." She praised Genshaft as "an amazing leader and the spirit of USF" while also singling out the tireless work of the USF Foundation team and the campaign chairs over the past decade.

The Mumas, who remain the largest individual donor to USF with a total of more than \$56 million, took turns at the microphone describing the breakdown of their latest landmark gift: \$5 million to the Muma College of Business, \$2 million to establish a women's health center at the USF Health South Tampa Center for Advanced Health Care adjacent to Tampa General Hospital, and \$8 million to USF Athletics – \$5 million of which will go toward the construction of a

newly announced USF Football Center.

"Our football program has a premier head coach (in Charlie Strong) and staff, an incredible team with their sights on the conference championship," said Les Muma, who served as Chair of the *USF: Unstoppable* Campaign from 2006-2013. "They both need and deserve a world-class football center."

As for the late-in-the-campaign timing of their newest gift, Muma explained, "The tremendous gains USF has made over the last decade have been fueled, at least in part, by the 1 billion inflow of private funds over that same time period. The campaign is (nearly) over, but the need for the private dollar and private funding go on. That part of our demand is not over."

The Mumas' gift added an exclamation point to the billion-dollar achievement: USF is now one of only three U.S. public universities founded since 1956 to raise that amount in a single campaign (along with the University of California San Diego and the University of California Irvine). The *USF: Unstoppable Campaign* was launched in 2009, and the initial fundraising goal was reached in 2013 in spite of a recession. The drive toward a billion dollars began four years ago, and USF has exceeded that goal with seven months still remaining in the campaign.

Prior to the event, Genshaft put the Mumas' new gesture of monumental generosity in perspective: "We are so thankful for all that Pam and Les have done for USF – their support has helped power the transformation of USF, and has made a tremendous difference for our talented students, phenomenal faculty and campus infrastructure. Their gift also sends the important message that the campaign isn't over as we continue on our path as one of the leading public research universities in the country."

She also extended her thanks to all of the nearly 200,000 donors who contributed to the campaign, which concludes at the end of June. "I am deeply grateful to everyone who contributed to this amazing accomplishment," Genshaft said. "The impact of the support we've received is far-reaching."

That includes such highlights as \$122 million for student scholarships and fellowships and \$115 million for faculty and program support. But the impact is also measured in stories of student success, such as one of the gala's speakers, USF scholarship recipient Dr. Alicia Billington.

In 2014, she became the first USF student to graduate with dual doctoral degrees in medicine and engineering – and is currently finishing her residency in Plastic Surgery at USF. Billington, who is doing ground-breaking work to care for immobilized patients, moved the Amalie crowd with her recollections of key points in her journey as a doctor.

"I'm here tonight to tell you about these memories, but more important, I'm here to thank you," she said. "Because these are memories that you have given to me. You see, I shouldn't be here." As the daughter of a high school teacher and police officer, Billington explained how hard her parents had to work to put her through USF, making scholarships vitally important to her ability to pursue her dual-degree education.

"I don't know who you are," she said, "but I want to thank you."

Indeed, it was a night of thanks – for more than a billion reasons.

A special thank you

The USF Foundation would like to extend a special thank you to those donors whose giving of \$5 million or more has made a transformational impact on the University of South Florida during the *USF: Unstoppable Campaign*.

Dana Collier and Barron G. Collier III
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Pam and Les Muma
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The Patterson Foundation
Lynn Pippenger
Radiology Associates of Florida, P.A.
Chris and Sandra Sullivan
Tampa General Hospital
Kate Tiedemann and Ellen Cotton
The Vinik Family
The Zimmerman Family Foundation



Understanding our **FOOD** *Choices*

USF researchers discuss the food supply, from health issues and trends to how our environment and culture shape our choices.

BY KIM FRANKE-FOLSTAD

FOR A FEW REMAINING CULTURES, living off the land is a way of life. In good times and bad, they feast or subsist on what the earth provides. Hunting, fishing, trapping, gathering. It isn't necessarily a choice. It's how they've always existed. Thousands of years ago, most people lived this way, and it took commitment. Hunters often came home empty-handed. Hunter-gatherer bands and tribes moved frequently because the land was depleted.

Agriculture, which came about because of climate changes and increasing populations in some areas, slowed the nomadic way of life and led to more permanent settlements – there was now a reliable food supply of crops that would grow and of animals that were easy to domesticate, depending on where you were in the world. Farming offered more food security, but it wasn't easy. Still isn't. The days are long, dirty and physical. And the outcome is always iffy.

And yet, it seems, more and more of us want to go back to gathering our own food, sowing our own seeds, and eating as we imagine a forager or a farmer would.

There's the paleo movement, the slow food movement, the farm-to-table movement, the push for more community gardens, and the increasing popularity of farmers markets.

Partly, it's born of a nostalgia for simpler times and a desire to be more environmentally friendly. But most people will tell you that, for them, it's about making more healthful decisions – taking control of what, where and how well they eat.



GROWING IT YOURSELF

Sara Dykins Callahan '99, MA '03 and PhD '10, has taught Introduction to Food Studies to USF undergraduates for seven years, and she says the course has never been more popular.

The class covers the historical and contemporary relationships between people and the food they produce and consume and includes plenty of reading and research. But the big draw for students is the hands-on component. Every spring, they head to the USF Botanical Gardens and get their hands – and feet and faces – dirty as they grow their own organic produce. It's labor-intensive, frustrating and time-consuming, and the students love it, says Dykins Callahan, a senior instructor in USF's Department of Humanities and Cultural Studies and director of food studies.

"Nothing tastes better than cucumbers and carrots you grow yourself," she says.

They also see what it costs to get those crops started, even for their small harvest. They know the disappointment when things don't come out the way they expected because of weather, insects or disease.

USF is among nearly 400 colleges and universities

across the country offering food studies, sustainable agriculture or agroecology courses and programs. This resurgence of going back to the land is more than just casual interest; it can also boost employment. The U.S. Department of Agriculture puts the median age for farmers and ranchers at about 56 years old, but says college graduates with expertise in food, agriculture, renewable natural resources, or the environment will find good job opportunities.

Besides offering careers in the food industry, many courses are aimed toward meeting the intense demand for greater insight into how our food happens.

Students in Dykins Callahan's course learn where and how food is produced and consumed, the ethics and politics tied to food systems, and how to affect change if they choose to do so. In the past couple of years, she says, those topics have become more mainstream. Now students are taking the class because they're interested in food studies as a cultural phenomenon.

"I try not to preach," she says. "I try to give them tools that will be useful all their lives."

Occasionally she runs into students a year or two after they've been in the class and they'll tell her how much it impacted their lives. All those terms that once were just buzzwords – organic, sustainable, local, GMO and GMO-free – now have meaning. They're eating better and feeling better.



PHOTOS

Sara Dykins Callahan's Introduction to Food Studies students learn how to build a working vegetable garden from planting to harvest. Interest in the class

reflects an interest in healthy, locally grown produce and an interest in back to the land. The course is taught in USF's Botanical Gardens every spring.

PROGRESS OR MARKETING?

Picture yourself on a Disney-like ride that takes you – in just a few entertaining and educational minutes – from being a mom who gathers berries, to a mom who grows berries, to a mom who preserves berries, to a mom who buys frozen berries at the grocery store or makes berry muffins out of a box, to a mom who buys berry smoothies at McDonald's for her kids to drink with their burgers.

Progress? Or savvy marketing?

It's tempting to attribute the relatively recent shifts in what and how we eat to advertising, says Laurel Graham, an associate professor and associate chair in USF's Department of Sociology. But another, often overlooked, factor is the "scientization" of homemaking from about 1910 onward, Graham says.

In her book on Dr. Lillian Gilbreth, Graham says the key goal of the famous industrial psychologist (and mother of the *Cheaper by the Dozen* children) was to improve women's daily lives, in part by introducing labor-saving devices and ready-made products. And that included prepared foods.

Throughout the mid-century, "home economics" curricula and popular media pictured ready-made foods

as indicators of the modernization of homemaking," Graham says. "Frozen dinners, like Swanson's TV Dinner were marketed in the 1950s in tandem with a growing sense that women should be able to engage in meaningful activities – including paid work outside the home. The TV Dinner would make her new freedom possible."

The rapid rise of fast food also was emblematic of these social shifts, Graham says.

Increasingly, prepared, heavily processed foods became a staple of the American diet, with advertising pushing the popularity of the latest trends. According to the USDA's Economic Research Service, in 1970, 25.9 percent of all food spending was on food away from home. By 2012, that share rose to its highest level of 43.1 percent.

During that period, between 1977-78 and 2005-2008, U.S. consumption of food prepared away from home increased from 18 percent to 32 percent of total calories. And overall, the food was higher in what Americans over-consume (such as fat and saturated fat) and lower in what we under-consume (calcium, fiber and iron).

Despite the convenience and "coolness" of fast foods, modern consumers haven't been completely fooled into thinking they're getting the same kind of nutritious meals their grandmas or great-grandmas used to make. A 2013 Gallup poll found that about 76 percent of Americans were aware these foods were "not too good" or "not good at all for you."

That response, Graham says, inspired a research question: Why do people engage in eating behavior they know isn't healthy?

Graham, USF associate professor Jennifer Friedman, and graduate and undergraduate student researchers are looking at how families reconcile their food practices with their food knowledge and ideals.

"We have been surprised by the depth of our respondents' knowledge about food," Graham says. "And yet, the intense time and budget pressures faced by many families mean that, quite often, they grab something for dinner on the way home from work or afterschool activities."

The children they spoke with (ages 8 to 15) also are aware of the food pyramid and its successor MyPlate and the types of food they should be eating, she says. Some attend schools where gardening is part of the curriculum and others participate in gardening with their families through community or home gardens.

"These kids can sound almost nostalgic about growing food for yourself and they readily list the arguments about how fresh, organic produce is better for the Earth and for human beings," Graham says. "At the same time, they admit they often crave foods high in salt, fat and sugar."



The intense time and budget pressures faced by many families mean that, quite often, they grab something for dinner on the way home from work or afterschool activities."

– *Laurel Graham*

Children also provided the most brutally honest insights into the social dimensions of food choice, Graham says. Middle-class kids in the study described the "cool" foods that other children in the school lunchroom prefer. Some children of immigrants felt uncomfortably conspicuous eating the ethnic foods packed in their lunchboxes; they complained about how their parents wouldn't purchase Lunchables and other American packaged foods for them to bring to school.

"Children knew they were a reflection of their parents' food values and they sometimes resented this," she says. "Interestingly, our USF student researchers from immigrant families also often recalled a time when they were embarrassed by the ethnic foods their parents expected them to eat. They now look back on these moments of feeling excluded and insecure, and realize their parents were trying to instill a sense of pride in the culture of their home country, and also to share a love for their particular cuisine with their children."

YOU EAT WHERE YOU ARE

Roberta Baer, a professor in USF's Department of Anthropology, has seen similar results as she and assistant professor Dillon Mahoney, along with USF graduate students, study the dietary and health issues of Congolese and Burmese refugees who have relocated to Tampa.

The Burmese adults, Baer says, mostly stick with their traditional diet, which includes rice, green vegetables and a little meat. And their children follow this diet on the weekend. But during the week, when the kids eat breakfast and lunch at school, "They're getting this barrage of American food."

The children were making some good choices, she says. They were eating the chicken fingers and pizza offered at school, but they added a salad and fresh fruit. Unfortunately, they also were drinking flavored milk and juice. And at home, they were getting those same liquid calories – plus plenty of junk food snacks their parents were purchasing to help their kids transition to the American way of life.

Baer says that, although both the adults' and children's growth had been stunted by years spent in refugee camps where they weren't getting enough calories or nutritious foods, now the children are packing on pounds with their new American diet and the adults aren't getting enough exercise.

"We have a recipe here for all kinds of illness that we're seeing in the American population as a whole. There's obesity and diabetes," Baer says. "In the American population, this has been going on over a period of 20, 30 years. For the refugees, it's been about five years."

The research team replicated the study with Congolese refugees and had similar results. "It's a condensed version of what's happening in America," Baer says.

Whether you're a Congolese refugee who can't find the cassava to make your traditional ugali, or an urban dad who has to drag bags of heavy produce home on the city bus, if it's too tough to get what you want, you tend to settle.

It's difficult to pass up a cardboard "bucket" with eight pieces of fried chicken, a large cole slaw, four biscuits and two large mashed potatoes with gravy for \$20 rather than plan, buy, prep and cook and clean up from a meal. Convenience wins the day.

And, apparently, it has ever been thus. Even thousands of years ago.

One example: When analyzing the skeletal remains of ancient Native Americans in Florida, archaeologists learned that those on the Gulf side ate far more seafood than those on the Atlantic side.

"The explanation I've come up with has to do with the basics of how you go and collect the fish," says Robert



Tykot, a professor in USF's Department of Anthropology.

On the Gulf side, you can walk hundreds of yards into shallow water, set up your nets and return later for your meal. On the Atlantic side, where the water is deeper and the waves are higher, the fishing wasn't so easy, Tykot says.

And in the middle of the state? "They didn't eat seafood, indicating they were happy with what was locally available year-round."

We often think of many Native Americans as being mobile – they may have lived mostly in one area, but perhaps for three months in the winter they traveled to one coast or the other for access to better eats. "But basically, what we've found so far, at least starting 1,500 years ago, is they were pretty much there year-round and not eating any saltwater fish," Tykot says.

HEALTH RISKS OF MODERN LIFE

They say you are what you eat – and, it seems, most people eat where they are.

Seeking food security by planting and replanting the same crops year after year, early farmers lost nutritional diversity in their crops and in the soil that grew the crops. Seeking convenience, city dwellers and mid-century suburbanites gave up diverse selection of farm-fresh produce, and both groups turned more to processed foods.

That shift – along with less physical activity – is contributing to an epidemic of obesity. The Centers for Disease Control and Prevention reports that 70.7 percent of U.S. adults age 20 and over are overweight or obese.

And related health risks, including diabetes, heart disease and some cancers, are costing the country a fortune.

The Trust for America's Health reports that by 2030, medical costs associated with treating preventable obesity-related diseases are estimated to increase by \$48 billion to \$66 billion per year in the United States, and the loss in economic productivity could be between \$390 billion and \$580 billion annually by 2030. Although the medical cost of adult obesity in the United States is difficult to calculate, estimates range from \$147 billion to nearly \$210 billion yearly.

Anna Dixon is instructor of anthropology in the Department of Society, Culture and Language at USF St. Petersburg. A significant portion of her course – Food, Health, and Culture – includes current data on the meteoric rise of Type 2 diabetes in this country and across the globe. Offering perspective, she paints the picture like this: The International Diabetes Federation notes that while there are about 320 million people in the United States, worldwide 415 million people now live with diabetes. In 2000, that global number was 151 million.

"The lack of diversity in our diets and our lack of physical activity means that, metabolically, we just put on fat," Dixon says. "And Type 2 diabetes is based, in part, on us being overweight. There's a phrase that sums it up: When feast or famine becomes only feast, that's when the problem kicks in. And that's exactly where we are now."

We know all this is a problem. And we want to do better, but it's hard. We've evolved to crave sugar, salt and fat that were scarce in the past but now our foods are full of them.

"Fat and sugar trigger a very ancient reward center in our brains," Dixon says. "We are very hardwired to want them and we get a huge payoff from the calorie-dense foods. They're very comforting and we feel better when we eat them."

Even with the best intentions – and much input from consumer health news – we can go off course.

Take for example, the debate over farmed vs. wild salmon. Most experts recommend going for the wild – which has added nutritional value and lower saturated fats – if it’s available and you can afford it. But you shouldn’t give up eating salmon if you can only get farmed fish. Eating more of either kind should lead to an improvement in your intake of the omega-3 fatty acids, which can protect against heart disease, stroke and rheumatoid arthritis.

The same holds true for organic produce.

If the cost of that carton of organic strawberries is going to eat up your entire produce budget, skip it, says Cecilia Nunes, an associate professor in USF’s Department of Cell Biology, Microbiology and Molecular Biology. Better to have non-organic broccoli, snap beans and berries than just that one pricey organic choice.

And don’t be fooled at the farmers market. The produce you see may or may not be organic or locally grown, so it pays to know the vendors and what’s in season. (In Florida, you can go to freshfromflorida.com for information.)

Don’t drop your guard at the grocery store, either. Food retailers know we want produce that’s pretty, Nunes says. But a lot of nutrition opportunity is lost through



New generations are much more aware of the benefits of a balanced diet, including fresh fruit and vegetables. They’re smarter than us. A lot of the things we did, they don’t do it.”

– Cecilia Nunes

waste in the effort to display only beautiful bounty every day. Even the pretty ones are lower in nutrients than what our grandparents ate.

In the Organic Center’s 2007 report *Still No Free Lunch*, food scientists compared the nutritional levels of modern crops with historic ones. They found modern-day foods produced 10 to 25 percent less iron, zinc, protein, calcium, vitamin C and other nutrients.

Add to the mix that our produce often travels great distances to get to our grocery and these losses can be huge, especially if transportation and distribution aren’t optimal.

“Agriculture is unpredictable,” she says. “It’s too hot. There’s too much rain. But retailers have to get their produce from somewhere.”

That could mean those lovely fruits and vegetables are shipped across the county in refrigerated trucks, whether it’s good for them or not. (The strawberries won’t mind, but the eggplant and other tropicals will.) And many times produce is picked ahead of optimum ripeness,

which means less nutrition, to allow for transportation. The longer we wait to eat our produce, the more nutritional value and flavor is lost – up to 50 percent of the vitamin C, Nunes says.

To break the chain, we need to educate consumers and retailers, Nunes says. If local strawberries are in season, don’t buy something that’s shipped in from far away.

“And why not use ugly fruit?” she asks. There’s good nutrition in them, despite their appearance.

Will the ugly produce movement be the next cool thing? In the United States, according to the National Resources Defense Council, 48 percent of the produce we buy is thrown away. In Europe, and some parts of the United States, people are starting to choose the twisted carrot, the contorted cucumber, the dented apples and pears. They’ve learned that despite these imperfections, produce still tastes delicious.

It’s an important step in reducing waste, and getting more produce to people who need it.

“It’s sad, what we lose between harvest and houses,” Nunes says.

GOING BACK TO GO FORWARD

If advertising and food fads got us into this dietary disaster – at least in part – couldn’t they be part of a positive evolution that gets us out? And if restaurants and fast-food joints are motivated by demand to sell more locally sourced and nutritious foods, who cares if they’re cashing in on a trend?

As long as that’s what you’re really getting. Unfortunately, for some, “getting fresh” is more of a marketing ploy than a true change, says marketing expert Dipayan Biswas, a professor in USF’s Muma College of Business.

Those locally sourced and farm-to-table restaurants we all love are often selling a story that’s inflated or misleading, he says.

The “fresh cut” apples in your child’s Happy Meal are sliced and packaged off-site. And the good feelings you get from Chipotle’s “local grower initiative” might be offset by the knowledge that your burrito has about 1,000 calories.

But you know what? That’s kind of on us. These days, you just have to do a little Googling to get calorie counts, nutrition information, and good or bad reviews. The same social media outlets that help consumers find food trends can help them make more informed decisions, says Joe Askren, PhD ’17, a professor at the College of Hospitality and Tourism Leadership at USF Sarasota-Manatee and a certified executive chef.

“A person in the middle of nowhere, who normally

wouldn't be exposed to what's new and tasty and good for you, can now see what people are eating across the world," Askren says. "It gives 'word of mouth' a whole new meaning," as people seek those ingredients they just read about and raise the bar for what's expected in their own communities."

Biswas, whose research has included sensory marketing, behavior judgement and decision-making, and healthful consumption related to foods and beverages, says "consumer preferences can shape business practices and if consumers prefer fresh, healthy foods, businesses would respond accordingly."

Increasingly, young people ask for those changes, Nunes says.

"New generations are much more aware of the benefits of a balanced diet, including fresh fruit and vegetables," she says. "They're smarter than us. A lot of the things we did, they don't do it."

Today's youngsters generally get more education and firsthand experience with the good stuff.

Graham, who participated recently in an externally funded research project with USF's Friedman and Rebecca Zarger, an associate professor in the Department of Anthropology, as well as a handful of graduate and undergraduate students, found the community garden phenomenon accomplishes some key goals.

"It brings children and parents to a new understanding of where food comes from and why organically grown fruits and vegetables are better for the environment and for our bodies," Graham says. "Children in the Tampa Heights community are learning not only diverse methods of gardening, but also how to prepare, present and market healthy foods within their own community.

While community and school gardens are often portrayed as prime instruments for improving the diets of people living in food deserts, the group found that, generally, the food grown there is only supplemental to family diets and only when in season.

"The primary functions of this community garden seem to be in fortifying neighborhood solidarity and in training children and youth in an array of high-demand occupations generated by the healthy, organic foods movement," Graham says.

Gardening also clearly represents a license to spend time communing with nature and has been shown to improve both mental and physical health in unexpected ways, she says.

"Reconnecting with gardening and whole foods is, in a way, like reconnecting with an agrarian past, where many of our ancestors sustained their families."

We are farming again, and regaining that connection with the land. ■



WANT MORE INFORMATION?

Here's a reading list from our experts:

Food and Culture: A Reader

by Carole Counihan and Penny Van Esterik; Routledge, 2012

The Global Food System: Issues and Solutions

by William D. Schanbacher, editor; Praeger Publishing, 2014

More Work for Mother: The Ironies of Household Technology from the Open Hearth to the Microwave

by Ruth Schwartz Cowan; Basic Books, 1983

Satisfaction Guaranteed: The Making of the American Mass Market

by Susan Strasser; Smithsonian Institution Press, 1989

Color Atlas of Postharvest Quality of Fruits and Vegetables

edited by M. Cecilia Nunes; Wiley-Blackwell Publishing, 2008

Waste: Uncovering the Global Food Scandal

by Tristram Stuart; W.W. Norton & Co, 2009

A History of Food

by Maguelonne Toussaint-Samat; Wiley-Blackwell Publishing, 2009

The 100-Mile Diet: A Year of Local Eating

by Alisa Smith and J.B. Mackinnon; Random House, 2007

Food Politics: How the Food Industry Influences Nutrition, and Health

by Marion Nestle; University of California Press, 2002

In Defense of Food: An Eater's Manifesto

by Michael Pollan; Penguin Press, 2008



PHOTO

USF PhD student and Fulbright nominee Sarah Bradley stands among a harvest of garlic grown at Gorman Farm, where she's managed food distribution and quality for the past four years.



Photo: JONATHAN JAMES

Addressing

FOOD *Insecurity*

at Home and Abroad

BY AMY HARROUN, '05

IN THE WAKE OF HURRICANE IRMA, many Florida residents faced food insecurity concerns, wondering if they would have enough to feed their families. Although these challenges were new to many, a surprising 17 percent of Tampa Bay families face food insecurity on a daily basis. That's 204,240 individuals in Hillsborough County alone.

"Many people don't realize that hunger is such an issue right here at home," says Sarah Bradley, a USF PhD student in applied anthropology and public health.

A diverse mix of circumstances leads people of all walks of life to experience food insecurity. Just as there is no one face of hunger, there is also no one solution to the problem.

Access to food pantries, opportunities for low-cost healthy foods, improvements in distribution, procurement of the proper tools for meal preparation, and a decrease in food waste can all impact the 815 million hungry people around the world.

Bradley works with Feeding Tampa Bay to research local communities and identify where additional resources are needed. "The organization does an excellent job of bringing food to community members who need it. Our objective is to find places where challenges still exist and create strategies to address them," she says.

As a farmer herself, Bradley has a rare perspective on food. She's managed food distribution and quality at Gorman Farm in Maryland for the past four years. "About one third of all food globally goes to waste somewhere between farm and table," says Bradley. "That number rises to 40 percent of all food in America. This lost food is the low-hanging fruit in the fight to address hunger."

According to the Food and Agriculture Organization of the United Nations (FAO), after decreasing steadily for a decade, world hunger has increased during the past two

PHOTOS

Honors College junior Kayla Rykiel, USF's Truman Scholarship nominee, volunteers at Sweetwater Farms, a nonprofit organic community farm and environmental education center in Tampa. She and two classmates planted a field of crops for an upcoming harvest.

Opposite page: USF students stand on the grounds of a school in Madre Vieja, Dominican Republic. They are teaming up with the school to build a kitchen and create a healthy eco-garden.



Photo: AMY HARRISON '05 | Honors College

years, rising from 777 million chronically undernourished people in 2015 to 815 million people last year.

Also according to FAO, if only 25 percent of the total food lost or wasted globally each year were saved (roughly 1.2 billion tons), it could feed 870 million people. That's enough food for everyone who is currently hungry.

"At Gorman Farm, nothing gets wasted. All of our extra produce gets donated to local churches and food banks," says Bradley. "I've learned through this work that addressing food insecurity is a community project. It takes the coordination of many different groups and people all working toward the same goal. It is because of our customers who can afford to purchase our food that we are able to give back to those in the community who can't."

Many community members who need assistance are college students. David Himmelgreen, chair of the USF Anthropology Department, notes that 10 percent of college students are food insecure. "Back in 2005 there were just a handful of universities in the U.S. that had food pantries," he says. "Now there are about 400."

Himmelgreen sits on the board of Feeding Tampa Bay and has been studying food insecurity at home and abroad for more than 20 years. He notes the good work being done by the Feed-A-Bull Food Pantry on USF's Tampa campus which provides supplemental food and nutrition resources for students in need.

The focus on the nutritional value of available foods is a very important aspect of fighting hunger. Kayla Rykiel, an Honors College junior majoring in biomedical sciences and minoring in both public health and dance, sees firsthand the value of providing not just food, but healthy food, to those in need. She volunteers at Sweetwater Farms, a nonprofit organic community farm and environmental education center in Tampa. The farm was founded in 1993 by Rick Martinez.

Rykiel serves as the farm's ambassador for the Supplemental Nutrition Assistance Program (SNAP), a government-funded program that provides nutrition assistance to millions of low-income Americans. Sweetwater Farms allows SNAP recipients to use their benefits for half-off fresh produce grown on the farm and throughout Florida. "It's a really great opportunity to get access to high-quality fruits and vegetables fresh off the farm," says Rykiel.

Sweetwater also allows SNAP recipients to participate in a cooperative program that lets them pay a flat amount and pick up boxes of freshly harvested produce weekly. "It's a decreased price for guaranteed and healthy fruits and vegetables on a regular basis," says Rykiel.

The university's nominee for the Harry S. Truman Scholarship (a competitive and prestigious award for "change agents" committed to public service), Rykiel says that there is still much work to be done. "I'd like to focus on strengthening the assistance programs that already exist in our country," she says. "We've seen that they are providing for the caloric needs of these families, but a stronger focus needs to be put on the nutritional value of available foods." She notes that we could spend much less money treating chronic disease if we proactively invest in access to healthier foods.

Rykiel is furthering her study of food access by also researching food insecurity among Pinellas County teens and volunteering at Trinity Cafe, a Tampa nonprofit that provides meals with respect and care in a restaurant-style environment.

Food access and quality are not the only issues that affect hunger however, as Honors College instructor Lindy Davidson, PhD '16 and her students observed up-close during a recent service trip to the Dominican Republic. The students volunteered at a school in Madre Vieja and were surprised to learn that while the government supplied

the school with food for the students, the school did not have a kitchen to prepare and cook the food.

“They were relying on a neighbor who prepared the food in her home,” says Davidson. “But on days when the woman was not available to cook, the students had nothing to eat.”

Amber Pirson, an Honors College sophomore on the trip, teamed up with fellow classmate Lauren George to propose a project to build a kitchen for the school. The Honors College has provided funding for the project, and Davidson will lead a group of students back to the Dominican Republic this winter to build the kitchen and create a healthy ecogarden on the property. This will both enhance food quantity and promote nutritious eating.

“This project will have a tangible impact on the health and quality of life of these children,” says Honors College dean Charles Adams. “I am very proud of our students for seeing a global need and finding a solution.”

Also seeking to address a global food access issue, Bradley has set her sights across the Atlantic on Uganda. She has applied for a Fulbright grant to study food insecurity in the country. Although Uganda’s economy has seen a significant improvement during the past decade, food insecurity is still a major issue.

“Africa has some of the highest rates of food insecurity in the world,” says Bradley. “I see this as a chance to do the most good.” If funded, she will work with the Sociology and Anthropology Department at Makerere University in the country’s capital city, Kampala, to increase food security by improving the handling and processing of starchy tubers like the potato.

For many people in the Tampa Bay area, the topic of food insecurity might seem as foreign as studying tubers in Uganda. Peter Nkhoma, PhD ’16, who teaches a global food security course in the USF Honors College, notes that the topic of hunger is an abstract idea to many people. “We are

blissfully unaware that even within our neighborhoods there are people experiencing food insecurity and suffering from hunger, mostly due to economic hardship,” he says. “My hope is that after taking this course, students will become lifelong food security activists.”

There are many ways for community members to help. Options include donating needed items to food pantries, contributing financially to projects like Feed-A-Bull, volunteering with non-profit farms like Sweetwater, or just decreasing the volume of wasted food.

“Every little bit helps,” says Adams. “I am so honored to work at a university where faculty, staff and students not only research problems but also identify ways to help and then set initiatives in motion. It’s a wonderful thing to see.” ■

How you can help

In 2016 USF and Feeding Tampa Bay founded the Hunger Action Alliance to study the long-term health effects of food insecurity and improve local relief efforts. Additional Alliance members include Humana, Florida Hospital, Johns Hopkins All Children’s Hospital, Bank of America, Community Foundation of Tampa Bay, and Mosaic.

This group is working to address the issue of hunger and food insecurity in Tampa Bay through projects like mobile food pantries and backpack programs that supply schoolchildren in need with meals at home. To learn more about their work and how you can help, visit feedingtampabay.org/hunger-action-alliance.





THE *Skinny* ON *Weight Loss*

BY KIM FRANKE-FOLSTAD

A

MERICANS LIKE A FAST FIX. A 10-minute oil change. Glasses in an hour. A new romantic interest with the swipe of a finger.

So when it comes to losing weight, diets that promise quick and easy results – 20 pounds in 30 days! – are tough to resist.

We are not a patient people. Our focus is fleeting. Which is why, in a nutshell, most diets don't work.

“They cycle in fads, just like clothes and hairstyles, with about five or six overall themes,” says Theresa Crocker, PhD '13, assistant professor in the College of Public Health and director of the nutrition and dietetics program.

If you change how you normally eat, you'll likely have some success, she says. But restrictive diets are doomed to fail. If you don't lose the weight in a way that's sustainable – while eating with your family, dining out with friends, shopping for and preparing the food yourself – you're going to struggle.

Most people, 80 to 95 percent depending on the study, gain the weight back. Many regain more than they lost.



Dr. Watson Ducatel, '06

Meanwhile, with restrictive diets, you're performing a bit of a science experiment on your body, messing with your metabolism, depriving yourself of the nutrients you need, and possibly causing muscle loss, bone loss and other long-term damage.

The trouble, says Dr. Watson Ducatel, '06, is that people desperate to lose weight get taken advantage of by companies more interested in selling them something than improving their health.

“

Developing a proper weight-loss program takes time. The first thing you need to know is why your weight is a problem.”

– Dr. Watson Ducatel, '06

They see commercials that put a priority on pounds lost, goal weights, and before-and-after photos. Unless you look closely, it's easy to miss the disclaimer: “Results Not Typical.”

“Developing a proper weight-loss program takes time,” says Dr. Ducatel, an internist who shares a practice in Brandon, Healthy Bodies Medical and Dental Center, with his wife, Dr. Martha Ducatel, '06, a dentist. Both believe in educating patients.

“The first thing you need to know is why your weight is a problem,” he says.

He starts by talking to patients about what they think is normal or abnormal, and asks them to assess their own weight, and how that makes them feel. “Let's find out about you,” Ducatel says, “because you're the one controlling this thing.”

The conversation moves on to what could have caused the weight gain: a health problem, bad habits, genetics, cultural norms, or something else. For most people, it's necessary to determine what will work long-term.

You're not going to want to hear this (though, surely, you've heard it before), but the key to weight loss is making lifestyle changes you can successfully embrace over your lifespan, says Heather Agazzi, '97, MS '11 and PhD '07, Life Member. She's an assistant professor and psychologist in pediatrics at the USF Health Morsani College of Medicine. “Take small steps and make them the new normal.”

And remember, the choices you make don't affect just you. If you're a parent, you're passing those behaviors on to your children, Agazzi says.

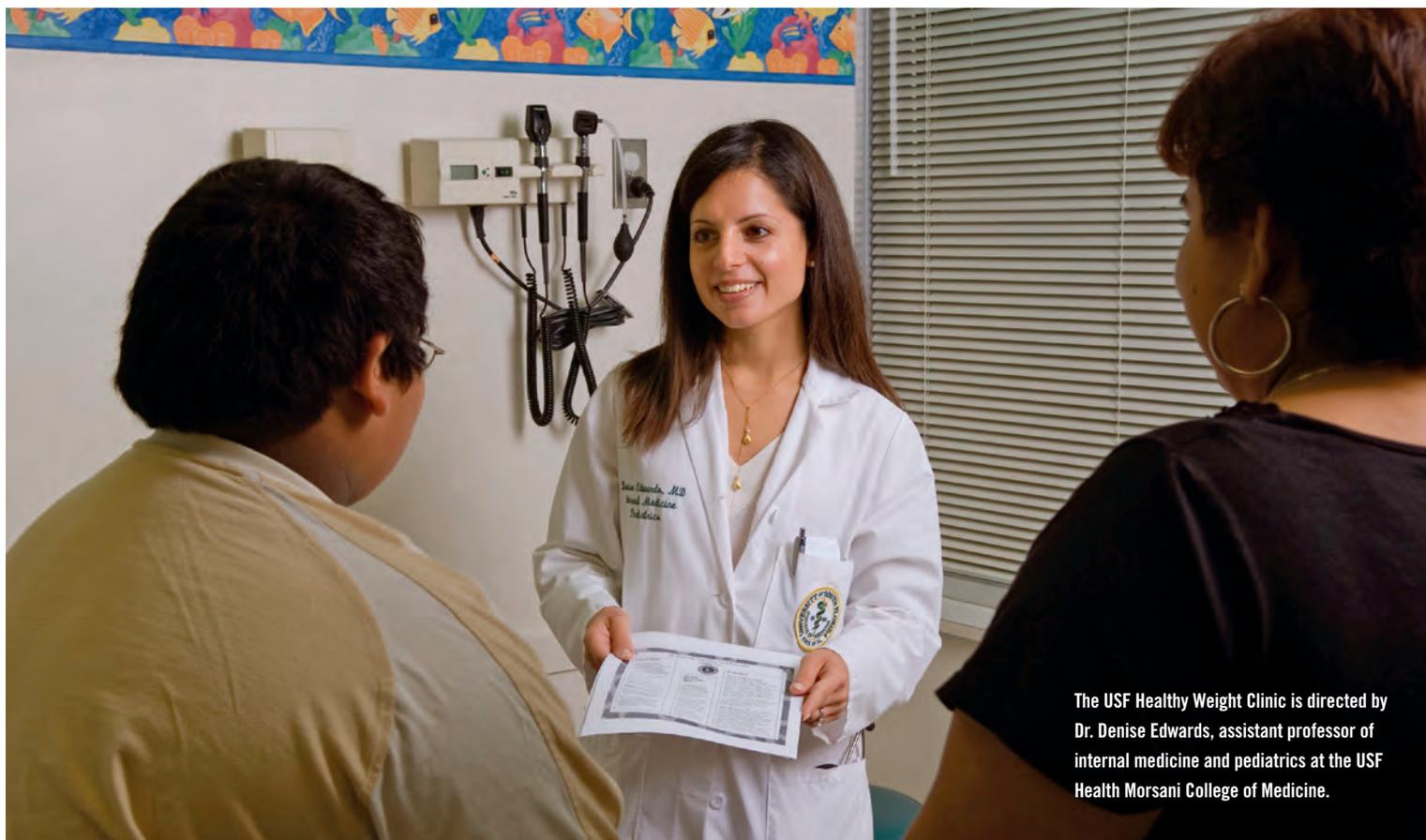
Children learn our preferences for salty and sugary foods, and they don't always make the best choices when not at home. So, it's up to parents to set limits, Agazzi says. That means 10 M&M's, not the whole pack; one cookie instead of four; and whole-grain crackers that are rich in fiber instead of refined grain products that have been stripped of their natural nutrients. They can learn and use those habits as they begin to make their own choices.

When you go out to eat, check the calorie counts on the menu to help with your decision-making, says Joe Askren, PhD '17, a professor at the College of Hospitality and Tourism Leadership at USF Sarasota-Manatee and a certified executive chef. Or have what you want but skip or share the high-calorie dessert.

And try not to label foods as bad or good. We think of yogurt and granola bars as good for us, but there are brands that are full of added sugars. We tend to broad-brush all frozen foods as bad – but if you can't get in-season local produce, frozen can be a fine nutritious, alternative, Crocker says.

Then there's the battle over butter – is that fat killing us or good for us? “Everything in moderation,” Askren says. And, again, some choices are better than others. There are grass-fed cow butters that are antibiotic-free, hormone-free and additive-free – and as a chef, he prefers the flavor.

So, should every person who needs to lose weight seek



The USF Healthy Weight Clinic is directed by Dr. Denise Edwards, assistant professor of internal medicine and pediatrics at the USF Health Morsani College of Medicine.

some kind of counseling to get it right?

It's a good step to take if you can, Agazzi says. That is, if the resources are available and health insurance will cover the expense.

But health care providers are increasingly looking at ways to fight the country's overweight and obesity epidemic.

USF's Healthy Weight Clinic, founded in 2007 by Dr. Denise Edwards, MD '01, offers a multi-disciplinary approach for children, adolescents and adults with a variety of weight-related problems. Clients have access to a nutritionist, psychologist, psychiatrist, pediatric nurse practitioner and athletic trainer. They get the benefit of physical activity – another vital part of a healthy lifestyle – and also learn about food choices and goal-setting.

In USF's new integrated dietetic internship and master of public health program, students learn to develop and implement advanced nutrition programs that promote health in the community. That includes coming up with a meal plan for a family of four on a budget that meets the dietary guidelines for each family member.

"A frequent comment I hear is that eating healthy is too expensive," Crocker says. "But with a little savvy, and some professional input if you're not sure how to do it on your own, it can be done."

Those fast-fix diets you hear about on TV are

USF's Healthy Weight Clinic offers a multi-disciplinary approach for children, adolescents and adults with a variety of weight-related problems.

appealing, Ducatel says, but they don't address the real-life issues that contribute to an individual's weight gain. Your health professional can help you look at your lifestyle and come up with realistic goals.

Want to keep it simple? Focus on being happy with how you feel and being able to get up, get out and do the things you enjoy, Ducatel says. "Be inspired to be a better version of yourself." ■



From your Alumni Association

My fellow Bulls,

Does it seem like we've been seeing a lot more of each other this fall? It does to me!

It started with our first football game this season – an away game on the other side of the continent. Though many of you had to travel for miles, you turned San Jose, Calif., into Bulls Country! You packed the Friday night alumni get-together and hundreds of you attended our pre-game tailgate. We even had two Life Members, Bill Wiggins, '83 and the former Amy Schowalter, '94, come to the game after their wedding in San Francisco!

During our Homecoming festivities, you turned out in droves. We had a full house at our Working Bulls Lunch, when we celebrate all the alumni who've come back to USF as faculty and staff. We sold out our Alumni Awards Dinner, where we recognized five very successful – and selfless – individuals. (Read about them on page 50.) We had one of our biggest Alumni Welcome Home parties ever, with many grads returning to campus for the first time in years. And

attendance at our pre-game Spirit Tent was the best I've seen since I joined the Alumni Association staff in 2012.

All of this energy and enthusiasm can only be the result of one of the most exciting years in USF history:

- Under current Florida law, we are now one of just three public research universities to achieve Preeminence, joining our two much older sibling universities to the north in that exclusive realm.
- We've surpassed, ahead of schedule, the *USF: Unstoppable* Campaign's \$1 billion goal. This transformational initiative will continue until June.
- USF is making national headlines almost daily – for ground-breaking research, for nearly unmatched student success, for topping the charts in one ranking after another.
- The student-athletes on our football team gave us record-breaking winning and points-scored streaks.

Excitement creates energy, and energized alumni propel their university to even greater heights.

By connecting and reconnecting with each other and with USF, we alumni show the world our pride – the most valuable endorsement a university can receive. We make an impact on student success, on our fellow alumni, on our communities. Most of all, we make an impact on our great university, the results of which we're all now seeing.

Our support also helps USF empower our next generation of leaders and those who will be called upon to tackle humanity's most difficult issues.

Your Alumni Association offers many meaningful ways to make that investment in the future, from contributing to a scholarship fund to joining your fellow Bulls at a watch party to helping your community through a service project. The most basic is simply becoming a member. Your dues help ensure we continue to provide – and grow – programs that contribute to USF's success.

We're on a roll, fellow Bulls. Let's keep it going!

Go Bulls!

BILL McCAUSLAND, MBA '96

EXECUTIVE DIRECTOR, USF ALUMNI ASSOCIATION
LIFE MEMBER No. 2331



Meet your 2017-18 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.

a Officers include, seated from left, Sayde King; Rhea Batt; Rebecca Mesiner. Standing from left, Joshua Vega; Juan Oropeza, Tampa president (not pictured: Kevin Patrick, USF St. Petersburg president and Jaime Hernandez Carranza, USF Sarasota-Manatee president)

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.



b From left, Brian Goff, president; Kairi Adams; Dakota Becker-Greene; Emily Cardella; Bailey Cunningham

The Student Alumni Association (SAA) is USF's largest student organization with more than 6,000 members. It provides opportunities to interact with peers and alumni, helps individuals grow skills and networks, and helps forge lifelong bonds with USF.

c From left, Jaevan Burke, president; Kai Lawrence; Brooke Shendok; Amber Smith; Emma Frank; advisor Tyrone Gray; Joshua Rowell (not pictured: Sean Warwick and Brittney Deas)

Battling the BAD GUYS

After special agent Bobby Chacon, '85, retired from the FBI, the real drama began

BY JOEY JOHNSTON, '81

FOR NEARLY THREE DECADES, he experienced non-stop drama. Bobby Chacon's career as an FBI special agent resembled an action-packed television series.

Chacon infiltrated Mafia families in New York. He busted drug gangs. He became the first full-time diver in FBI history, leading search-and-recovery underwater forensics projects such as the 1996 crash of TWA Flight 800 that killed 230 passengers and crew. He worked counterterrorism at two different Olympic Games. He went to Iraq to train police officers in surveillance and interrogation.

Then Chacon retired from the FBI.

And life got even more interesting.

"I was never going to be one of those guys who played golf all day and just pattered around," says Chacon, who graduated from USF in 1985 with a management degree from what is now the Muma College of Business. "But this sort of 'new career' that happened, I never saw it coming."

He has become a sought-after commentator for national news outlets. He makes regular appearances on CNN, Fox News and network affiliates to discuss law enforcement, legal issues and counterterrorism, while often providing expert analysis on news of the day. He keeps a coat and tie in the car. Producers call with TV requests often on a moment's notice.

Chacon, who has homes in Palm Springs and Los Angeles, is also a technical advisor and story consultant for television shows and movies, and portrays FBI agents

and law enforcement officers on network programs and feature films. He's now a member of the Screen Actors Guild and has designs on writing and producing his own television series.

He was the on-camera expert for true-crime television programs such as *It Takes A Killer*, *Deep Undercover*, *Murderous Affairs* and *I Married A Murderer*, among others.

But his highest-profile role came as technical advisor for the television series *Criminal Minds: Beyond Borders*, starring Gary Sinise, an Emmy Award-winning actor who will be forever known as "Lieutenant Dan" in *Forrest Gump*.

Chacon taught proper FBI training and techniques, Sinise says. Actors used the tips to authenticate their performances.

"Bobby Chacon is the real deal. Whenever Bobby was working as our advisor on the set, I tried to pick his brain as much as possible," Sinise says. "He has seen so much and done so much in his career with the FBI.

"We wanted to do things right, and Bobby helped us do that. He is a good man who has served his country and I am proud to call him friend."

No detail is too small for Chacon.

Where do you stand to avoid getting caught in your partner's crossfire? How do you handcuff suspects after pulling them from a car? Where is your index finger when holding a gun? How much tension should be in your forearm when a gun recoils? Where do you point a flashlight while searching a darkened building?

Actor Daniel Henney, who portrays Special Agent Matt Simmons in *Criminal Minds*, says he's comfortably learned FBI culture and protocol thanks to Chacon's uncommon communications skills.

"Basically, Bobby makes sure we actors don't come across as morons," says Henney, laughing. "We take our lead from his knowledge and experience. In this business, communicating with people is paramount. There are lots of people with huge egos who don't like being told what to do and actors can sometimes fall into that category.

"Bobby has that 'it' factor when relating to people. He explains things in a concise and thorough way. He's not abrasive. He has a gift. He was destined to do this."



PHOTOS

Opposite page: Chacon, left, was a technical advisor on *Criminal Minds*, with Gary Sinise, who starred on the show.

Left: Chacon and his wife, Christy Nicolay, and pets Sasha and Jagger. Sasha, left, was a rescue from the 2014 Winter Olympics in Russia.



Even at USF, Chacon suspected his destiny may lie in law enforcement.

His father, Louis, was a career officer in the New York Police Department. When his father retired and the family moved to New Port Richey, Chacon made a brief attempt at Georgia Tech's engineering program, then came to USF. He entered USF's cooperative education program, which allowed him to alternate school terms between business classes and gaining work experience at the National Labor Relations Board in downtown Tampa.

Chacon maintains a fondness for USF, also attended by his sister and two nieces. He's active in USF's Los Angeles alumni chapter.

"We get together and watch the football games, which is cool now because we didn't even have a football team when I went to USF," he says. "I try to get back once a year to take in a football game and wear my school colors.

“

I got to work on big cases and send a lot of bad guys to jail for a long time, which is exactly what I joined the FBI to do.”

- Bobby Chacon

I'm so proud of USF and want it to do well. It gave me a great foundation for my life.”

Following USF, Chacon attended law school at Hofstra University. He was prepared to become an attorney at the NLRB's Tampa office, but when the FBI offered him a spot in its training program, Chacon couldn't resist.

“I was thrown into the deep end of the pool and I

Forever Bulls

quickly learned how to swim with a lot of help from very senior FBI agents,” he says. “I got to work on big cases and send a lot of bad guys to jail for a long time, which is exactly what I joined the FBI to do. There’s danger, of course. I went to far too many funerals. Unfortunately, that’s part of my chosen profession, too.”

Chacon believes he inherited his father’s ability to relate with many different kinds of people.

“I developed good informants because I knew how to talk to people, whether it was at the Bowery or the boardroom, whether they were in the streets or wearing an \$8,000 suit,” he says. “It’s being socially comfortable. Sometimes, it’s having empathy for people who were different than you. My personality lent itself to my work.”

His career took him to underwater forensics, when he became the FBI’s first full-time diver. He organized the bureau’s initial dive team in New York, and later transferred to Los Angeles as a dive-team leader.

“I always had gratitude for my career, but I couldn’t believe how lucky I was at times,” says Chacon, who is married to Christy Nicolay, executive director of sport presentation for the International Olympic Committee. “Running the L.A. dive team, I’d be patrolling the port of Long Beach, the port of Los Angeles. The sun was setting. I’d be washing the boat down. I lived close to the marina so sometimes I walked home.

“I always said if one of your job hazards is having to put on sunblock so you don’t get burned, you must be doing something right. Right place, right time.”

Even in retirement, the sun never set on Chacon’s abilities. His fortuitous timing has continued in television, movies and other media.

“Bobby has this innate ability to connect with viewers and listeners,” says Drew Pinsky, known as “Dr. Drew” on his national television and radio news shows. He frequently invites Chacon on air as an expert guest. “He’s such an amazingly credible go-to guy for us.”

Henney says he won’t be surprised to see Chacon develop a successful show of his own.

“My favorite actors, guys like Tom Hanks and Michael J. Fox, are always easy to watch,” Henney says. “They’re likable. You never question them playing their character. To me, that’s Bobby. You trust him. You gravitate to him.

“People might think an actor’s life is fascinating. But when I listen to Bobby, it’s like, ‘Geez, I haven’t even started. Look what you’ve done.’”

For years, Chacon’s career seemed like something straight out of a TV show. Now he’s trying to help TV shows appear as close as possible to real life.

“I know I’m one of the luckiest guys around,” he says. “I’ve had a great life.” ■

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The Best of the **Best**

*Meet USF's 2017
Alumni Award
Recipients*

Photo: MATT MAY



The recipients of USF's highest alumni honors – including one non-alumnus – have excelled in their respective professions while giving back immeasurably to the world around them, including to USF and its students. Here's a look at our 2017 honorees.

PHOTO

Left to right, Dr. Brian H. Williams, Dennis W. Zank, Joan "Sudsy" Tschiderer, Debbie Nye Sembler, and retired Rear Admiral John Kirby



Rear Admiral (retired) John Kirby

History '85

– Distinguished Alumnus Award

Recognizing a USF alumnus who has reached the pinnacle of success in his career

Rear Admiral John Kirby served as U.S. State Department spokesman and assistant secretary for the Bureau of Public Affairs from 2015-17. Prior to that, he served as Pentagon press secretary and Department of Defense spokesman. He's currently a national security analyst for CNN cable news network.

Kirby was commissioned into the Navy in 1986 and qualified as a surface warfare officer aboard the guided-missile frigate USS Aubrey Fitch. He eventually made a lateral move to the job of public affairs officer and served in that capacity in numerous assignments at sea and ashore, including duty aboard the aircraft carrier USS Forrestal; with the Navy's flight demonstration team – the Blue Angels; and as spokesman for the chairman of the Joint Chiefs of Staff. Kirby also served as spokesman for the Department of the Navy, leading a public affairs team of more than 2,700 communications professionals.

Kirby earned master's degrees in international relations and national security and strategic studies, and received numerous awards throughout his military service. Those include the Defense Superior Service Medal, Legion of Merit, four Meritorious Service Medals, and the Joint Service Commendation Medal.

He and his wife, Donna, also a Navy veteran, have two grown children. Meagan recently gave birth to the Kirbys' first grandchild and Colin is an officer candidate in the Navy ROTC at North Carolina State.

Dr. Brian H. Williams

Doctor of Medicine '01

– Distinguished Alumnus Award

Recognizing a USF alumnus who has reached the pinnacle of success in his career

Dr. Brian H. Williams is a trauma surgeon and associate medical director of Surgical Intensive Care at Parkland Memorial Hospital in Dallas, and a keynote speaker on racism and social equality.

USF's 2017 Alumni Award Recipients

He was thrust into the national spotlight, becoming a prominent voice against social injustice, in July 2016 after a Dallas sniper shot 12 police officers and two civilians during an anti-police brutality protest. That night, Dr. Williams was the lead trauma surgeon on call at Parkland Memorial, which received seven of the wounded officers.

During a press conference in the aftermath, Dr. Williams spoke candidly about his concerns as a black man with regard to racial injustice at the hands of law enforcement and simultaneously decried violence targeted at law enforcement. He continues to speak to audiences around the country and at USF about the effects of gun violence and racism, resilience and the need to improve relations between law enforcement and African-Americans.

A graduate of the U.S. Air Force Academy, Dr. Williams came to USF in 1997 after serving six years in the Air Force as an aeronautical engineer. He completed his general surgery residency and a trauma research fellowship at Harvard Medical School/Brigham and Women's Hospital, and a trauma surgery fellowship at Emory University.

He and his wife, Kathianne, have a 6-year-old daughter.

Dennis W. Zank

Accounting '76

– Distinguished Alumnus Award

Recognizing a USF alumnus who has reached the pinnacle of success in his career

Dennis W. Zank is chief operating officer of Raymond James Financial, Inc. and chief executive officer of Raymond James & Associates, Inc. Raymond James Financial is a diversified financial services holding company with more than 7,200 financial advisors worldwide. It went public in 1983 and was recently added to the S&P 500.

In 2012, Zank helped oversee the company's \$1 billion acquisition of Morgan Keegan & Company, Inc. and in 2016, the affiliation of the Alex. Brown Private Client Services division, a unit of Deutsche Bank. These transactions, along with steady organic growth over decades, have helped make Raymond James one of the largest independent full service brokerage firms in the country.

Zank was appointed president of Raymond James & Associates, Inc. in 2002. He joined Raymond James' accounting

department in 1978, becoming the controller in 1982. He was appointed treasurer in 1985 and was promoted to senior vice president in 1986 and executive vice president in 1992. A first-generation university graduate, he was an early advocate for USF Muma College of Business's Corporate Mentor Program, which pairs first-generation business students with area executives for a yearlong mentoring relationship. Zank is the program's longest serving mentor – 20-plus years – and has a history of volunteerism and philanthropy to USF and the Tampa Bay community. He is married to a fellow USF graduate, Marnie Zank, '02.

Joan "Sudsy" Tschiderer

English '71 and MA English '83, USF St. Petersburg

– Donald A. Gifford Service Award

Recognizing a USF graduate who has provided countless hours of service to USF

Joan "Sudsy" Tschiderer, Life Member, graduated from USF St. Petersburg in 1971 – and never left. She has worked there for more than 45 years, but it is her efforts on behalf of the institution, its students, alumni and the community, well beyond job responsibilities, that have made her the unofficial ambassador for USF St. Petersburg. She's among the first to welcome new students to the school; becomes a familiar, caring presence throughout their time there; and stays in touch after they graduate.

Tschiderer currently works part-time helping facilitate special projects for USF Advancement and previously coordinated special events, all of which she designed to further USF St. Petersburg's mission: to engage in service projects and partnerships that nurture the university and community's social, economic and intellectual life.

She organizes and directs the USF St. Pete Singers, a volunteer group created in 1974 and composed of students, faculty, staff, alumni and their families. The Singers bring original holiday musical shows to nursing homes, senior centers and Bay Pines VA Healthcare. In 2003, they received United Way Tampa Bay's Volunteer of the Year award.

As one of USF St. Petersburg's earliest students, Tschiderer founded the campus newspaper, the *Crow's Nest*, and developed the student activities and recreation program. She has launched numerous popular community-USFSP events, including the St. Petersburg Science Festival.

Debbie Nye Sembler

– Class of '56 Award

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

Former marketing executive Debbie Nye Sembler grew up in Daytona Beach and graduated from the University of Florida, but has dedicated years of volunteerism, leadership and philanthropy to the Tampa Bay area and the USF System.

A member of the USF Foundation board of directors, she served on the USF board of trustees for 13 years and as chair of the USF St. Petersburg campus board from 2005-16, for which the university named the Sembler Student Success Center in her honor. Her vision and gifts created the institution's dramatic entrance, The Sembler Family Fountain and surrounding tropical promenade.

She has been a member since 2012 of USF Women in Leadership and Philanthropy, which supports USF System women and women's initiatives.

In the community, Sembler is a member of the Florida Holocaust Museum Advisory Board and the boards of All Children's Hospital, the Florida Governor's Mansion Foundation, Shorecrest Preparatory School and Gulf Coast Jewish Family Services Agency, among other groups. She is a former member of the Florida Commission on the Status of Women.

In 2004, she and her husband, Brent Sembler, received the Florida Holocaust Memorial Museum's "To Life" award in honor of their efforts to teach tolerance and fight racism.

The couple have three children: Tayllor, Preston and Logan.

To nominate alumni or special friends of the USF System for the 2018 Alumni Awards, visit www.usfalumni.org/alumniawards.



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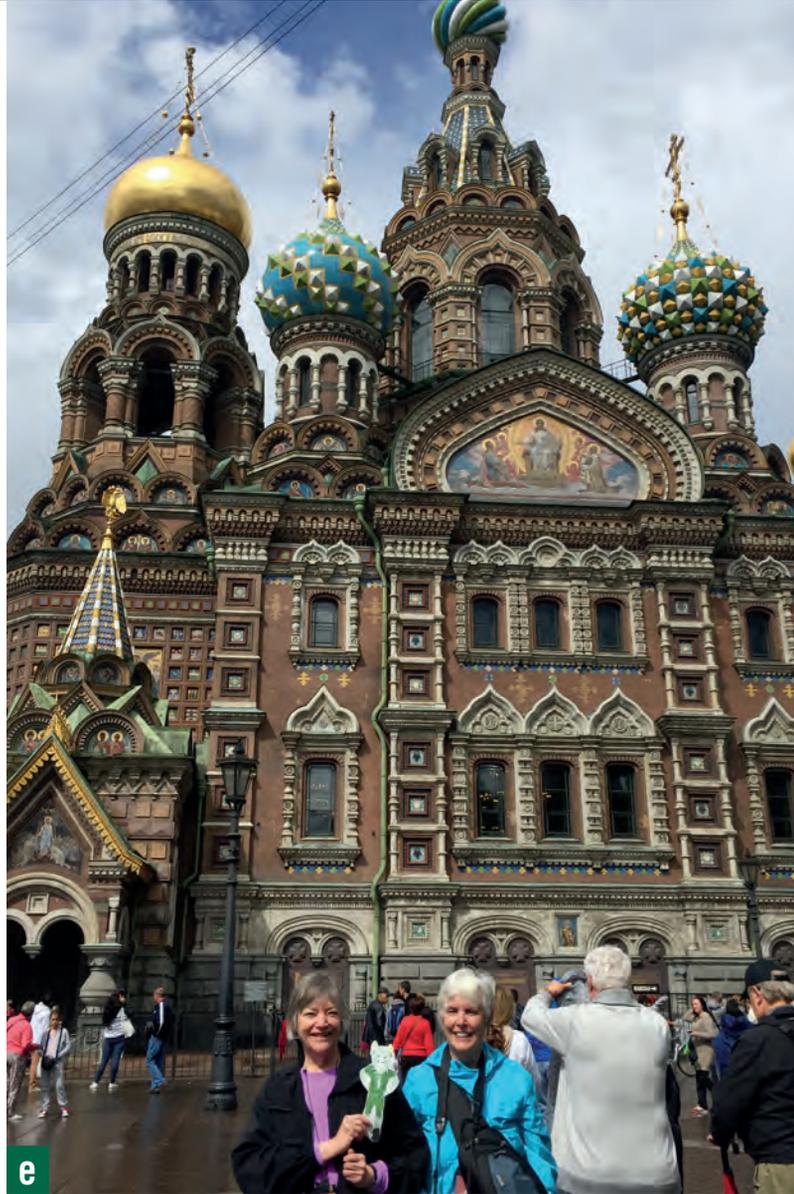
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Where's Rocky?



Thanks to his many globe-trotting friends, Rocky goes places no bull has gone before. Catch him sightseeing, showing off his Bull pride, or sampling the local cuisine to help chart his journey through the year.





a The Golden Gate Bridge is the icing on the wedding cake for Rocky, **Bill Wiggins, '83, Life Member**, and the former **Amy Schowalter, '94, Life Member**, whose California trip included rooting for the Bulls in San Jose and getting married in San Francisco!

b Happy bon voyage to **Shalethia "Lee" Stringfield, '15 and '16**, right, Bulls basketball point guard from 2012-16. Rocky joins **Carla Saavedra, '87, Life Member**, left, and 1993-97 Bulls basketball player **Brigid Merenda, '97, Life Member**, at a farewell lunch as Lee heads to Germany to play for the TV Saarlouis Royals.

c A trip to Rome with students from Sebring (Fla.) High School gives Rocky a bull's-eye-view of the Colosseum with help from teacher and chaperone **Stephanie Devlin, '02, Life Member**. Stephanie and her husband, fellow Bull **Charles, '91, Life Member**, are the parents of two student Bulls.

d **Paul Seiler, '90**, enlists Rocky's help in choosing pearls for his wife, **Cindy**, during a business trip to China. "We were two Bulls in a China shop!" Paul says.

e During a tour of Russia with **Kathy Betancourt, '67 and MA '70, Life Member**, left, and **Karen Moffitt, '72, MA '73 and PhD '82**, Rocky visits the celebrated Church of the Savior on Spilled Blood in St. Petersburg. (Under her jacket, Kathy is wearing her USF St. Petersburg T-shirt – a big hit among the locals!)

f A European castle tour with **Leon Paige, '81, Life Member**, includes a stop at St. Goar, in Rudesheimer, Germany, home to the ruins of the Burg Rheinfels castle.

g Rocky D. Bull and **Jill Jaquiss, '87, Life Member**, are surprised to meet another Rocky, the Pilgrim Memorial lobster, in Plymouth, Mass.

Email your high-resolution photo (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.

Chapters & Societies



a

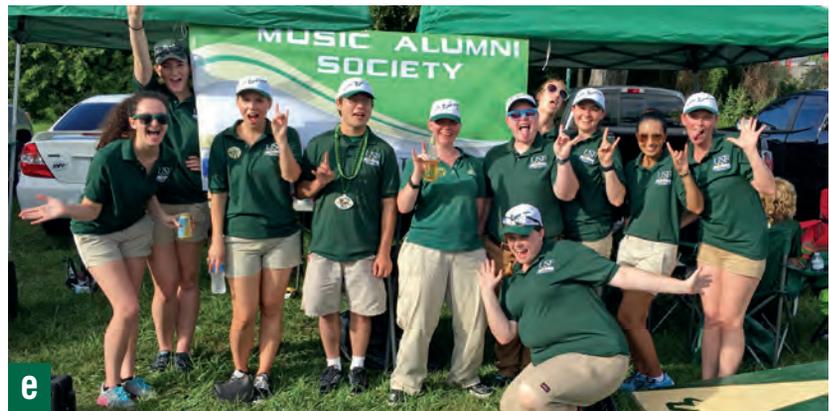
All for one!

Alumni chapters and societies keep Bulls connected through events that allow alumni and USF friends to forge bonds while contributing to USF's success simply by getting together and showing their pride.

a The Engineering Society floats its pride in the Running with the Bulls Homecoming Parade. From left are J.B. Wright, '05, Life Member, walking; Connie Johnson-Gearhart, '00 and MCE '12, Life Member, with Horns Up; Bob Andrew '89 and '92, Life Member, passenger seat; and Carl Riddlemoser, '89, Life Member, driving.



b



b They couldn't make it home for Homecoming, so the Charlotte, N.C., Chapter did the next best thing. Members gathered at their local Libretto's Pizzeria to cheer on the Bulls to their sixth straight win during SuperBull XXI.

c The New York City Chapter has become a national media darling, with two appearances this season on ESPN. Among those waving the Green and Gold in the VIP section of ESPN College Game Day in Times Square are, front row from left: Kevin Reich, '10; Melissa Jones, '12, Life Member; Nicole Graham, '10; Brandon Schuster, '14; Doug Fiedler, '14. Back row: Gary Kallio, '16, USFSM; Andrew Jones, '11, Life Member; and Mark Lydecker.

We change lives!

Bulls make a difference every day through alumni groups, from mentoring students to rallying support for USF programs and initiatives to sharing their Green and Gold pride.

d The Greater Tampa Chapter has raised a total \$22,000 for scholarships and programs after the second annual Bulls Block Party in Ybor City. More than 900 USF alumni and friends, including this proud group, enjoyed this summer's event, which included food and beverage specials, giveaways and spirited rallies featuring surprise guests.

e This year, the Music Society raised money for scholarships, participated in service projects and organized events, including this Homecoming game tailgate, that bring together students, alumni and friends of USF.

Chapters and 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

Brian McEwen
bmcewen@cachillsborough.com

Architecture Alumni

David Hunter
David.Hunter@morganstanley.com

Bulls Varsity Club

Abby Ritter
abritter@usf.edu

Black Alumni

Verlon Salley
usfblackalumnisociety@gmail.com

Clinical Psychology Alumni

Demy Kamboukos
usfclinpsychalumni@gmail.com

College of Behavioral and Community Sciences

Patty Cleveland
cbcs@usf.edu

College of Business Alumni

Beth Herman
beths38@hotmail.com

Engineering Alumni

Connie Johnson-Gearhart
Connie.gearhart@gmail.com

Entrepreneurship Alumni

Jordan Casal
jcasal@ardentandbold.com

Geology Alumni

Mike Wightman
mwightman@geoviewinc.com

History Alumni

Sydney Jordan
sydneyjordan@mail.usf.edu

Honors College Alumni

Dan Ravicher
ravicher@gmail.com

Kosove Scholarship Alumni

Justin Geisler
justingeisler@hotmail.com

Library and Information Science Society

Megan O'Brien
usflisalumni@gmail.com

Lockheed Martin – Oldsmar

Brent Lewis
brent.a.lewis@lmco.com

Mass Communications Alumni

Janet Scherberger
USFmasscommalumni@gmail.com

Medicine Alumni

Catherine Warner
cwarner1@health.usf.edu

Music Society

Arupa Gopal
Tanya Bruce
usfmusicalumni@gmail.com

Pharmacy Alumni

Patti Shirley
pshirley@health.usf.edu

Psychology Alumni

Kim Read
usfpsychba@gmail.com

Public Administration Alumni

Mike Rimoldi
mike@rimoldiconstruction.com

Public Health Alumni

Natalie Preston-Washington
npreston@health.usf.edu

USF St. Petersburg

Heather Willis
hlwillis@usfsp.edu



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GEOGRAPHICAL GROUPS

Asheville, N.C.

Chad Johnson
USFAshevilleBulls@gmail.com

Atlanta

Lara Martin
usfalumniatlanta@gmail.com

Austin, Texas

Brett Bronstein
usfaustin@gmail.com

Boston

Loren Glaser
USFBostonBulls@gmail.com

Brevard County

Kyle Lieneck
Klieneck@gmail.com

Broward County

Ruth Rogge
ruthrogge@gmail.com

Alan Steinberg

usfbrowardalumni@gmail.com

Charlotte, N.C.

Marisa Varian
usfcharlottebulls@gmail.com

Chicago

Alicia Rosenberg
usfchicagoalumni@gmail.com

D.C. Regional

Conrad Pawlina and
Genevieve Borello
usfbullsdcc@gmail.com

Denver

Matt Sprigg
Msprigg24@gmail.com

Fort Myers/Naples

Andrea Paulet
ftmyersusfalumni@gmail.com

Greenville, S.C.

Mike Nascarella
Michael.nascarella@gmail.com

Hernando County

Heather Agatstein
hwa2@usf.edu

Houston

Angela Beeson
usfbullshouston1@gmail.com

Indianapolis

Rasheite Radcliff
USFIndyAlumni@gmail.com

Jacksonville

Kayona Williams
usfjax@gmail.com

Los Angeles

Janet Foster
usfbullsnla@yahoo.com

Miami-Dade County

Carlos Rodriguez
USFmiamialumni@gmail.com

Nashville, Tenn.

Melinda Dale
nashvilleusfbulls@live.com

New Orleans

Heather Tank
heath014@yahoo.com

New York City

Arian Howard
usfalumniny@gmail.com

Orlando

Erik Hansen
usfbullsortlando@gmail.com

Palm Beach County

Rennette Fortune
USFbullspbc@gmail.com

Pasco County

Phil Kupczyk
usfpasco@gmail.com

Philadelphia

Mike Waterhouse
usf.tri.state.alumni@gmail.com

Phoenix

Brooke Westcott
bwestcott@gmail.com

Pinellas County

Gary Crook
usfpinellas@gmail.com

Polk County

Richard Weiss
polkalumniousf@gmail.com

Raleigh, N.C.

Benjamin Wadsworth
bwadswor@mail.usf.edu

San Diego

Josh Vizcay
josuevizcay@gmail.com

Sarasota-Manatee

Hannah Veitkus
hmveitkus@mail.usf.edu

Courtney Hawk

cfhawk@mail.usf.edu

Tallahassee

Lisa Ann Gidula
usfalumnially@gmail.com

Tampa (Greater Tampa)

Casey Plastek
USFTampaAlumni@gmail.com

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Class Notes

'60s



ROSEANNE GARCIA BOWERS, Education '68, MA '74 and EdS '83, Life Member, received an honorary doctorate of education from USF. She has more than 40 years of experience in education.

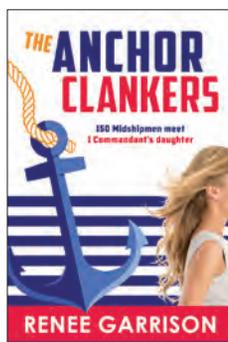
JOEL D. BRONSTEIN, Political Science '69, was recognized as a Best Lawyer in one or more practice areas in the peer-review publication *The Best Lawyers in America 2018*. Bronstein is a partner with Johnson, Pope, Bokor, Ruppel & Burns, LLP, a Tampa Bay area full-service law firm.

'70s



RANDALL S. COPPERSMITH, Mass Communications '78, has been elected to serve on the Sigma Chi Foundation board of governors. He is the chairman and CEO

of Cortland Advisors, LLC in Washington, D.C., and chairman of the board of Hollymar Group, LLC in Middleburg, Va.



RENEE GARRISON, Mass Communications '78, was a gold medal winner in the 2017 Florida Authors and Publishers Association President's Book Awards for her

young adult novel *The Anchor Clankers*, published by Southern Yellow Pine Publishing. Garrison is an editor and writer for Best Version Media in Lake Mary, Fla., and former critic for *The Tampa Tribune*.

STANLEY LEVY, Accounting '73, was appointed to ConnectWise's board of directors. Levy will chair the audit committee for the Tampa information technology company. Levy serves on the USF Board of Trustees.

JUDGE CATHERINE PEEK MCEWEN, Political Science '79, Life Member, was appointed by Chief Justice John Roberts Jr. to serve a two-year term as the non-voting bankruptcy judge observer to the Judicial Conference of the United States, the national policy-making body for the federal courts. Her term began Oct. 1, 2017. Peek McEwen is a U.S. Bankruptcy judge for the Middle District of Florida and a 2016 USF Distinguished Alumna.

THOMAS B. SMITH, History '74, was recognized as a 2018 Best Lawyer in one or more practice areas in the peer-review publication *The Best Lawyers in America*. Smith is a partner with Johnson, Pope, Bokor, Ruppel & Burns, LLP, a Tampa Bay area full-service law firm.

'80s

MARINA CHOUNDAS, Accounting '89 and MAcc '91, Life Member, was selected to attend Harvard Business School's Governing for Non-Profit Excellence program. Choundas is a business law attorney at Foley & Lardner LLP, and serves on the board of directors of the nonprofit Seniors in Service of Tampa Bay Inc.

DR. THEODORE "TED" FREEMAN, MD '80, was elected to serve on the American Board of Medical Specialties, a not-for-profit organization overseeing physician certification in the United States. Dr. Freeman is board-certified in allergy and immunology.

KELLIE (TALBERT) KINTZ, Social Work '87, co-authored a book on grief and loss titled *Permission to Die: Candid Conversations about Death and Dying*. She is a clinical psychotherapist and licensed clinical social worker at the Delray Center for Healing in Delray Beach, Fla.

DR. SHAIROZ MANJI, MS Speech-Language Pathology '85, is the new medical director for Five Counties Children's Centre in Ontario, Canada.



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, Gibbons Alumni Center, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455



SNAPSHOTS

Hurricane Irma

Throughout Florida, the USF family stepped up to help its neighbors before, during and after Hurricane Irma. Here, College of Public Health alumni, staff and faculty unload supplies for victims at a Dover, Fla., distribution center.

JOHN POLSON JR., Finance '87, was recognized as a Best Lawyer in one or more practice areas in the peer-review publication *The Best Lawyers in America 2018*. It marks his 10th year being listed. Polson is a partner in the Irvine, Calif., office of Fisher Phillips, a labor and employment law firm.

CHARLES A. SAMARKOS, Accounting '86, Life Member, was recognized as a Best Lawyer in one or more practice areas in the peer-review publication *The Best Lawyers in America 2018*. Samarkos is a partner with Johnson, Pope, Bokor, Ruppel & Burns, LLP, a Tampa Bay area full-service law firm.

'90s

GIL O. ACEVEDO, Criminology '97, was recognized as a Best Lawyer in real estate law in *The Best Lawyers in America 2018*. Acevedo serves on the Greater Miami Aviation Association board of directors, representing the region's aviation industry.

CARRI ADAM, Public Relations '95, is the new lifestyle and fitness director and clubhouse manager of Naples Reserve in Naples, Fla. She has spent 19 years in the hospitality and sales business



MICHAEL IRVIN ARRINGTON, MA Communication '95 and PhD '02, has joined The Wright Center for Graduate Medical Education in Scranton, Pa., as director of scholarly activity and research. He previously served as an associate professor and director of community medicine at Mercer University School of Medicine in Macon, Ga.

DAVID BREITWIESER, Finance '90, Life Member, has been named managing director and senior portfolio manager at Grove Bank & Trust in Miami. He was formerly senior vice president and senior director of portfolio management at BNY Mellon Wealth Management.

ALEXANDER CABALLERO, Psychology '90, has been selected as chair of the Judicial Nomination Commission for the 13th Judicial Circuit in Hillsborough County. Caballero is a shareholder in the law firm of Sessums Black Caballero Ficarrota PA, which focuses on marital and family law. He has served on the Judicial Nomination Commission for five years.

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STEVEN COCCHIOLA, Music Education '98, received the Akron (Ohio) Symphony Orchestra's Music Educator of the Year Award. Cocchiola is an orchestra director at Brecksville-Broadview Heights High School in Broadview Heights, Ohio.

JOANNA FOX, English Education '99, was awarded the USF Dean's Lifetime Achievement Alumni Award by the College of Education. Fox is a languages teacher at Sarasota's Booker Middle School, where she has worked for 17 years.

ALFRED GENTILINI, Communication '97 and MEd '05, was named associate director of the USF St. Petersburg campus recreation department. He was previously the assistant director of campus recreation.

DANIEL GOEBEL, PhD Business Administration '98, has been named dean of Northern Arizona University's W.A. Franke College of Business. He was previously associate dean for academic programs and maintenance of accreditation, and a marketing professor, at Illinois State University.

KIP W. KOELSCH, MLA '95, has published his debut novel, *Wendall's Lullaby*, for Kindle and as a print-on-demand paperback. Koelsch is a freelance magazine writer and blogger.

MIGUEL MARTINEZ-SAENZ, MA Philosophy '98 and PhD '01, has become the president of St. Francis College in Brooklyn Heights, N.Y. Martinez-Saenz previously served as provost and vice president for academic affairs at Otterbein University in Ohio, where he was named Ohio Latino Awards Educator of the Year.

KRISTI CHEATHAM PETTIT, Public Relations '94, has been appointed to the nonprofit Habitat for Humanity of Pinellas County board of directors for 2017-18. Pettit is the gas sales and public affairs manager for Clearwater (Fla.) Gas System.



TARI SEXTON, Elementary Education '99, and three co-authors have published a series of six education resource books through Creative Teaching Press. The books offer lesson plans that turn grade-school students into inventors as they use STEAM (science, technology, engineering, art and math) to solve real-world problems. Sexton is an assistant principal at Forest Grove Middle School in Fort Pierce, Fla.

GARY SMID, Finance '96, has joined Appalachian Underwriters Inc. of Oak Ridge, Tenn., as a professional liability broker.

GALEN SMITH, Electrical Engineering '98, was named senior resident inspector at Duke Energy's Brunswick Nuclear Plant, in Southport, N.C., by the Nuclear Regulatory Commission. Smith was previously an operations manager for Lucent Technologies.

MELISSA WENDEL, Political Science '99, has joined Sarasota County as its procurement official. Wendel formerly served as Manatee County's procurement official and helped lead that government to four consecutive years as a National Procurement Institute Achievement of Excellence award recipient.

TONJUA HARRIS WILLIAMS, MA Guidance and Counselor Education '96, was recently chosen as a Working Women's Forum panelist in Tampa Bay. Williams is president of St. Petersburg College.

'00s

PATRICIA (ZAPATA) BAYSHORE, Nursing '07, has joined Watson Clinic Bartow as a certified nurse practitioner. Bayshore specializes in comprehensive primary care for adults and children, and disease and weight management.

BRANDON BELLEW, Political Science '03, was recognized as a Best Lawyer in one or more practice areas in the peer-review publication *The Best Lawyers in America 2018*. Bellew is a partner with Johnson, Pope, Bokor, Ruppel & Burns, LLP, a Tampa Bay area full-service law firm.



NAOMI BOYER, PhD Curriculum and Instruction '01, was named 2017 CIO of the Year by the *Tampa Bay Business Journal*. She is Polk State College's CIO and vice president of strategic initiatives and innovation.



DAVID BRICKHOUSE, Political Science '08, has been elected to the board of directors of Leadership Tampa, an organization that helps members enhance their knowledge of regional assets and issues. Brickhouse is an associate in the office of Broad and Cassel LLP, a Florida law firm. He was named to the 2017 Florida Rising Star list produced by *Super Lawyers* magazine.

EVAN DAVIS, Political Science and History '07, has been named head football coach for Armwood High School in Seffner, Fla. Davis previously worked as the team's offensive coordinator and taught social studies at the school, a state football powerhouse and Davis' alma mater.

MELISSA BOSS ENOS, Communication '06, received the Pinellas Chamber of Commerce's Inspire Award recognizing people who've made a positive impact on the lives of others through their leadership in the workplace and/or involvement in the community. Enos works at SearchFirst Information Services in Largo.

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MIKE GRIFFIN, Marketing '03, Life Member, was appointed to the Tampa Port Authority by Florida Gov. Rick Scott effective Aug. 1, 2017. A former Alumni Association

board chair, USF Student Government president, and 2007 USF Outstanding Young Alumnus, Griffin is senior managing director of Savills Studley Occupier Services in Tampa and chair of the Greater Tampa Chamber of Commerce.



MONIQUE D. HAYES, Political Science '01, Life Member, was named to the American Bankruptcy Institute's "40 Under 40" list. A partner in the Miami office of Goldstein & McClintock, LLLP, she

is the 2014 USF Outstanding Young Alumna and the Alumni Association board secretary.

DR. HAIDANG HOANG, Chemical Engineering '03, has joined BayCare Medical Group in Auburndale, Fla., as a primary care physician. Hoang is board-certified in family medicine and is a member of the American Osteopathic Association, among other organizations.

MICHAEL "MIKE" J. HANKIN, History '07, has joined CIO Technology Solutions in Tampa as the company's director of procurement.

BRIAN KILLINGSWORTH, MBA '02, has joined the NHL Vegas Golden Knights as vice president and chief marketing officer. Killingsworth has worked with the marketing teams of the Tampa Bay Buccaneers, the St. Louis Rams and the Tampa Bay Rays.

JAIMIE LEON, Accounting '00, has been named vice president and general manager of WSLN-TV, the NBC affiliate television station in Roanoke, Va. Leon was previously the business manager of KSAT-TV, an ABC affiliate in San Antonio, Texas.



BRITTANY LINK, Communications '08, Life Member, has been named a recipient of the Gold Patrick Henry Award for Patriotism and Leadership by the Military Order of

the World Wars. Link is a senior consultant and program manager at Salesforce in San Francisco.

JOSEPH ROBERT MANTKOWSKI, Marketing '04, USF Sarasota-Manatee, was promoted to general manager/landscape division at ArtisTree Landscape Maintenance & Design in Venice, Fla. Mantkowski is an award-winning landscape designer who has worked at ArtisTree for 13 years.

TARA MCCOY, Industrial Engineering '05, was named CEO of Good Samaritan Medical Center in West Palm Beach, Fla., by Tenet Healthcare. She previously worked as the Florida region service line administrator for Tenet.



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DAVID MINCBERG, Interdisciplinary Social Sciences '03, has been hired as director of basketball strategy by the NBA's Milwaukee Bucks basketball team. The

2015 USF Outstanding Young Alumnus Award recipient, Mincberg was previously director of scouting for the NBA's Memphis Grizzlies.

RACHEL F. PLEASANT, Mass Communications '03 and MA '16, was appointed senior director of communications for the Polk County (Fla.) School District. Pleasant was previously director of communications for Polk State College and a reporter for *The Tampa Tribune*.

SHAUN POOLE, General Business Administration '02, was named principal of Hickory Ridge High School in Harrisburg, N.C. He previously served as principal of Sun Valley High School in Monroe, N.C.

REBECCA SHIREMAN, Mass Communications '05, was promoted to manager of communications and public relations at the Kennedy Space Center Visitor Complex in Titusville, Fla. She was previously assistant manager of communications and public relations.

DR. LESLIE D. WILLIAMS, Biomedical Sciences '08, has joined Halifax Health – Primary Care at its Ormond Beach, Fla., location. Dr. Williams completed his residency at Halifax Health Medical Center in Daytona Beach, Fla., where he served as chief resident.

JESSICA VITALE, Sociology '05, is the new girls' varsity basketball coach at Wilmington High School in Wilmington, Mass. Vitale previously served as assistant coach at Anna Maria College in Worcester, Mass., and girls basketball coach at Robinson High School in Tampa.



SNAPSHOTS

Tulane Trolley

Alumni packed the streets – and the trolleys – of New Orleans for a USF football weekend, including a tailgate that drew hundreds of revelers. The Bulls beat Tulane, marking their seventh consecutive win.

'10s

ASHLY ANDERSON, Master of Urban and Community Design '11, has been promoted to senior design manager for the Tampa Downtown Partnership. She helps build brand consistency and oversees design quality in communications materials as well as downtown Tampa improvements funded by the partnership.

DR. JENNA BEASLEY, MD '12, recently joined Henghold Skin Health & Surgery Group in Pensacola, Fla. Beasley completed her fellowship in dermatopathology at New York University.

KRIS BEHSMAN JR., Accounting '14, joined Anthos Capital in Menlo Park, Calif., as a summer associate. Behsman was previously a private equity associate at Heritage Holding in Boston.

MARCIA BERRY, MS Nursing '10, has joined Watson Clinic in Lakeland, Fla., as a certified advanced registered nurse practitioner. She specializes in hypertension, renal disease, renal transplant issues and diabetes.

JANA BOEHMER, MS Management '13, was elected president of the Meals On Wheels of Tampa's board of directors. Boehmer is the employee wellness dietitian at James A. Haley Veterans' Hospital and clinics in Tampa and has served on the Meals On Wheels board since 2011.

COY CARTER, Criminology '16, was chosen to speak at a fundraiser golf tournament to benefit Big Brothers Big Sisters. Carter is a real estate agent at Wagner Realty's Sarasota office.

TIFFANY CONNER, Communication '12, has joined Labette Community College in Parsons, Kan., as an assistant coach for the Cardinals women's basketball team. Conner previously was an assistant coach at Rutgers University-Newark in New Jersey. Conner was a star Bulls basketball player from 2009 to 2012.

MURRAY DEVINE, English '13 USF Sarasota-Manatee, earned the Thomas Nunan Rising Star Award from the Florida Public Relations Association's Central West Coast Chapter. The communications and marketing manager for Community Foundation of Sarasota County, Devine was the 2017 Sarasota Young Professionals Group's Young Professional of the Year.

ANTHONY DIAZ, Finance '13, has joined Raymond James Financial as an energy investment banking analyst. Diaz was previously an equity research associate at the same firm. While attending the Muma College of Business, Diaz was named to the college's 25 Under 25 list.

VANESSA FERRER, MBA '14, USF St. Petersburg, was honored with an annual Women of Peace Award from the Women's Peace Power Foundation. She is the co-founder and co-director of Para Adelante, a nonprofit founded to provide opportunities for higher education to women in Guatemala.

TATIANA GARCIA, Management and Marketing '15, is the newest product manager for Cisco Solutions Group at Tech Data in Clearwater, Fla. Garcia was previously a project specialist.

JENNIFER GLENFIELD, Mass Communications '12, USF St. Petersburg, received the 2017 North Gate Excellence Award in Video Reporting from the University of California-Berkeley.



KAITLIN LOSTROSCIO, Mechanical Engineering '16, received a NASA Space Technology Research Fellowship.



JENNIFER MORGAN, Marketing '16, has joined the USF Honors College as assistant director of alumni programs. Morgan previously worked at the USF Muma

College of Business.

Class Notes continued on next page

In Memoriam

Alumni

- SUSAN G. (GROSCHEN) BACHMAN**, MA Guidance and Counseling Education '68, July 23, 2017
RICHARD ANTHONY "DICK" BARRETT, Accounting '82, Oct. 3, 2017
TAMMIE F. BELTRAND, MA Elementary Education '98, July 30, 2017
JUDY JOHNSTON BOYD, Early Childhood Education '79, Sept. 22, 2017
PATRICIA LEE CHANCEY, General Business Administration '80, Aug. 18, 2017
LISA PELAMATI CRESWELL, Journalism '96, Sept. 15, 2017
AMANDA K. CRITHFIELD, MA Guidance and Counselor Education, Sept. 11, 2017
GERALD CUMMINGS SR., International Studies '86, July 24, 2017
DR. DANIEL W. DAVIS, Chemistry '76, Aug. 24, 2017
CAROLYN "CARRIE" HERRIG DIECIDUE, Communication '98, Oct. 19, 2017
DANIEL D. DRISCOLL SR., Accounting '76, Aug. 16, 2017
DENIESE CHANDLER FISCHBACH, Business and Office Education '74 and MA '93, June 18, 2017
WILLIAM GREENLEES, Mechanical Engineering '82, Life Member, Aug. 17, 2017
MARGARET DOLORES HARTLEY, MA Guidance and Counseling Education '85, Sept. 3, 2017
ROBYN LYNN HERNDON, General Business Administration '01, Aug. 19, 2017
FRANCIS ERWIN JOHNSON, MBA '73, Life Member, July 7, 2017
PAUL RUSSELL LANKFORD, Marketing '07, Sept. 1, 2017
JAMES HARRINGTON LASATER III, Spanish '02 and MEd '10, Sept. 18, 2017
KATIE (BEDAMI) LORENZO, Elementary Education '63 and MA '72, Oct. 4, 2017
DR. LOU MAUNEY, Biology '76, Sept. 19, 2017
CLANCY MILLER, Political Science '04, Oct. 1, 2017
SIDNEY ARMSTRONG MINER, Political Science '69, Sept. 15, 2017
ROBERT JENNINGS MORGAN, Special Education '78 and MEd '95, Oct. 1, 2017
DR. HEIDI MICHELLE NAGEL, Biomedical Sciences '04, Sept. 27, 2017
JOHN CHAMBERLAIN POND JR., Sociology '82, Sept. 11, 2017
LUCILLE (WINTERS) REED, Early Childhood Education '71, July 26, 2017
JOHN MICHAEL ROBINSON, Accounting '73, Oct. 3, 2017
SHIRLEY BEEBE STEMLER, Early Childhood Education '77, Sept. 19, 2017
DOUGLAS "DOUG" STONER, Mathematics Education '89, Sept. 30, 2017
CHARLES F. WILLIAMSON, Management '79, Oct. 11, 2017

Faculty and Staff

- WILLIAM F. BENJAMIN**, Professor, College of Education, June 28, 2017
STEPHEN M. BRAGIN, Regional Development Director, Sept. 13, 2017
JERRY R. MILLER, College of Engineering, Sept. 8, 2017
MICHAEL J. RADOMSKI, Assistant Director of Communications, USF Athletics, Oct. 12, 2017
JOHN D. RASCH, Professor, College of Behavioral and Community Sciences, Aug. 6, 2017
DONALD H. RIMBEY, Professor, College of Engineering, Sept. 8, 2017
LINUS A. SCOTT, Professor Emeritus, College of Engineering, Sept. 18, 2017



JEFFREY ODOM, Mass Communications '16, recently joined the Dallas Stars professional ice hockey team in Dallas as the website manager. He previously worked as a digital media assistant for the Tampa Bay Lightning and was the USF correspondent for the *Tampa Bay Times*.

ANGELINA PARRINO, Psychology and Studio Art '16, has received the Tennessee Fellowship for Graduate Excellence at the University of Tennessee. She is one of the program's first recipients.

NOEL REHM, Geography '17, recently joined KTAB-TV news station in Abilene, Texas, as its weekend meteorologist/reporter.

ERIKA M. TROCONIS, MS Marketing '16, has joined Occam Technology Group in Tampa as a marketing associate. Troconis was previously a digital advertising account manager at Triad Retail Media in St. Petersburg.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

1. Publication Title: *USF* 2. Publication Number: USPS# 025-203 3. Filing Date: 10/2/2017 4. Issue frequency: Quarterly 5. Number of Issues Published Annually: 4 6. Annual subscription price: Free to USF Alumni Association members 7. Mailing Address of Office of Publication: 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455. 8. Mailing Address of Publisher's Business Office: 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455. 9. Full Names and Mailing addresses of Publisher, Editor, and Managing Editor: Publisher: Bill McCausland, USF Alumni Association, University of South Florida, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455. Editor: Penny Carnathan, USF Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455. Managing Editor: Rita B. Kroeber, USF Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455. 10. Owner: University of South Florida Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455. 11. There are no known bondholders, mortgagees, and other security holders. 12. Tax status has not changed in the previous 12 months 13. Publication Title: *USF* 14. Issue Date for Circulation Below: Sept. 21, 22 & 26, 2017 (Fall 2017 issue)

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):	42,500	42,500
B) Requested distribution:		
(1) Outside County Requested Subscriptions, including written, internet, telemarketing requests, advertiser's proof copies and exchange copies:	28,296	28,154
(2) In-County Requested Subscriptions, including written, internet, telemarketing requests, advertiser's proof copies and exchange copies:	0	0
(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:	28,296	28,154
C) Total requested circulation:		
D) Non-requested Distribution:	5,185	5,030
(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:	55	49
(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:	0	0
(3) Non-requested copies sent through other USPS mail classes:	8,940	9,220
(4) Non-requested copies distributed outside of the Mail:	14,180	14,229
E) Total Non-requested distribution:	42,4768	42,453
F) Total distribution:	24	47
G) Copies not distributed, including spoiled after printing:		42,500
H) Total:	66.62%	66.32%
I) Percent requested circulation:	0	0
16. Electronic Copy Circulation		
17. The Statement of Ownership will be printed in the Winter (December) 2017 Issue.		
18. Rita B. Kroeber, Managing Editor		

Photo: PENNY CARNATHAN '82 | USFAA



SNAPSHOTS

Making a difference for students

Recipients of some of the Alumni Association's 2017-18 scholarships pose with donors who made the awards possible. "Without you, I would not be able to work toward making the world a better place," wrote health sciences major Allison DeOcampo in a thank you to donors, after an October celebration.

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