

USF

UNIVERSITY of SOUTH FLORIDA *System*

THE OFFICIAL MAGAZINE of the
USF ALUMNI ASSOCIATION
SPRING 2018



FIGHTING CYBERCRIME

USF IS GROUND ZERO FOR TRAINING A CYBERSECURITY WORKFORCE

Alumna wins
Grammy

Chatting with
The Woz

A Picasso
on campus?

Options to
Opioids

First Look



Photos: ERIC YOUNGHANS | USF

PHOTOS

Above: Steve Wozniak, co-founder of Apple, spoke to more than 2,000 people at the USF Sun Dome on Feb. 20.

Left: Muma College of Business Dean Moez Limayem, far left, and USF Provost Ralph Wilcox, Life Member, far right, along with USF student

Transforming Minds

Transforming Business

SF MUMA
COLLEGE OF BUSINESS
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A chat with THE WOZ

WHAT CAME THROUGH LOUD AND CLEAR during Steve Wozniak's chat in front of more than 2,000 people in the USF Sun Dome on Feb. 20 wasn't his expertise in engineering, his philanthropy, his entrepreneurship. But rather, it was his humanity.

Wozniak, who likes to be called The Woz, is the co-founder of Apple, but this tech genius's take on life may surprise many. He talked about the triumph of humanity, how technology enhances the human experience. He refuted the assertion that technology is erasing humanity, that one day, computers will take over even the most complex functions typically reserved for the human intellect. That, he said, can never happen, simply because of the way humans are wired. Rather, he said, technology will help humankind flourish.

"Technology is imbedded in humans to be better." What's important, he said, is this: "Humans always must be more important. That shouldn't ever change."

What machines can never do, he said, is match human intuition.

Wozniak spoke to an appreciative crowd who laughed at his humor and applauded his comments through the hour-long chat with Muma College of Business Dean Moez Limayem. The Woz was the inaugural speaker at the Muma College of Business Thought Leader Series, which was established to draw nationally recognized speakers, innovators, idea generators, entrepreneurs, philanthropists, authors and "turn-around artists" in business and industry.

"What an amazing person Steve Wozniak is," said Limayem later Tuesday evening. "He was the perfect choice to kick off the Muma College of Business Thought Leader Series. It is very important for us to expose our business students to thought leaders who have a significant impact on society.

"And for our first thought-leader awardee," he said, "we could not have selected a better person. Inspiring, successful and not afraid to share his lessons learned. He is what we all should aspire to be."

Answering a question about young people not interacting anymore because of the isolating nature of technology, Wozniak said that is not the case.

Young, normally shy people are connecting with people with like minds, similar interests all over the world because of technology, he said. It doesn't really matter if they're face to face or not.

Asked about what advice he would give to recent college graduates intent on starting a business and making it rich, Wozniak said they should slow down. "When you get out of college, what's the most important thing in your life?" he asked. "It's getting your life started."

He said they should get into a line of work "that is about your ideas ... Your purpose should never be how to make a lot of money. Your purpose should be how to best display your talents."

— KEITH MORELLI '78 | Muma College of Business

*View a video:
"Keeping up
with Technology"*

volunteers and recent alumni met with The Woz after the Lecture. They are, front row, from left: Aroushad Tahsini, Laura Kneski and Savanna Westmorland; standing, from left, Alexis Drees, Kelsey Milton, Solomon Mukasa and Vilas Ramachandran.

Read more at usf.edu/business/news



STAMPEDE OF *Service*

NEARLY 2,000 USF STUDENTS VOLUNTEERED at more than 60 sites throughout Hillsborough County on the morning of Saturday, Jan. 13, as participants in Stampede of Service, USF's largest annual community service program.

Coordinated by USF's Center for Leadership and Civic Engagement, the event is part of the university's Martin Luther King Jr. Commemorative Week celebration.

Stampede of Service reflects the core values in MLK's teachings: justice for all, strengthening communities, empowering individuals and living your purpose. The program engages students with current social issues as they experience the benefits of giving back to the community by sharing their time, skills and compassion at service sites throughout the county.

USF alumni around the country also participated, organizing their own local projects (pg. 54).

USF System President Judy Genshaft started the day at 8:30 a.m. with the opening ceremony at Corbett Soccer Stadium before student volunteers board buses to their sites. Teams were assigned to activities such as gardening, cleaning, painting and environmental cleanup that benefit area organizations.

First Look



Photo: JASMINE YAB, Class of '21

First Look

Photos: SANDRA C. ROA | USF





SPARKING *Research*

WILDFIRES RAGED IN CALIFORNIA last fall, but at USF's Forest Preserve recently, the blaze was no accident. Since 1976, controlled burns in different segments of the 500-acre woods just north of USF Tampa have facilitated research and teaching opportunities, and help prevent natural fires that can rage out of control.

"Many plants and animals really depend on periodic fires in their natural habitats," says professor Gordon Fox of the integrative biology department, chair of the Forest Preserve Advisory Committee. "Clearing out other (plant) species that are less tolerant to the fire reduces the competition for soil, water and other natural resources."

The burns also create living laboratories for students and professors studying and conducting research on a range of topics, from plant ecology and conservation to archaeology. Some plots are burned at regular intervals by the Florida Forest Service – every one, two, five or seven years – others are never purposefully burned. That allows different types of plants and wildlife to flourish, and provides opportunities for comparative studies.

Graduate research student Jamie Munn (pictured) uses the forest to study the growth rate and changes in longleaf pines, a native tree that has been rapidly disappearing over the past 200 years.



"To have a piece of relatively intact longleaf forest in this part of Florida is especially important," she says.

Situated on the north side of Fletcher Avenue between The Claw at USF golf courses and Riverfront Park, the forest is a mix of wetland and sandhill habitats. Wildlife sightings have included bobcats, wild boars, Florida worm lizards and gopher tortoises.

– SANDRA C. ROA, USF, and PENNY CARNATHAN, USFAA

View videos:
"USF Prescribed Fires"
"Prescribed Fires Research"

First Look



Photos: TRAVIS PENDERGRASS | USF Athletics; inset, Tampa Bay Times archives



BOWLED *Over*

FOR SOME ALUMNI, USF'S BOWL GAMES have become more than the occasional football getaway. They're a pilgrimage.

"I'm in the Never Missed a Bowl Game Club, and so is Matt, I think," says Dr. Brandon Faza, '05, pictured second from left, with Matt Sufficool, '05, far left.

But the Birmingham Bowl proved a challenge for Faza and other diehards. Just three weeks before Christmas, they learned the 2017 game would be played in Alabama – on the night before Christmas Eve.

Faza, an emergency room doctor in Fort Lauderdale, Fla., worried he couldn't get time off so close to the holiday. Armando Castellon, '08, second from right, needed to be back home in Tampa for the annual Christmas Eve celebration with his extended family.

"It was almost impossible to make it work without missing Christmas with the family," Castellon says. But he persevered and found a ride with like-minded Bulls. "We celebrated the victory and left Birmingham."

He didn't arrive in time for the pregame festivities – the USF tailgate, pep rally, happy hour. But he got to represent for his alma mater and that's what counts, he says.

Faza agrees. As a student, he co-founded the Bulls' iconic Beef Studs body-painted cheerleading fans in 2002. Today, he supports student and alumni programs as a Life Member of the USF Alumni Association, mentors students and younger graduates through the Association's Kosove Society, and contributes financially.

"USF helped make me who I am," he says. "I'm a big believer in continuing to support the university so it can do the same with others."

If that support also includes getting to watch the Bulls take down the Texas Tech Red Raiders 38-34 in a game that turned red hot, so be it.

— PENNY CARNATHAN '82 | USFAA

PHOTOS

From left, Matt Sufficool, Dr. Brandon Faza, Armando Castellon and Nick Centonze cheer on their Bulls during the Dec. 23 Birmingham Bowl.

Inset: From left, Dr. Ryan Capahi, '04 and Faza, who co-founded the USF Beef Studs as undergraduate students in 2002, are shown in 2003.

SPRINGTIME SAVINGS.



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Features

28 *Cover story*

The war on cybercrime

The Florida Center for Cybersecurity (FC²) works to stay one step ahead of the bad guys, and to help ordinary people protect themselves.

38

A pioneering warrior

USF alumnus Jeremy Rasmussen was among the first White Hatters to launch a new profession – cybersecurity.

University

- 2 First look
- 12 From the President
- 14 University
- 22 Athletics
- 24 Unstoppable

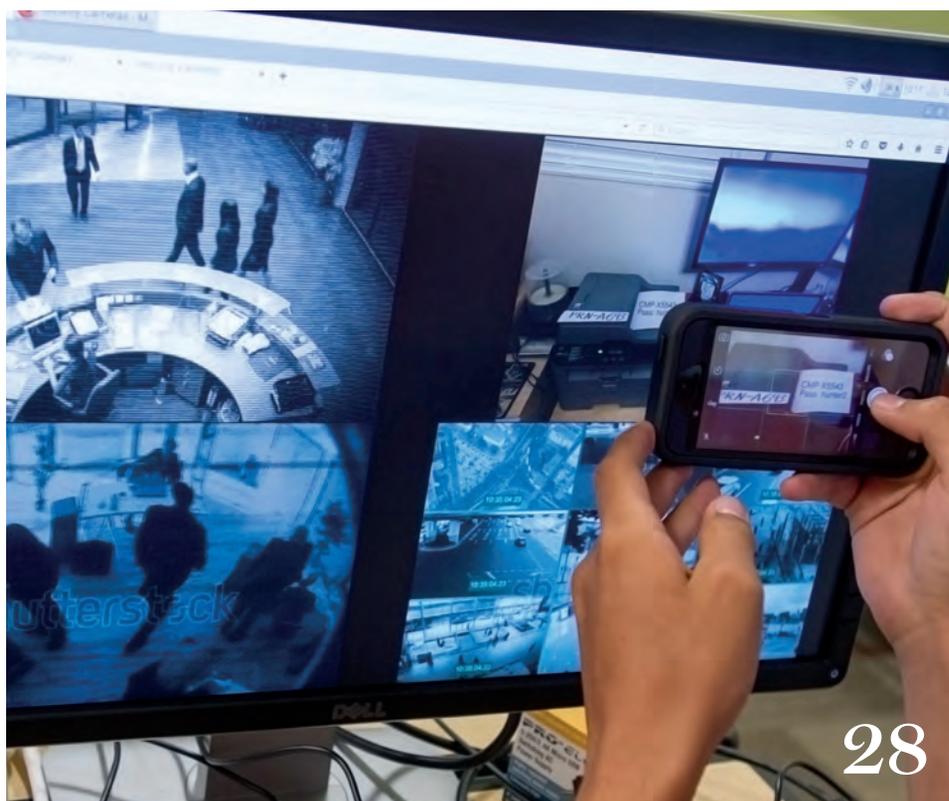
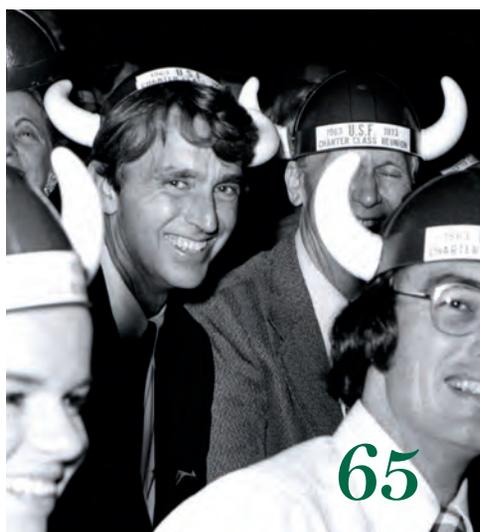


Photo: ERIC YOUNGHANS | USF

Photo: Courtesy of USF Libraries Special Collections



Photos: PENNY CARNATHAN | USFAA; Courtesy of Anthony Morrison

Forever Bulls

- 42 From your Alumni Association
- 43 Meet your 2017-18 USFAA Board of Directors
- 44 Anthony Morrison, '11, found his calling at Good Morning America
- 46 USFAA 2016 Annual Report
- 48 Salute to 2017's new Life Members
- 52 Where's Rocky?
- 54 Chapters & societies
- 58 Class notes
- 65 Remembering Cecil Mackey

Cover design: ANNE SCOTT | USF

From the President

Photo: MATT MAY



WELCOME TO THE SPRING ISSUE of *USF Magazine*.

The cover feature on cybersecurity offers important information about the threats we all face in the 21st century digital age, and steps we can take to protect ourselves. The story of Jay Wolfson, associate vice president for Health Law, Policy and Safety at USF Health and senior associate dean of the USF Morsani College of Medicine, who has been the victim of four cyber-crimes despite taking precautions, shows the aggressive nature of these criminals.

Cybersecurity is an issue we take very seriously at USF, in terms of providing a pipeline of talented students for rapidly expanding professional opportunities, conducting research and protecting the vital information of our students, faculty and staff. You will find tips to help you stay safe online on page 37.

The statewide Florida Center for Cybersecurity, located on the USF Tampa campus, supports our interdisciplinary master's degree in cybersecurity, as well as specialized graduate certificates and industry-recognized certifications. In fact, USF has the most cyber-specific degrees and certification programs among 35 public and private universities and colleges in the state that offer these programs. We just introduced on the Tampa campus an undergraduate major within Computer Science and Engineering (that already has 50 students enrolled) and a new undergraduate degree program

in cybersecurity is under development. Next fall, USF Sarasota-Manatee will offer an undergraduate degree program in Cybersecurity and Information Technology. We place a high priority on responding to the needs of industry and society.

Good stories abound in this issue. You can enjoy learning about Melissa Salguero, a former Herd of Thunder drum major and 2009 USF graduate, and the positive impact she is having as a music teacher in an elementary school in one of New York City's most impoverished areas.

When Melissa joined the faculty there in 2010, there was no money for instruments. But, Melissa embodies the best of USF – she was bold, she was bullish, she was undeterred. She is passing along the joy of music – and the importance of hard work – to her students, and she has been successful in finding grants to buy instruments for students who could not afford them on their own. Music transformed Melissa's life, and she is sharing her passion in the classroom. Her selfless efforts earned her the 2018 Grammy Music Educator of the Year award. Congratulations Melissa; you're a great role model and ambassador for USF!

There also is the inspiring story of educators and USF alums Lawrence and Margaret Tritle. Larry has made a generous gift of \$500,000 to our College of Education to support outstanding education students and faculty. These new programs honor his late wife, who passed away unexpectedly in 2000. We are honored that Larry chose the USF College of Education, our faculty and our students to memorialize Margaret.

Also in this issue are stories that illustrate the positive impact of USF in so many areas, including USF Health's efforts to address the national opioid epidemic, and a new profiling system developed by one of our researchers that is helping law enforcement agencies catch more criminals. At USF, we believe that innovation, best practices and new discoveries are essential parts of a great research institution.

I hope you enjoy this issue of *USF Magazine*. Thank you for your support of our students and our university.

Go Bulls!

JUDY GENSHAFT, PRESIDENT
UNIVERSITY OF SOUTH FLORIDA SYSTEM

HIGH-DEMAND CAREERS

Revature partnership expands to grow technology talent

USF AND LEADING TECHNOLOGY talent development company Revature unveiled in January a newly designed learning space that will serve as an on-campus hub geared toward eliminating the technology skills gap and driving economic growth in the Tampa Bay area and across the state of Florida.

The expanded partnership offers students a new opportunity to build on the skills they have developed while completing their degree programs at the university by gaining the additional expertise necessary in today's competitive technology fields. The training from Revature comes at no cost to students and helps place graduates in high-paying, high-demand jobs in software engineering fields.

This expanded partnership also helps address an important need identified in a regional competitiveness report released in November. The report noted that growing the technology talent pool in Tampa Bay is key to the region attracting new businesses, startup companies and more jobs.

"We are delighted to partner with USF," Revature executive vice president Joe Mitchell says. "Over the next two years, we will be investing over \$20 million to hire and train 1,300 software engineers in Tampa at our new regional center on-campus at USF. We are excited by the prospect of hiring many talented USF graduates and attracting college graduates from across the country to train here. With tech talent in short

supply nationally, this partnership provides a massive boost to companies in Tampa Bay and Florida looking to hire certified software engineers."

Since the USF and Revature partnership began in 2016, students have attended an intensive 12-week coding program at the company's headquarters in Reston, Va. and nearly 150 students have been placed in new jobs. Through the expanded partnership, recent graduates throughout the State University System of Florida can now participate in the program on USF's campus in Tampa.

Jessica Kline, '14, graduated from USF with a bachelor's degree in public health before completing the Revature program and landing a job as a contractor with Boeing.

"After expressing interest in expanding my skill set, I was told by a friend about USF's new partnership with Revature," Kline says. "Because I didn't have a background in tech, I enrolled in Revature's online program before starting the 12-week training program. I've been able to use the skills I gained to better engage with the business side of things and maintain productive relationships with my coworkers."

USF System President Judy Genshaft says the partnership is an example of how the university prepares students to compete in an evolving global workforce.

"Building a strong talent pipeline is the most critical factor in a community's ability to compete and prosper, and we are on the cutting edge nationally when it comes to partnerships between higher education and private enterprise," Genshaft says. "This really is an outstanding partnership, and we appreciate the company's commitment to growing its program here at USF."

More information about the program, including how to enroll, is available at revature.com/usf.

— SANDRA C. ROA | USF

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USF alumna Jessica Kline



View a video:
"USF Expands Partnership with Revature"

USF REVATURE
Advancing talent and technologies.

BATTLING THE OPIOID CRISIS

USF Health works to strengthen pain management education, options to opioid prescribing

DEATHS FROM DRUG OVERDOSE LAST YEAR escalated to a national all-time high – largely driven by a five-fold increase in deaths involving illicit opioid drugs such as fentanyl and heroin, according to data released by the Centers for Disease Control and Prevention (CDC) in December 2017. Some of the steepest increases have been in Florida, where Gov. Rick Scott last year declared a public health emergency to draw on federal funding for statewide prevention, treatment and recovery services.

USF's academic medical center has joined medical schools across the country in evaluating and strengthening education and prevention measures needed to help derail the devastating toll taken by the national opioid epidemic.



Pain management education is an incredibly important pillar in addressing the opioid epidemic. At USF Health, we teach future physicians and other health care professionals to be skilled in best practices, so it is incumbent upon us to be part of the solution to this pervasive public health problem.”

– Bryan Bognar, MD '85



Boosting pain management education

In Florida, the USF Health Morsani College of Medicine (MCOM) plays a leading role in providing faculty, residents and students with tools to address the opioid crisis while caring for patients in acute and chronic pain. USF's medical college is among nine statewide working together to educate the next generation of physicians in pain management best practices, including appropriate opioid prescribing. MCOM vice dean for education Dr. Bryan Bognar, '85 and MPH '08 co-chairs the Council of Florida Medical School Deans' Pain Management Working Group, along with Diane McKay, director of behavioral health at Lake Erie College of Osteopathic Medicine, which has a branch campus in Bradenton.

The group, including members from the state's six public and three private medical schools, coordinates with Florida's surgeon general, the state's allopathic and osteopathic medical associations, and others. Participants are developing a set of core competencies that can be readily integrated into existing curricula to better prepare Florida's medical students and residents to manage different types of pain, to recognize the risks for addiction and mental health conditions affecting substance abuse, and to safely prescribe opioids when appropriate while keeping pace with changing practice guidelines. The goals are to fill any gaps found in existing pain management education, and assess that students achieve the competencies.

“Pain management is an incredibly important pillar in addressing the opioid epidemic,” Dr. Bognar says. “At USF Health, we teach future physicians and other health care professionals to be skilled in best practices, so it is incumbent upon us to be part of the solution to this pervasive public health problem.”

Within a core course taken by all USF public health master's degree students, Donna Petersen, dean of the College of Public Health, teaches a new segment on the opioid epidemic encompassing surveillance of narcotic-related risks and outcomes, effects of opioids on the brain, roles of law enforcement and the medical community, and changing the conversation of addiction as weakness toward chronic illness.

“The misuse and abuse of opioids is a serious public health problem because the numbers of individuals, families and communities affected are staggering and

College of Nursing at forefront of teaching advanced pain management

A USF HEALTH COLLEGE OF NURSING postgraduate program for practicing certified registered nurse anesthetists (CRNAs) was granted accreditation in August by the Council on Accreditation of Nurse Anesthesia Educational Programs.

The distinction makes the nursing school's Simulation-Based Academic Fellowship in Advanced Pain Management one of four such specialty fellowship programs for nurse anesthetists in the country and the only one in Florida, says John Maye, the fellowship program's coordinator. Combining online courses with an intensive simulation clinical experience at the USF Health Center for Advanced Medical Learning and Simulation (CAMSLS), the program will graduate its first class of 25 fellows this spring, including some from rural areas of America hit hard by the opioid epidemic.

"Our program focuses on educating CRNAs to understand the how pain is transmitted within the central and peripheral nervous systems and how specific drugs other than opioids can be used to help control that pain perioperatively," Maye says.



Photo: RYAN NOONE | USF

the costs are borne by society," Petersen says. "Solutions will require a team-based approach."

Taking the lead in opioid prescribing practices

MCOM is one of the first medical schools in Florida to develop clinical practice guidelines for opioid prescribing, says Dr. Charles J. Lockwood, senior vice president for USF Health and MCOM dean.

In 2016, prescribers wrote 66.5 prescriptions for every 100 people in the United States, down from 72.4 in 2006; however, the prescribing rate remains three times as high as in 1999 and the average days of drug supply for each opioid prescription continues to trend upward. The explosion of opioid prescribing in this decade has contributed not only to rising emergency department and hospital admissions and overdose deaths – but also to far-reaching psychosocial ills. A USF College of Public Health-led study published recently in *Health Affairs* found an association between the rate of opioid prescriptions in Florida and the alarming number of children placed into foster care.

Physicians can play a critical role in curbing the epidemic by returning to their traditionally stringent criteria for opioid prescriptions, using multiple, non-opioid approaches to chronic pain management and by better understanding how opioids work, says Dr. Lockwood, who, as editor-in-chief of *Contemporary OB/GYN*, has written editori-

als on opioid abuse and how obstetricians can prevent it.

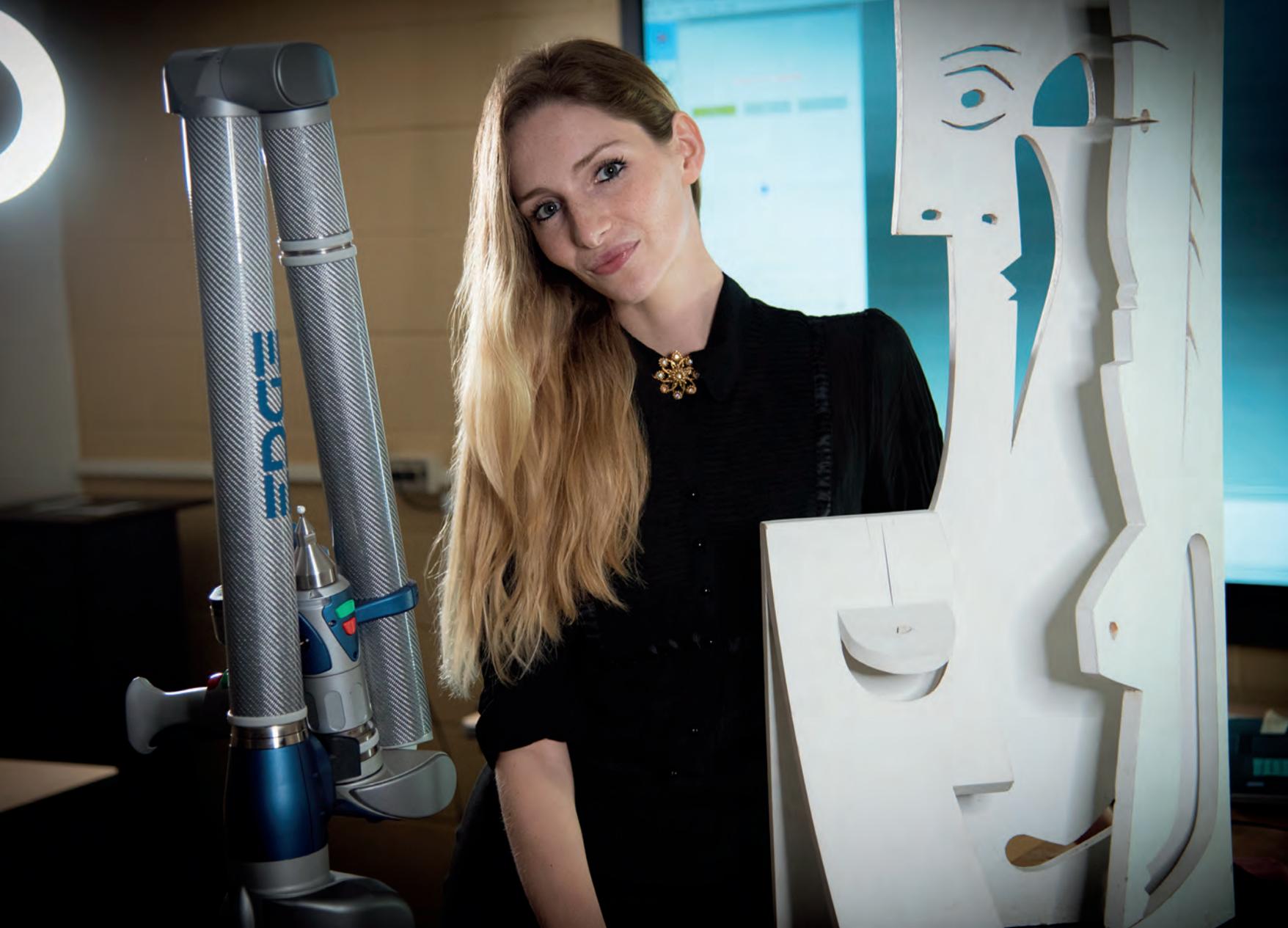
USF Health's proposed guidelines clearly lay out for all practitioners who "prescribe, administer or dispense" controlled substances evidence-based standards for safely treating pain, including recommending conservative and non-drug alternatives be considered to control non-cancer pain. The executive board of USF Health Care, the university's multispecialty faculty practice group, approved the guidelines in February.

"Our intent is to reinforce evidence-based prescribing and practicing in a safe and thoughtful way, given that these (opioid) drugs can be highly addictive in some," says Dr. Mark Moseley, chief medical officer for USF Health Care, who led development of the guidelines with USF College of Pharmacy dean Kevin Sneed.

When prescribed prudently opioids can help relieve pain, especially extreme pain or the chronic pain suffered by cancer patients at the end of life. But research on the long-term effectiveness of these agents for chronic pain relief has been inconclusive or suggests ineffectiveness; some studies indicate misuse and abuse of the prescription painkillers has led to a rise in addiction and overdose deaths from heroin.

"Ultimately, we have to be mindful about not creating an unintended problem while trying to treat a (pain-related) problem. Opioids are not a long-term solution for managing chronic pain," Dr. Sneed says.

— ANNE DELOTTO BAIER, '78 | USF Health



ART DETECTIVES

Researchers rediscover Picasso sculpture once planned for USF Tampa

NEARLY 50 YEARS AGO, PABLO PICASSO set out to build a 100-foot-tall sculpture on the USF Tampa campus. It was a dream that never came to fruition, but now an interdisciplinary team is using today's technology to bring the legendary artist's vision back to life.

"When I first saw the sculpture, I was speechless; I had tears in my eyes," says Kamila Oles, a researcher at USF's Center for Virtualization and Applied Spatial Technologies (CVAAT). A longtime Picasso enthusiast, Oles knew instantly that something needed to be done to bring the artist's vision to the world.

The PicassoUSF project began in 1971, when the famed painter and sculptor donated *The Bust of a Woman* to the university. Sadly, the artist died two years later and the project, which would have been Picasso's last and largest, never happened. What was left were boxes

of records and memos, as well as a small-scale wooden model of the sculpture. For decades, these artifacts sat untouched in the USF Libraries Special Collections.

"It was just sitting on a shelf and I finally asked after a few years, 'What is that thing?,'" says Matt Knight, MA '09, director of Special Collections at the library. "Hopefully, that question helped the story come back out again. Then Kamila showed up and like a ray of sunshine she said, 'Let's start digging into these boxes. Let's figure out what's going on.'"

Acting as part archaeologist, part art historian and part detective, Oles and Knight began digging through the archives, piecing this story back together. Using her extensive knowledge of CVAAT's visualization and 3D virtualization tools, Oles also began work to build Picasso's sculpture in virtual reality.

"It's very exciting because we are really the next artisans in this project," says Oles. "I believe that Picasso would be very enthusiastic about our virtual reality methods and our new technologies. It's really amazing to be able to recreate his forgotten desire after 50 years."

PHOTOS

Above: Kamila Oles poses with a small-scale wooden model, found in the USF Libraries Special Collections.

Opposite page, top: A rendering from the early 70s shows how *The Bust of a Woman* would appear on campus.

Opposite page, bottom: Matt Knight, director, and Oles, in the Special Collections at the USF Tampa Library.

*View a video:
"Found Audio
at USF"*

Photos: Bottom and opposite page: RYAN NOONE | USF; Top: USF Libraries Special Collections



Oles, along with colleagues at CFAST and USF IT's Advanced Visualization Center (AVC) are developing a variety of applications designed to make this lost project accessible around the world.

By collecting vast amounts of digital data using cutting-edge laser-scanning tools, researchers are able to transform the model into a three-dimensional image. Along with the sculpture, Oles recreated the Art & Visitor's Center that was planned to surround the massive sculpture. The complex was to be designed by famed architect Paul Rudolph.

These renderings are now being used to develop augmented and virtual reality applications that will give online visitors the chance to fully experience Picasso's vision.

— AARON HILF | University Communications and Marketing

For the latest updates on the PicassoUSF project, visit avc.web.usf.edu/PicassoUSF/index

Two online programs ranked in the Top 25 in the nation

USF'S ONLINE DEGREE PROGRAMS are considered among the best in the nation, according to new rankings released by *U.S. News & World Report*.

The publication's 2018 Best Online Program rankings place graduate engineering at No. 21, in a tie with the University of Florida for best in the state and 19 spots higher than last year's ranking. *U.S. News* places graduate computer information technology at No. 23 in the nation, a six-position improvement from 2017. USF's graduate education program ranks No. 46.

"Ensuring that students have access to rigorous and engaged learning in a way that fits their life and schedule is essential to the mission of the University of South Florida," says USF System Provost Ralph Wilcox, Life Member. "Even more important is ensuring that our educational offerings are of a consistently high quality, whether on campus, online, or in classrooms across the globe. The university remains committed to maximizing career readiness and advancement, together with ensuring that our students graduate well prepared and ready to compete successfully in the global workforce."

While the individual methodology for each ranking varies slightly by program, *U.S. News* ranks accredited online programs based on various factors, including faculty credentials and training, student engagement, peer reputation and student services and technology. All programs except for online bachelor's degrees also weigh admissions selectivity.

USF offers hundreds of distance learning courses each semester, giving students the opportunity to take individual courses or complete entire degree programs online. The university currently offers seven undergraduate degree programs fully online and 30 graduate programs.

For more information on USF's online programs and courses, visit USF Innovative Education at usf.edu/innovative-education.

SBDC adds free cybersecurity training for small businesses

THE FLORIDA SMALL BUSINESS DEVELOPMENT CENTER at USF has added cybersecurity to its menu of free and low-cost workshops for new and established businesses.

Now, in addition to expert help on topics ranging from Accounting 101 to doing business with your local government, the SBDC is offering the Byte-Size Small Business Cybersecurity workshop. The free, 2.5-hour course covers basic threats, security, remediation and resources. At the first Tampa workshop, held Feb. 16, a special guest from the FBI addressed cybercrime and how criminals use public information to create business chaos.

The workshops are also available at state higher-ed institutions throughout Florida.

For details on the workshops, to sign up, and to view the other workshops offered, visit SBDC Florida at sbdctampabay.com/.

The Macedonian delegation gathered at USFSP, the host for its six-day trip around Tampa Bay.



PHOTO: Courtesy of USFSP

GOVERNMENT AND EDUCATION

USFSP and Tampa Bay welcome Macedonian delegation

THE COUNTRY OF MACEDONIA has been in the midst of political change for decades. It was part of the former Yugoslavia during the Cold War, governed under a communist regime. After the fall of the Berlin Wall and the collapse of the Soviet Union, the country peacefully gained independence in 1991. Macedonia instituted significant reforms and democratization efforts over the last 25 years. Yet the country has also endured political corruption and legal and human rights abuses. A new government was formed in May 2017.

A delegation from that new government, representing a diverse cross-section of political parties and institutions, visited USFSP and held meetings with state and local government officials across Tampa Bay late last year. The focus of the six-day visit was to demonstrate the democratic

functioning of local and county government and education systems in the region to Macedonian officials.

“It is an optimistic time for Macedonia, with a new government that could usher in a sustained period of legal and democratic reforms,” says Judithanne Scourfield McLauchlan, USFSP professor of political science and host to the delegation during its December visit.

McLauchlan was tapped for this responsibility due to her extensive experience in Macedonia and knowledge of its government and current political situation.

During the Spring 2017 semester, McLauchlan was a Fulbright scholar in Macedonia, where she taught constitutional law and civics courses at South East European University and at the University of Tetovo. In November of that year, the State Department invited her to be part of a meeting on U.S. aid priorities in Macedonia. Her time in the country – and a previous Fulbright scholarship to Moldova – form the basis for her current research on how civil society can strengthen rule of law efforts.

“I am honored that the U.S. Embassy selected me as the host and excited because

we have a real opportunity to work with political leaders who can go back to their country and have ideas to make positive changes,” McLauchlan says. “USFSP and Tampa Bay can be a part of that transformation.”

The delegation of eight consisted of representatives from the Macedonian Office of the Prime Minister, Ministry of Defense, Ministry of Education and Science, members of various parties in the Parliament and a law professor.

“To get members of both the ruling and opposition parties, as well as Macedonian and Albanian political party leaders, together on this trip is very impressive. Everyone needs to be on board in making reforms or it won’t work,” says McLauchlan.

Public administration, civil service, rule of law and community partnerships were highlighted and a constant source of discussions during visits to courthouses and city halls. The delegation also took time to experience some of the major cultural attractions in the area, such as the Dali Museum and the Clearwater Marine Aquarium.

The trip began with a lunch during the

USFSP Fall 2017 Commencement ceremony, where members of the delegation spoke with interim regional chancellor Martin Tadlock about trends in U.S. higher education.

“They would like to internationalize their university, but like us, they have limitations in terms of students’ ability to pay for education abroad or funds to support student and faculty engagement internationally,” says Tadlock. “The delegation was a great group of people who were highly engaged in finding ways to partner with us to offer exchanges, semester abroad opportunities and cooperative scholarly pursuits.”

From there, the delegation went on a whirlwind tour of Tampa Bay. Some of the key highlights from the nearly weeklong visit included:

- A meeting with ambassador Christopher Hill, who was the first U.S. ambassador to Macedonia and is the current dean of the Josef Korbel School of International Studies at the University of Denver. Hill, a former career diplomat and four-time ambassador who negotiated with North Korea, heard about the latest developments taking place in Macedonia and offered diplomatic advice;
- Visits with the mayors of St. Petersburg and Seminole, along with additional officials from those cities, to discuss transparency in government contracts, anti-corruption measures instituted by local governments and ways to spur economic development;
- Meetings with representatives of Pinellas County Schools to discuss education policy;
- A sit-down with the St. Petersburg police chief focused on law enforcement and community policing issues;
- Meetings with public defenders, prosecutors and judges to talk about prosecution and the U.S. legal system; and
- A talk with the League of Women Voters president and voter service chair on efforts to empower voters and to strengthen democratic institutions and civic engagement in Florida.

Although the delegation has returned to its home country, McLauchlan plans to stay involved with the group as it ushers in new reforms. She is planning a return trip to conduct research and to work with civil society groups to strengthen the rule of law and civic education programs.

“Hosting a delegation from an international university is important to USFSP, as we are committed to globalizing the university,” says Tadlock. “We must build relationships between individuals at USFSP and their counterparts at international universities in order to develop formal agreements that can enhance the global experience for our students and faculty. I believe we did that with this visit.”

— MATTHEW CIMITILE | USFSP



Left to right, USF System President Judy Genshaft, state Rep. Wengay Newton and USFSM Regional Chancellor Karen Holbrook.

PHOTO: Courtesy of USFSM

LEADERSHIP

Karen Holbrook named Regional Chancellor at USFSM

USF SYSTEM PRESIDENT JUDY GENSHAFT has named Dr. Karen Holbrook as the new regional chancellor of USF Sarasota-Manatee. She began her position on Jan. 2.

“I feel extremely fortunate to have the opportunity to take this institution forward,” Holbrook says. “Our highest priority is student success and I think we have exceptional and unique opportunities for our students to be successful here. We provide personalized attention, which helps our students meet their academic and professional goals.”

Holbrook most recently served as executive vice president at USFSM and senior advisor to Genshaft. Prior to this position, she served as the interim president at Embry-Riddle Aeronautical University after leaving USF, where she was senior vice president for research and innovation, then senior vice president for global affairs and international research. Before coming to USF, Holbrook served as president of The Ohio State University from 2002-2007.

Before she led Ohio State, she served as senior vice president for academic affairs and provost at the University of Georgia, vice president for research and dean of the Graduate School at the University of Florida and associate dean for research and professor of biological structure and medicine at the University of Washington School of Medicine. Holbrook has served as a professor at every institution where she has worked.

“Dr. Holbrook has strong ties to the Sarasota-Manatee region and brings an impressive record of accomplishment in higher education to the regional chancellor’s position,” Genshaft says. “I am confident she will continue the USF System’s strong upward trajectory. I would also like to thank Dr. Terry Osborn for his dedicated service as interim regional chancellor over the last nine months.”

Genshaft expressed her appreciation to Dr. Donna Petersen, senior associate vice president and dean of the USF College of Public Health, for her role in chairing the Search Advisory Committee, as well as to the rest of the committee members – comprising faculty, staff, students and community leaders – for their many months of hard work.

“We set out to find a leader who would be an engaging partner with the Sarasota-Manatee community,” Petersen says. “I am grateful for Dr. Holbrook’s professionalism, energy and vision and look forward to continued collaboration with her in her new role.”

— RICH SHOPE | USFSM



PHOTO

Bryanna Fox, PhD, assistant professor of criminology at the USF College of Behavioral and Community Sciences.

Disorganized: Suspect is usually a young male and operates spontaneously, often due to a drug addiction. He regularly targets easy-to-pawn items (cell phones, jewelry, etc.) to make a quick profit. The haphazard offender may smash a window to break in, leaving incriminating evidence behind. This group tends to be well known to law enforcement for committing other crimes.

Interpersonal: Suspect knows the victim and may steal something personal, such as women's underwear or nothing at all. (Burglary is defined as "the intention to commit a felony" and does not require theft.) They might break in to show control and instill fear, possibly an ex-partner or a person of acute interest to the offender.

Opportunistic: Suspect is an amateur, often a juvenile, and takes advantage when finding an open/unlocked door, window or garage.

CRIMINOLOGY RESEARCH

New findings: Burglars have one of four personalities ... and they're finally getting caught

LAW ENFORCEMENT AGENCIES ACROSS the country are solving an average of 85 percent more burglaries after adopting a new profiling system. The statistics-based program designed at USF Tampa indicates that the manner in which a burglary is committed is linked to the type of person behind the crime

Bryanna Fox, assistant professor of criminology at the USF College of Behavioral and Community Sciences, trains law enforcement to categorize each burglary as organized, disorganized, interpersonal or opportunistic in nature. These descriptions apply to the crime and the suspect's likely personality. It helps narrow the list of potential suspects. As burglary remains the most common yet most unsolved major crime in the United States, this field-tested program is having considerable impact for law enforcement agencies and their communities.

New burglar profiles

Organized: Suspect is male, 30 to 50 years old, and typically a repeat offender. He's generally employed full time and often meets potential victims on the job. As a "professional" burglar, his crimes are mostly premeditated and he brings tools such as a crowbar or lock pick to the scene.

Fox has trained six law enforcement agencies in New York, Minnesota, and Florida (Cheektoaga, NY, Duluth, Minn., Daytona Beach, Clearwater, Winter Haven and Pasco County, Fla.) and followed their burglary arrest and incidence rates for the following two years. She found that the agencies she trained solved 84.8 percent more burglaries after using the burglary profiles, and solved 32.9 percent more burglaries than comparable neighboring police agencies that didn't use these new profiling guidelines.

"I think an even more important, but very unexpected, finding was what happened to the number of burglaries occurring in the treatment departments' jurisdictions after they started implementing the burglary profiles," Fox says. "Specifically, results show that they had 40.9 percent fewer burglaries occurring in their jurisdictions, likely because they were doing a better job of putting so many more bad guys away!"

This comes as a tremendous cost savings to taxpayers and victims. For example, each burglary costs the average police department \$7,000 to investigate, and the average victim loss is \$2,500. As Fox's burglary profiles helped to prevent an average of 600 burglaries each year, this would save a police department \$4.2 million in investigative expenses, and would save residents \$1.5 million in losses.

Fox is currently training additional departments and will continue to follow their progress in solving more burglaries.

— TINA MEKETA | University Communications and Marketing

SPOTLIGHT ON MUSIC

Former H.O.T. drum major is Grammy Awards Music Educator of the Year

LONG BEFORE MELISSA SALGUERO began changing lives as a teacher in the Bronx, the former Herd of Thunder drum major grew into a leader among students. As the 2018 Grammy Music Educator of the Year, Salguero plans to continue showing the world the transformative power of music.

Salguero, Music Education '09, received the prestigious honor in January during the nationally televised New York City awards gala. She sat in the audience behind mega star Bruno Mars (who took home six Grammys that night), got her close-up with show host James Corden, and flashed a proud Horns Up for nearly 20 million viewers.

"This award is such a validation of the work I'm doing," Salguero says. "I am so honored and inspired by this award and I am so happy that the Grammy Recording Academy is shining a spotlight on the importance of music education in schools."

Since graduation, Salguero has built a life-changing music program at P.S. 48 Joseph R. Drake elementary school in one of New York City's poorest neighborhoods.

Twenty-two percent of the school's students are homeless. Salguero obtains grants to fill the school with musical instruments and creates lesson plans that incorporate math, science and language. She uses humor to help manage her classroom.

"Music has had such a deep impact on me on a personal level and it has changed many of my students' lives as well," she says. "I see them build confidence through music, I see them succeed through music but, most of all, I see them learn to express themselves through music."

When she first came to USF as a freshman, Salguero says she was shy. It wasn't until she joined the Herd of Thunder Marching Band and became drum major that she began growing into a leader.

"Standing in front of all those marching members and leading the band helped prepare me for the day I stepped into my classroom for the first time," she says. "USF truly helped me become the leader I am today."

In other Grammy action, USF professor of Music Chuck Owen and his band, Jazz Surge, received four nominations for their album *Whispers on the Wind*. It was a contender for Best Large Jazz Ensemble Album, Best Instrumental Composition, Best Arrangement, Instrumental or A Capella, and Best Improvised Jazz Solo.

— AARON HILF | University Communications and Marketing

PHOTO
Melissa Salguero poses on the red carpet at the 2018 Grammy Awards.



FOOTBALL ALUMNI

All the way to the Super Bowl

ERIC LEE, '15, JOINED A PRESTIGIOUS LIST of former USF football players to make it to the grandest game in the sport.

Lee became the 11th player in program history to reach the Super Bowl when he suited up for New England's clash with the Philadelphia Eagles on Sunday, Feb. 4. Playing on the defensive line, Lee saw 16 snaps of action in the Patriots' 41-33 Super Bowl LII loss that attracted more than 100 million viewers.

It marked the 13th time USF has had a former player on a Super Bowl team and Lee nearly became the Bulls' 10th Super Bowl champion after the Patriots took the lead in the fourth quarter. Kayvon Webster, '13, was the last Bull to accomplish the feat with Denver in Super Bowl 50.

Lee became USF's eighth former standout to play in the big game and he earned a spot on New England's active Super Bowl roster by putting together a breakout debut season in the NFL.

Lee was signed by the Patriots off the Buffalo Bills' practice squad in late November 2017. Just five days later, the defensive lineman registered four tackles and a sack against Miami in his first NFL game on Nov. 26.

Production continued in Lee's first-career start seven days later, when he posted four tackles, 1.5 sacks and an interception in a 23-3 win at Buffalo. Lee finished his six-game regular season stretch with 19 tackles, 3.5 sacks and two passes defended with three starts.

Lee once again got the starting nod and made a tackle in New England's AFC Divisional round victory over Tennessee on Jan. 13. One week later, Lee finished with three tackles in the AFC Championship victory over Jacksonville that sent the Patriots to their 10th Super Bowl.

Prior to the pros, Lee grabbed NFL teams' attention, setting collegiate career highs with 45 tackles and 12 tackles for loss in 2015. The solid senior season earned Lee all-conference honors and he finished his Bulls career in fitting fashion by playing in the Miami Beach Bowl, the first of three straight postseason appearances for the program.

— TOM ZEBOLD | USF Athletics



PHOTO USF alum Eric Lee, defensive end for the New England Patriots, is the 8th former Bull to play in a Super Bowl.

PHOTO: Courtesy of the New England Patriots/Jim Mahoney

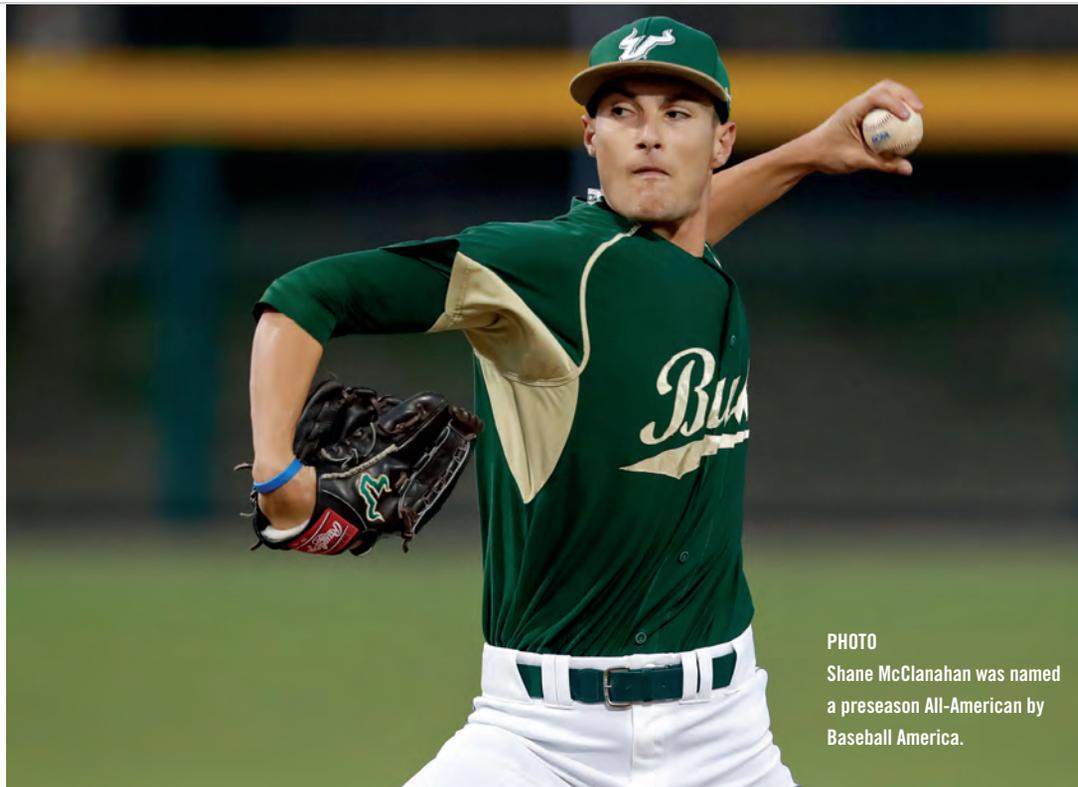


PHOTO: Courtesy of USF Athletics

PHOTO
Shane McClanahan was named a preseason All-American by Baseball America.

FIREBALLER

Sophomore among top prospects for MLB draft

ACE LEFT-HANDER SHANE MCCLANAHAN is primed to make USF baseball history once the 2018 season is in the books, and he's planning on it being a memorable one.

The redshirt sophomore fireballer from Cape Coral, Fla., was ranked third out of 200 top prospects for the MLB Draft by Baseball America in January after being named a freshman All-American by Perfect Game, Baseball America and the National Collegiate Baseball Writers Association in 2017.

Jim Callis projected McClanahan to go sixth overall to the New York Mets in MLB.com's mock draft in December and if it comes to fruition, the unanimous 2017 all-conference selection would become the Bulls' first top-10 pick. Former catcher Scott Hemond remains USF's highest draft pick after being selected by Oakland 12th overall in 1986.

"He's got a chance to do some special things that haven't been done here before," head coach Billy Mohl says. "They're talking about him in the top five picks of the draft. We'll see how he handles the expectations, but that's exciting."

Expectations continued to grow in January, when McClanahan was named a preseason All-American by Baseball America, Perfect Game and D1Baseball. Preseason accolades were well-deserved after McClanahan led the American as a freshman with 12.32 strikeouts per nine innings, which ranked eighth in the country. He also finished the year ranking ninth nationally with only 5.68 hits allowed per nine innings while helping the Bulls reach the 40-win mark for the first time since 1996.

Living up to preseason hype is a little easier when you have an eye-catching arsenal like McClanahan, which includes a blazing fastball.

"I've seen him up to 99 mph in the fall. He'll sit 94-97," Mohl says. "Who knows, he might hit triple digits here pretty soon. His stuff is hands down some of the best I've ever seen."

Mohl noted McClanahan wants to help USF turn more heads as a team this season and it's all about the 20-year-old taking the next step in becoming a leader.

"I'm not really worried about that stuff," says McClanahan of his preseason honors. "I'm more worried about what we're going to do as a team this upcoming season. You can be recognized all you want, but ultimately at the end of the day, we're going to be judged on how successful we are on the field as a team."

— TOM ZEBOLD | USF Athletics

From Vietnam to USF: An old love story, a new gift and a late wife's teaching legacy

THE POLAROID PRINT IS A BIT HAZY and faded by time, but the brightness of the woman's smile and warmth of her eyes – as if fully savoring some lost moment long ago – still shine through the years.

The photo was taken in the mid-1990s, when Margaret Tritle was an immensely popular developmental college English teacher just outside of Los Angeles. A cum laude 1966 graduate of USF's College of Education, she specialized in helping first generation students learn to read and write, and her vibrant, upbeat personality and presence made her a natural at inspiring them to do their best – just as you can imagine from the picture.



Margaret Burlington Tritle

BY DAVE SCHEIBER | ADVANCEMENT

It is a snapshot by her husband, Lawrence Tritle, then a professor of Greek and Roman history at Loyola Marymount University. To this day, the image has deep meaning to him – some 17 years after Margaret's sudden passing left him, and the many others who loved her, reeling in heartbreak and disbelief.

As it happens, the old photograph is also the face of a new, \$500,000 gift to USF's College of Education. The Margaret Burlington Tritle Endowed Scholarship supports standout education students at USF Tampa, and the Margaret Burlington Tritle Excellence in Teaching Faculty Award recognizes outstanding faculty members – a rare case of a donor giving to students and educators with the same gift.

"I've wanted to do this for a long time, and it took these last 15 years to figure out how," Tritle says. "I endowed a scholarship in summer study at Loyola Marymount soon after she died. But I wanted to do something that will allow students and faculty to be forever touched by Margaret at the school that was truly her home."

In fact, USF was even more. The university played a key role in Tritle leaving behind his service in Vietnam and beginning the journey in education and life he and Margaret enjoyed together – until that terrible day in August 2000.

"The coroner's report called it sudden cardiac death," Tritle recalls. "She just collapsed beside me. You try to do CPR and then run to the house and call the paramedics, but at the hospital the doctor tells you, 'We can keep trying but she's not coming back. She's gone.'"

Tritle had fought in Vietnam as a first lieutenant in the Army infantry, earning such medals as the Bronze Star and Vietnam Cross of Gallantry while training South Vietnamese troops in the perilous Mekong Delta. But nothing would compare to losing the love of his life right before his eyes.

THEY HAD MET BY CHANCE on Daytona Beach over Labor Day weekend in 1969. He was instantly smitten by the young woman who'd crossed his path just months before he would leave for combat.

She had grown up in Tampa, becoming an honors student and class valedictorian at King High School. At USF, Margaret continued to excel, earning an array



of national awards. After graduating, she was hired to teach middle school in Hillsborough County and quickly made a mark as an outstanding instructor. That led to a place in the National Honorary Sorority for Women in Education, and – at the end of the summer of Woodstock and the moon landing – to a spot on the beach before the start of another school year.

Margaret was just as taken by Larry when they struck up a conversation. He had grown up in Los Angeles, and earned his bachelor's degree in history at UCLA. But upon graduating in 1968, he was faced with the harsh reality of a draft that would almost certainly send him to Vietnam. Rather than wait for his number to be called, he decided to join the Army and entered officer candidate's school in Fort Benning, Ga.

Barely five months after they met during his beach furlough, they married in 1970. And in three months, he was off to Vietnam. "Just in case, I gave her my wedding band before I left," he recalls.

The war was slowly beginning to wind down at this time, with an increasing number of troops being pulled out. "I knew I only wanted to do one tour, and it was supposed to last a full year," Tritle says. But with the Army downsizing, he suddenly had a chance to return from combat six weeks early – a critical development given the daily dangers faced by U.S. troops. And that's where USF entered the picture, with a helping hand from Margaret and an iconic USF history professor, the late James W. Silver, who was about to change the couple's lives.

BACK IN VIETNAM, Tritle's early discharge was being delayed by an unsympathetic higher ranking officer, unmoved by orders to let his first lieutenant return to the States on the condition he continue his education.

"I have a reputation of not suffering fools well, and he was throwing up road blocks, so it was a bad situation," Tritle says. He kept Margaret apprised of the

PHOTO

Larry Tritle knew that making a gift to USF's College of Education was the perfect way to honor the memory of his late wife, Margaret.

University // Unstoppable

“

Margaret was always motivated by a desire to help people. And that’s what feels so good about making this contribution to USF. It permanently honors her contribution to so many.”

– Larry Tritle

standoff and she had an idea. Her husband had the grades and scores to be accepted into USF’s graduate history program. Now she just needed to find a faculty member to send a letter assuring Tritle’s commander of the plan. Silver, a renowned author and educator during the Civil Rights movement in Mississippi, was glad to oblige.

“Margaret went to talk to Professor Silver and told him what was happening,” he says. “She explained what he needed to write, and the letter he sent made the difference in getting me home.”

Tritle arrived in Oakland in late March 1971, and 10 days later he was reunited with Margaret and beginning his studies at USF. He earned his master’s degree in 1972 – the start of an adventure the Tritles would share for nearly 30 years.

“Larry was always more stoic, but Margaret had a brightness about her – and she lit up his life,” says John Belohlavek, a USF history professor who knew the couple well. “They complemented each other perfectly.”

PHOTOS

Top: In the summer of 1970, Army 1st Lt. Tritle (right) with fellow American, Sgt. Jose Valle (second from left) and South Vietnamese troops that included a radio man (far left) and interpreter (second from right). Bottom: Tritle (fourth from top) returns from ground operations with South Vietnamese soldiers.

After several moves to further their education and work experience, the couple moved to California in 1978 for Tritle to take a job teaching history at Loyola Marymount. Margaret earned her M.A. in education there soon after and began teaching English at El Camino College in 1983.

Their life was rich and fulfilling. Tritle authored a book exploring war in ancient Greek literature and veterans’ accounts of Vietnam. And Margaret made a continuous impact, encouraging her students to strive for their dreams. Then the unthinkable happened.

“It was a dark, dark time for me as you can imagine,” he says. “It’s not a situation I would wish on anyone. My life just became unglued. All you can do is take life day by day.”





Photo: MATT MAY Photography

But Tritle found solace and support in friends and his work, and wrote several books rooted in Greek history. Eight years ago, he fell in love again and married fellow LMU history professor Najwa al-Qattan. Yet he was still waiting for the right way to honor Margaret – until now, with a gift that combines cash and his estate.

“Our donors are vital in allowing students to follow their dreams as educators and teachers, and supporting our talented faculty,” says Roger Brindley, interim dean of USF’s College of Education. “Dr. Tritle has done both. What a special person he is, to make such a meaningful gift in the name of his late wife. And it was wonderful that I could introduce him to the legacy that his vision has created.”

That introduction occurred at a “thank you” lunch when Tritle visited the campus several months ago from LA, getting to spend time with the first faculty award winner, Lauren Braunstein, and three initial scholarship recipients: Nick Bardo, a doctoral education candidate and Peace Corps veteran who runs the college’s Tutor-a-Bull program; Megan Daho, who teaches at Strawberry Crest High School and will

PHOTO

Tritle recently visited USF Tampa, where he had the opportunity to meet the first four recipients of his generosity in person. Pictured, from left: faculty recipient Lauren Braunstein, Roger Brindley, interim dean of the College of Education, and student scholarship recipients Nick Bardo, Megan Daho, and Sarah Lucker.

graduate from USF this spring; and Sarah Lucker, a junior who represents the college in student government.

“Each of them is so impressive,” Tritle says. “It means so much to meet them in person and hear of their accomplishments and goals. Margaret was always motivated by a desire to help people. And that’s what feels so good about making this contribution to USF. It permanently honors her contributions to so many.”

Tritle recently retired from teaching, sold his old house, and parted with numerous keepsakes and photo albums. But one special photo remains.

It holds a smile still filled with an uplifting spirit, the legacy of a woman whose memory will now continually enrich USF’s College of Education, and a love that lives on in lasting tribute. ■



..... Jay Wolfson?

..... Jay Wolfson?

..... Jay Wolfson?

FEDERAL CREDIT UNION

USE

PHOTO ILLUSTRATION
Multiple identity thieves have impersonated Jay Wolfson, associate vice president for Health Law, Policy and Safety at USE.

Cyber SECURITY *starts here*

From home to campus to Florida policy, USF is backing up the community in the burgeoning field of cybersecurity

BY KIM FRANKE-FOLSTAD

IT'S A NIGHTMARE MILLIONS of Americans experience every year: Someone out there pretends to be you – opening bank and credit card accounts, maybe filing for a hefty income tax refund, perhaps even using your passwords to get their hands on someone else's money or data.

Though the policies and processes put in place to protect your online privacy continue to improve, it can take months or even years to find out you've been victimized, and then to clean up the mess.

In its 2017 Identity Fraud Study, Javelin Strategy & Research reports that 6.15 percent of consumers became victims of identity fraud in 2016, an increase of more than 2 million victims from the previous year. According to the Bureau of Justice Statistics' most recent update, in 2014, 17.6 million U.S. residents age 16 and older experienced identity theft.

"If you think this won't hurt you, or that it only strikes once, you're wrong," says attorney Jay Wolfson, associate vice president for Health Law, Policy and Safety at USF Health and senior asso-

ciate dean of the Morsani College of Medicine.

Wolfson has been the victim of four cybercrimes ... that he knows of. He is careful with his personal information and vigilant about social media interactions. He was assertive about getting help every time there was a problem, and is enrolled in an identity theft protection service. And yet, he says, he continues to check his billing and banking statements every month for any abnormalities.

As a health policy expert, Wolfson likely was more aware of the potential threat to his online information than most people when he experienced his first cybercrime about eight years ago. He knew identity theft was a national issue and that health records were especially vulnerable. According to the World Privacy Forum, Florida has long been a hot spot for medical identity theft.

"I was working on it in that context – protecting the integrity of the data," he says.

But when he got a call from his bank asking about what appeared to be his efforts to withdraw money from someone else's account – a prominent person in the community – he was flummoxed.



Theft is always a fact of life. Caveat emptor goes all the way back to the Roman markets. But it's more insidious now. The thieves are much more aggressive – and there's much more at stake. You could lose everything.”
– Jay Wolfson

6.15
Percent of consumers became victims of identity fraud in 2016, an increase of more than 2 million from the previous year.

- Javelin Strategy & Research,
2017 Identity Fraud Study

“I don't have anything to do with that,” he told the caller. “We know,” the bank's representative replied. But they wanted his help in the investigation.

Around that time, Wolfson says, he had noticed his computer was slowing down and a series of files had gone missing. He brought in a technician to take a look.

Someone somewhere had accessed his router, he was told, perhaps by parking just a block away from his home. They'd targeted him, his financial records and anything that had to do with USF, the names of his clients and his friends. And they'd downloaded it all on the same day.

Wolfson says he got the FBI involved immediately – and did everything he could to better secure his online information. Still, about two years later, he got a call from the Tampa Police Department saying \$10,000 in goods from Home Depot had been charged to his American Express. A sting operation busted an Eastern European fraud ring for that crime, he says.

Then the IRS rejected a tax return submitted in his name, though he hadn't filed yet. Turned out, he was one of hundreds of thousands victimized by a massive tax fraud scheme that exploded in the Tampa Bay area – and across the country – in 2010 and 2011. In 2011, the IRS identified 940,000 questionable tax returns and stopped \$6.5 billion in fraudulent refunds from being issued. Still, an inspector general audit identified an additional \$5 billion in fraudulent refunds that went through that year. Locally, a task force that included Tampa police, the U.S. Postal Inspection Service, the Secret Service and other agencies eventually was put in place to tackle the problem.

Wolfson wondered what could possibly happen next – and in January, he found out: Someone tried to use one of his credit accounts to spend \$390 at Toys R Us. Fortunately, he now has an alert in place that lets him know every time more than \$20 is charged to any card.

“Theft is always a fact of life,” Wolfson says. “Caveat emptor goes all the way back to the Roman markets. But it's more insidious now. The thieves are much more aggressive – and there's much more at stake. You could lose everything.”



Photo Illustration: ERIC YOUNGHANS | USF

STAYING ONE STEP AHEAD of the bad guys is what keeps cybersecurity professionals awake at night – and helping ordinary people avoid pitfalls and predators is a big part of that.

“I’m most concerned about how unaware people are,” says Sri Sridharan, director of the Florida Center for Cybersecurity (FC²), which is housed on the USF campus. The center works with all the universities in the State University System of Florida and is a statewide resource meant to position Florida as a national leader in cybersecurity through education and workforce development, research and community engagement.

Even today, with all the warnings that go out, 70 to 75 percent of breaches are the result of human error, not tech, Sridharan says.

That means absent-mindedly clicking on links in emails that appear to come from friends but really are from hackers phishing for data. Or checking your bank statement at a cafe with a free but unsecured wireless connection. Or using short, easy-to-guess passwords that

never change. Or shopping on a website that seems too good to be true.

“Never let your guard down,” Sridharan says. “Once you do, you’re doomed. That’s the environment we live in.”

Anyone can become a victim at any time, but because millennials are so comfortable online, they are prime targets, he says. According to Equifax Canada, nearly half of all suspected fraudulent loan applications are for those between the ages of 18 and 34.

Younger computer users are often tech savvy, but not necessarily security savvy, Sridharan says. Equifax found they’re more likely than other age groups to share their passwords and PINs. They aren’t as diligent about checking their banking and credit card statements. And they’re less likely to install or update the security software on their personal computers.

FC² fights cybercrime in two ways: It brings key stakeholders together to create educational and training programs and create cybersecurity awareness (see sidebar, page 35). Because young people are so vulnerable, the center’s work includes helping parents and teachers improve kids’ cyber hygiene.

PHOTO ILLUSTRATION

Sri Sridharan is director of the Florida Center for Cybersecurity, FC², a statewide center housed at USF Tampa designed to promote cybersecurity through education and workforce development.



Photos: ERIC YOUNGHANS | USF

IT'S UP TO EVERYBODY to make that work, says Nathan Fisk, an assistant professor of cybersecurity education in the USF College of Education and a community and outreach liaison for FC².

Age-appropriate conversations about cyberbullying and predators are a must.

“The best way to keep your kids safe online is to have an open, trusting relationship with them, so they can come to you with a problem. That’s really what my research and others’ shows, is that one of the biggest challenges is that kids think if they approach an adult with a problem or question that might be a little risky, they’ll get kicked offline,” says Fisk, whose book, *Framing Internet Safety* (MIT Press LTD., 2016), advises an approach to children’s internet safety that isn’t oppressive or ruled by panic.

It’s also crucial to cover cybersecurity basics with young users – password awareness, privacy, downloading from questionable websites and running anti-malware protection.

Most parents assume that if cyberthieves go after the family’s data, it will be to tap into their credit and bank accounts. (And many mistakenly believe thieves only target high-income victims.) But a child’s Social Security number also can be used to apply for government benefits, open bank and credit card accounts, apply for a loan or rent a place to live. According to a study by Carnegie Mellon University’s CyLab, children are 51

times more likely to be a victim of identity theft fraud than adults. And you might not know for years that the crime occurred.

It’s great when those lessons can come from both parents and educators, Fisk says. But parents should expect to take the lead. “Teachers only have so much time in a day, and to expect them to also know everything about cybersecurity and teach it with relatively little training is really a big ask.”

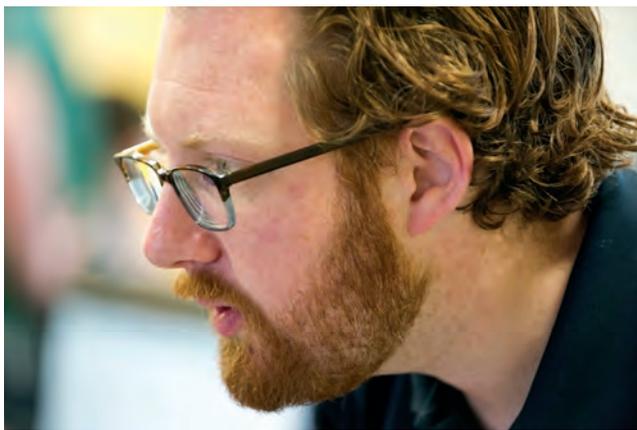
And the children are using the home’s computers, tablets and wi-fi, after all.

It’s an issue Fisk believes USF is uniquely positioned to address, given the university’s relationship with FC² and, increasingly, the Florida Center for Instructional Technology at USF, which provides professional learning, digital content and technology integration evaluation services to schools worldwide.

“We’re looking for ways to effectively salt cybersecurity into the curriculum,” Fisk says, “so that we’re not disrupting the everyday flow in the classroom.”

FC² and the College of Education also put on free summer programs along with USF’s Whitehatters Computer Security Club, a student group formed in 2005 that works to raise awareness of issues related to information security.

At the GenCyber Summer Camp, high school students learn safe online behavior and hear about careers in the cybersecurity workforce. At the Cyber Defense



Children are
51 times
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a victim of identity
theft fraud than
adults.

- Carnegie Mellon University
 CyLab study

Boot Camp, Whitehatters mentor high school students as they learn techniques used to defend an infrastructure from attackers and gain career insight from industry professionals.

THE GOAL IS TO FEND OFF the guys in the black hats – criminals who are relentless. And, of course, they aren’t just attacking individuals and their personal devices. Companies of all sizes and types – including and especially financial, educational and health institutions – face a barrage of attempted breaches every day.

The digital security firm Gemalto, which keeps an up-to-date global tally with its Breach Level Index, reports that more than 9 billion data records have been lost or stolen since 2013. In the first half of 2017, it says, 10.5 million records were lost or stolen every day. Large-scale databases are often the target – and if every single person connected to that database isn’t careful, your information is at risk.

A major university, such as USF, is like a “mini city,” says Alex Campoe, USF’s chief information security officer. And unfortunately, not everyone within the walls of the city is on guard all the time. There are records and research files to poach and hackers are just sitting there waiting for someone to make a mistake.



“It’s a bit of a cat and mouse game,” Campoe says. Systems are constantly being monitored and patched.

The online world keeps evolving, and so do its hackers. Twenty years ago, Campoe says, the threat was mostly from “script kiddies,” hackers who defaced web pages for the thrill and to prove their prowess to their peers. Today, there are also “mobster” hackers, hired by large-scale criminal enterprises to procure log-in information that can be used to get money. There are “hacktivists,” who will hijack a website in protest or to promote a social cause. And there are “nation-state” hackers, or “anarchists”

PHOTOS

Pgs. 32-33: Nathan Fisk, assistant professor of cybersecurity education, teaches high school students about online safe behavior and careers in cybersecurity at the GenCyber Summer Camp.

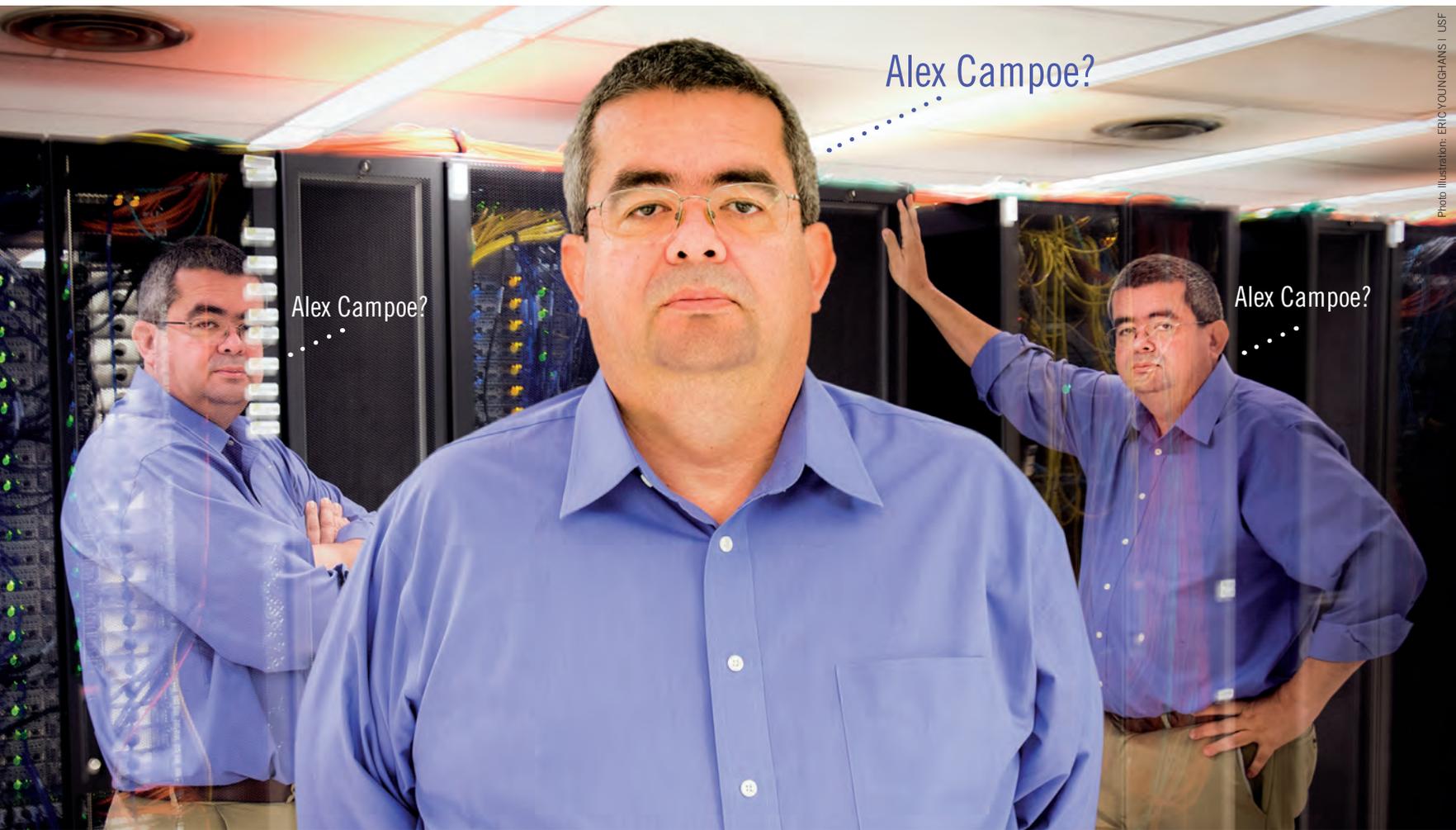


Photo illustration: ERIC YOUNGHANS | USF

10.5 million records were lost or stolen every day in the first half of 2017

- Gemalto Breach Security Index

PHOTO ILLUSTRATION

Alex Campoe, USF's chief information security officer, leads cybersecurity efforts to keep the university community's information safe from hackers.

working to disrupt an entire country or shut down a government.

Any one of those groups might be interested in hacking into a university's systems – for student or alumni data, to steal research, or to bring attention to an issue.

Often a hacker will simply run a test, Campoe says, to “knock on the doors” and see if they open.

“We get our doors tested thousands of times a day,” he says.

And phishing is still a big factor. At a recent meeting of State University System chief information security officers, the group discussed their No. 1 worry. “All agreed it was email as an attack factor,” Campoe says.

Because malware and ransomware and other hacks are so often in the news, people are becoming more careful with the information they volunteer. “It’s definitely better than it used to be,” Campoe says. Still, it’s very easy for a hacker to send 10,000 emails to USF. And if just a few of those manage to get through the anti-spam filters, and if even one person clicks a link and types in a password ... there’s a problem.

Usually, breaches are discovered quickly at larger institutions – and the security team may know someone broke into an individual’s account before the owner even realizes it. (Keep that in mind the next time you call the help desk prepared to yell about a locked account. It’s likely a precautionary measure that just saved you from a world of hurt.)

But it’s vital that everyone keep a watchful eye on their own interactions.

Campoe says he heard a cybercrime expert speak recently, and the advice he heard stuck with him.

“You don’t want to lock up your house to where you can’t enter anymore,” he says. “What you want to do is make your place secure enough that instead of your house, the criminal decides to go to somewhere else.”

Being careful won’t guarantee you won’t be hacked. “But it might delay it,” he says. ■

BY KIM FRANKE-FOLSTAD

Update: FC²

AS CYBERSECURITY BECOMES A PRIORITY for organizations large and small, thousands of cyber professionals will be needed to protect global networks and information systems. The demand for a qualified workforce is expected to grow well into the future.

Entrepreneur and “Shark Tank” investor Robert Herjavec is right when he claims there will be no such thing as an unemployed cybersecurity professional for the next ten years, says Sri Sridharan, director of the Florida Center for Cybersecurity (FC²) at USF.

“There are so many aspects of cybersecurity, if you’re remotely interested in the field, you can find a pathway in,” Sridharan says.

And it can be a lucrative career if you have the right personality, skill set and passion, says Nathan Fisk, an assistant professor of cybersecurity education at USF.

Because the field is always changing, “you must have a personal drive when it comes to self-learning,” Fisk says. That means constantly challenging yourself and becoming immersed in the culture.

Educators are working to cultivate that mode of learning with students at the university level, Fisk says. But he also advises those who are interested in the field to engage with the local cybersecurity community, starting with social gatherings and meet-up groups, where they can learn the basics for free and get a sense of what their strengths and interests are.

You don’t need a degree in the field to have a successful career, Fisk says. But the fundamentals you’ll get from a formal program are valuable. When employers go looking, they know the candidate with a degree has a baseline of knowledge to fall back on, even as the techniques and tools keep changing.

“But what makes or breaks you is your passion and your connection to the local cyber community,” he says.

USF is working to build those connections. The university offers multiple education options designed to meet the growing demand, including a master’s degree in cybersecurity, graduate certificates in cybersecurity, and industry-recognized certifications. And it has been designated a National Center of Academic Excellence in Information Assurance/Cybersecurity by the National Security Agency and Department of Homeland Security.

Having FC² on the Tampa campus is another plus. And USF’s proximity to U.S. Central Command and Special Operations Command at Tampa’s MacDill Air Force Base allows students and professors to tap into even more expertise. USF recently advanced to No. 5 in *Military Times* ranking of the nation’s 10 best cybersecurity programs for veteran and military-connected students.



Photo: ERIC YOUNGHANS | USF

The university offers multiple education options to meet the growing demand for cybersecurity professionals.

It follows that so many military veterans – experienced with rapid training and career movement – have found their way into USF classes and the cybersecurity field. They’re focused, Fisk says, and they come in with a much-sought-after “adversarial” attitude: They think about the work as though they are the attacker. It isn’t “How can I defend this?” but “How would I break into this if I could?”

People who have been doing IT for years also are often self-taught and up to date on the latest modes of attack, making them well-suited for a cybersecurity career. But that means the candidate pool is a bit homogenous right now. Historically, socioeconomic factors have shaped who has access to computers, and by extension, who can be a hacker – namely white, middle-class males.

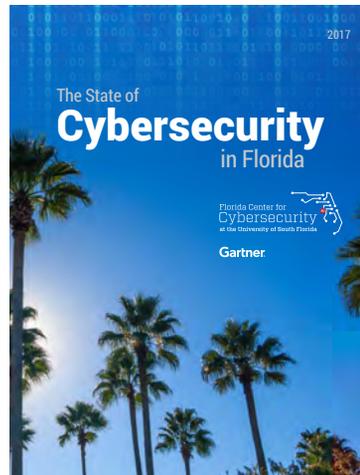
There are brilliant people out there who don’t fit that mold, Fisk says. So there’s been an effort to expand outreach to minorities and women – and to find computer-savvy men and women with social skills who can comfortably work with others and easily insert themselves into new and diverse situations.

“There’s a lot of work for different people with different backgrounds,” Fisk says. The challenge is finding them – and keeping them engaged. ■



NEW REPORT: FLORIDA MAKING PROGRESS TOWARD

SAFER CYBERSPACE



The Florida Center for Cybersecurity at USF released its inaugural report, which takes a comprehensive look at the state's cybersecurity landscape

FLORIDA RANKS THIRD IN the nation for cybercrime incidents, victims and losses reported to the FBI – but the state is working to mitigate threats facing Florida businesses and poised

to become a leader in cybersecurity education, workforce development and research.

In February, FC² released the first *State of Cybersecurity in Florida* report. It provides a comprehensive review of the state's cyber threat environment, workforce needs, education and training opportunities, and research activity, as well as an in-depth examination of the cybersecurity posture of Florida's businesses and organizations. FC² contracted with Gartner Consulting to independently conduct the study and document their findings in the report, which is intended to facilitate decision-making for policymakers and stakeholders in industry, academia, defense and government.

"Good decisions come from good information," says Sri Sridharan, FC² director. "Our goal was to take a broad look at the cybersecurity landscape in Florida and compile information that stakeholders across the state can use as they make decisions impacting their organizations.

"We believe there is a much-needed shift taking place, with organizations that traditionally may have been reactive when it comes to cybersecurity now becoming proactive," Sridharan adds. "That shift, coupled with the state's commitment to cybersecurity, is sure to yield huge dividends for Florida."

The growing demand for cybersecurity professionals outpaces the supply in Florida and the nation, the new report notes. Sixty-eight percent of the Florida organizations surveyed reported cyber staffing challenges, and only 32 percent surveyed were confident they are prepared for a cyberattack.

USF plays a major role in feeding the talent pipeline needed to build a skilled cyber workforce. Of the 35 public and private colleges and universities in Florida offering cybersecurity-specific degrees and certificate programs at the end of 2017, including training in digital forensics and information security, USF had the most – 10, the report says. The USF offerings include an interdisciplinary master's degree, developed with assistance from the Florida Center for Cybersecurity, which boasts an enrollment of more than 400 students.

To view the full report, visit the Florida Center for Cybersecurity's website at thefc2.org/news/soc.aspx.

Illustration: KYRSTIN DIMERCURIO | USF

12 tips to keep you SAFE ONLINE

THE SCARY TRUTH IS that if you're doing anything on the internet, you're vulnerable to cybercrime. But you can take some important steps to help keep your data secure:

1. Make sure you have a secure wireless connection. Without certain precautions, anyone nearby can use your wireless network. That includes any hacker who decides to piggyback on your network or access information on your device. The same holds true for using public wi-fi.
2. Be certain the websites you visit are secure. Look at the URL. If it begins with "https" instead of "http," it means the site is secured using an SSL Certificate (the s stands for secure). To get that certificate, the company must go through a validation process. You also can check for the lock icon; click on it, and you'll get the security information for the site.
3. Only download apps from reputable sites. Avoid third-party app sites, and only download from reputable stores (like Apple's App Store). They aren't perfect, but official app stores have processes in place to root out high-risk apps.
4. Don't share passwords and PINs. Not even with your kids. Especially not with your kids, who will likely share them with a friend.
5. Keep your passwords as complicated as possible. Change them regularly and don't use the same password for everything.
6. Be social media savvy. Keep your profile short on details and don't overshare. You could be handing out clues to your passwords and PINs, revealing pertinent information about young children that makes it easier to steal their identity, or letting thieves know exactly when and where you're on vacation.
7. Don't put your Social Security number on anything unless you absolutely must. If you see a space for it on a form at your doctor's office, for example, just leave it blank. If they ask, say no and explain that you're worried about identity theft.
8. Install a good anti-virus software on your computer. And allow the updates when asked.
9. Be wary of phishing emails. Don't casually click on links or open attachments. If you aren't sure an email is legitimate, contact the source (your friend, your payroll department or the relevant agency) before opening the message.
10. Don't fall prey to hoaxes and urban legends. Some messages are more suspicious than others, but be especially cautious if the message promises money or a prize, or if it suggests there will be tragic consequences if you don't act. Often hoax emails contain bad grammar and spelling errors. If it seems too good to be true, it probably is. If you want to do some checking, look up the wording on sites such as www.snopes.com and www.truthorfiction.com.
11. Check your bank and credit card statements monthly. If you see anything that seems strange, immediately alert the appropriate institution.
12. Consider signing up for an identity theft protection service. It will search for potential threats and send you fraud warnings. Some, like LifeLock, will assign a specialist to assist you in restoring your identity. ■

View more comments on *video*:

- *An Industry Demand*
- *Evolution of Hackers*
- *Cyber Hygiene*
- *Piece of the Puzzle*
- *The Future*
- *Duo Mobile*
Featuring Sri Sridharan *Featuring Alex Campoe*
- *Identity Theft*
- *Preventive Measures*
Featuring Jay Wolfson

A Pioneering WARRIOR

One of the first White Hatters helped launch a new profession

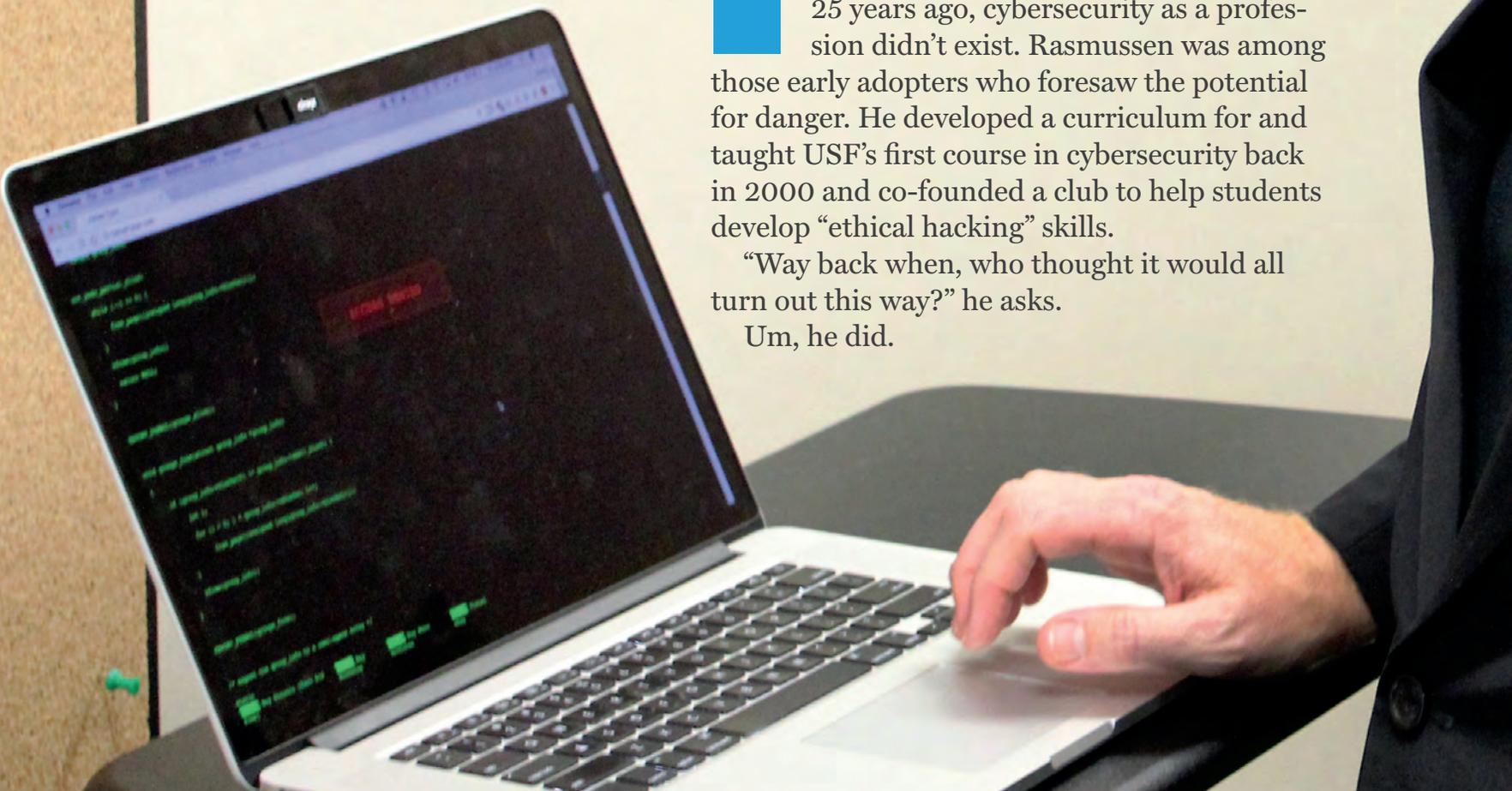
BY JOEY JOHNSTON, '81

IN THE WILD WEST OF THE CYBER age, Jeremy Rasmussen is an old-timer who's been riding into battle wearing his white hat for years. A former Eagle Scout (even as a kid he was always prepared) and *Jeopardy!* champion (he won more than \$28,000 in 2007), the 50-year-old is a modern pioneer.

When he began his career more than 25 years ago, cybersecurity as a profession didn't exist. Rasmussen was among those early adopters who foresaw the potential for danger. He developed a curriculum for and taught USF's first course in cybersecurity back in 2000 and co-founded a club to help students develop "ethical hacking" skills.

"Way back when, who thought it would all turn out this way?" he asks.

Um, he did.





WHITEHATTERS

SANS PRESENTS
CIS
Critical
Security
Controls
POSTER

PHOTO

Rasmussen, a *Jeopardy!* champion in 2007, foresaw the need for cybersecurity specialists and developed USF's first computer security course in 2000.



Photo: PENNY CARNATHAN | USFAA

Rasmussen, who received a bachelor's in computer science from USF in 1991 and a master's in engineering three years later, is a partner and chief technology officer with Abacode, a cybersecurity firm that serves growing organizations. The company makes its home in USF Research Park, an entrepreneurial community adjacent to USF Tampa.

"I love it," he says. "It's a super exciting field, always on the cutting edge. We love being associated with USF. Our company can partner with professors and academia. We can work closely with the best and brightest students and we have hired several of them."



This field and this type of work has just exploded in growth. It's so different than when I was starting out."
... This is a field where things are literally changing by the day, so you have to stay nimble."

– *Jeremy Rasmussen*

"We want to help people who feel powerless and give them a strategy to combat this. This field and this type of work has just exploded in growth. It's so different than when I was starting out."

The late 1980s saw the introduction of what is believed to be the first cyber "worm," or virus. While the Morris worm affected internet access around the United States, the impact was negligible because the system had few users. Even by 1995, according to Pew Research, only about 14 percent of Americans had access, most via slow, dial-up modem connections.

While working as a USF adjunct professor and taking graduate-level courses in networking, Rasmussen – perhaps acting on a prescient instinct – asked if any computer security classes were offered.

They were not.

So he developed a curriculum and in 2000, taught USF's first Introduction to Computer Security course.

It was popular from the beginning, but Rasmussen says students mostly viewed it as a cool-sounding curiosity. Hacking into computer systems had been glamorized in Hollywood – *Hackers*, starring Angelina Jolie, debuted in 1995 – and Rasmussen says he can't be completely certain about the intentions of his original students.

"There was some concern about hacking even back then, but not to the level of today, obviously," Rasmussen says. "I remember in the '90s getting the Michelangelo virus and it would propagate through the floppy disk. We had AOL; it was just a different time."

"For the most part, the students wanted to know what they could do to make computers work for them. They weren't thinking about what they should do to make it safe and secure. That thinking still existed when the wireless systems were developed. They really got going before there was a good way to secure them."

The so-called Black Hatters saw the opportunity for wrongdoing before many early internet developers saw danger, Rasmussen says.

"People who invented the internet were just trying to bring computers together and deliver data across a distributed network," he says. "They weren't thinking, 'How do I exploit this for evil? How do I monetize it?' The bad guys got a head start on this. The good guys have been catching up. And this is a field where things are literally changing by the day, so you have to stay nimble."

Far-reaching and sometimes devastating cyberattacks in recent years have heightened awareness of computer vulnerabilities. The Target Corp. suffered a data breach in 2013 that exposed 41 million customers' sensitive information. The retail chain ultimately paid a settlement of \$18.5 million.

Last year Equifax, the consumer credit reporting agency, suffered a data breach that exposed the personal information of more than 145 million Americans. Also last year, computers serving hospitals, governments, schools and companies in almost 100 countries saw their information taken hostage and literally held for ransom by a crippling malware attack.

"Just in the last five years, these major data breaches

have really made corporations stand up and take notice of the severity of this problem,” Rasmussen says. “When dollars start getting involved, people notice.”

Studies place a value of \$150 on a record of private information, he says. That takes into account the potential ransom if it slips into the wrong hands, plus the costs of governmental regulatory fines and judgments from class-action lawsuits.

“So let’s say you have 1,000 records at \$150 each. You’re a small business. Can you survive that kind of damage, especially if you have no plan in place to mitigate any potential breach? You need a plan and we, as an industry, need more and more people who can implement these plans.”

In 2005, Rasmussen co-founded the White Hatters Computer Security Club to help USF students better understand cybersecurity threats and strategies through “ethical hacking.” While Black Hatters look for weaknesses in computer systems and networks in order to exploit them, White Hatters hack to identify vulnerabilities that system owners and managers need to fix. USF’s White Hatter students had to sign a statement pledging they wouldn’t use their new-found knowledge to do harm.

Rasmussen was the club’s first faculty adviser and remains involved today. The White Hatters serves as a social group that also helps develop job skills.

“For sure, I wouldn’t have the job I have now if it wasn’t for the club,” says Brad Daniels, computer science ’17. Last year’s club president, he recently started work at a cybersecurity firm in Washington, D.C. “There’s a sense of cama-

raderie and even competition. You’re pushed to another level you might not have gone to if you were just sitting around at home, trying to read up on security stuff.

“There are so many intelligent people in that room. When I started, I knew hardly anything. I was kind of astonished at all the things I learned. I would say there were dozens — if not hundreds — of USF students who have benefitted from the club and gotten on an excellent career path.”

That’s a meaningful legacy for Rasmussen, who was named the 2017 Tampa Bay Technology Leader of the Year during the Tampa Bay Tech annual awards, which promote and celebrate corporate excellence, individual achievement and programmatic execution in the Tampa Bay area.

Rasmussen has developed curriculum and taught courses for an estimated 2,500-plus undergraduate and graduate students in cryptography, network security, ethical hacking, digital forensics, and mobile and wireless security.

“It’s very gratifying for me to have played a small role in influencing this field of study and watching it turn into a career path,” he says. Rasmussen marvels at the progress digital advances have facilitated — in communications, commerce, general knowledge.

At the same time, he shudders to think about the dark possibilities — people working to hack transportation systems or medical records with malicious intent.

“I don’t want to sound sappy, but just like in medicine, you’re drawn to helping people, he says. “We do feel like we’re the good guys. We’re actually trying to solve problems and advance society.” ■

Outstanding Young Alumni Awards Reception and Ceremony

May 18, 2018, 6 p.m.

Gibbons Alumni Center, USF Tampa

Join us for an inspiring, high-energy evening including food, cocktails, networking, and a panel discussion featuring the **2018 Outstanding Young Alumnus Award recipients**.

Tickets available at www.usfalumni.org/oyaa



UNIVERSITY OF
SOUTH FLORIDA
OUTSTANDING YOUNG
ALUMNI AWARDS



From your ALUMNI ASSOCIATION



My fellow Bulls,

In spring, with the trees leafing out and blooms unfurling around us, it's easy to see why we think of this as the season of rebirth, growth and promise.

That can translate to a second wind for students plowing toward May and what may be the USF System's biggest Commencement ever. Those graduates will give us all reason to be proud: Our university's most important mission is to educate. When we welcome thousands of new alumni into our family of more than 325,000, we witness the enormity of the USF System's success and its contributions to the world. That's the ultimate payoff for the countless ways we alumni and friends support USF, from displaying our pride on our Bulls license plates to donating money to standing up for our alma mater in legislative matters.

Your Alumni Association exists to make those acts as easy as possible for all Bulls, no matter what their interests, budgets or geographic locations. While some programs and events directly help students or build connections in communities, others focus on networking or just having fun – yet all benefit our university. Engaged alumni are USF's greatest ambassadors, even when (maybe especially when!) they're cheering on their Bulls athletic teams at the local sports bar.

The year is still young and already we've had a lot going on.

- In January, hundreds of alumni and friends around the country, working through 18 alumni chapters and societies, gave their time, labor and love to help families, soldiers, the environment and other worthy causes in their communities. The USF Stampede of Service celebrates Martin Luther King Jr. Day.
- On March 3, your Alumni Association hosted its only annual fundraising event, Brahman Bash. Bulls stampeded to USF Tampa for the sold-out gala, where they danced the night away.

And there's much more to come!

- On April 20, Association members are invited to the USF Baseball Stadium for the annual Member Appreciation Baseball Game. (Be sure to register in advance at www.usfalumni.org/2018baseball. Not an annual or Life Member? It's not too late to sign up! Visit usfalumni.org/jointoday.)
- If you're more business than baseball, save April 27 for the USF Fast 56, our sixth annual recognition of the fastest growing Bulls-led businesses around the world. This high-energy evening includes great food, valuable networking and dramatic suspense as we count down to the No. 1 fastest growing business. Visit usfalumni.org/2018Fast56 for more information.
- On May 18, we salute our Outstanding Young Alumni, millennial Bulls age 35 and younger who've made extraordinary achievements in their professional lives. The event includes a social hour with food and beverages, awards presentation, and a lively panel discussion with the recipients. Visit usfalumni.org/oyaa for details.

Get out and have fun with your fellow Bulls and you'll feel all the revitalization and rejuvenation spring promises. For me, the only feeling better than being around a lot of like-minded USF devotees is knowing that in doing so, I'm helping Bulls past, present and future.

Spring is the growing season; help our alma mater grow in reputation, stature and excellence this spring and all year long. Go Bulls!

APRIL MONTEITH, '01 AND MBA '03
LIFE MEMBER NO. 1422
CHAIR, USF ALUMNI ASSOCIATION
BOARD OF DIRECTORS

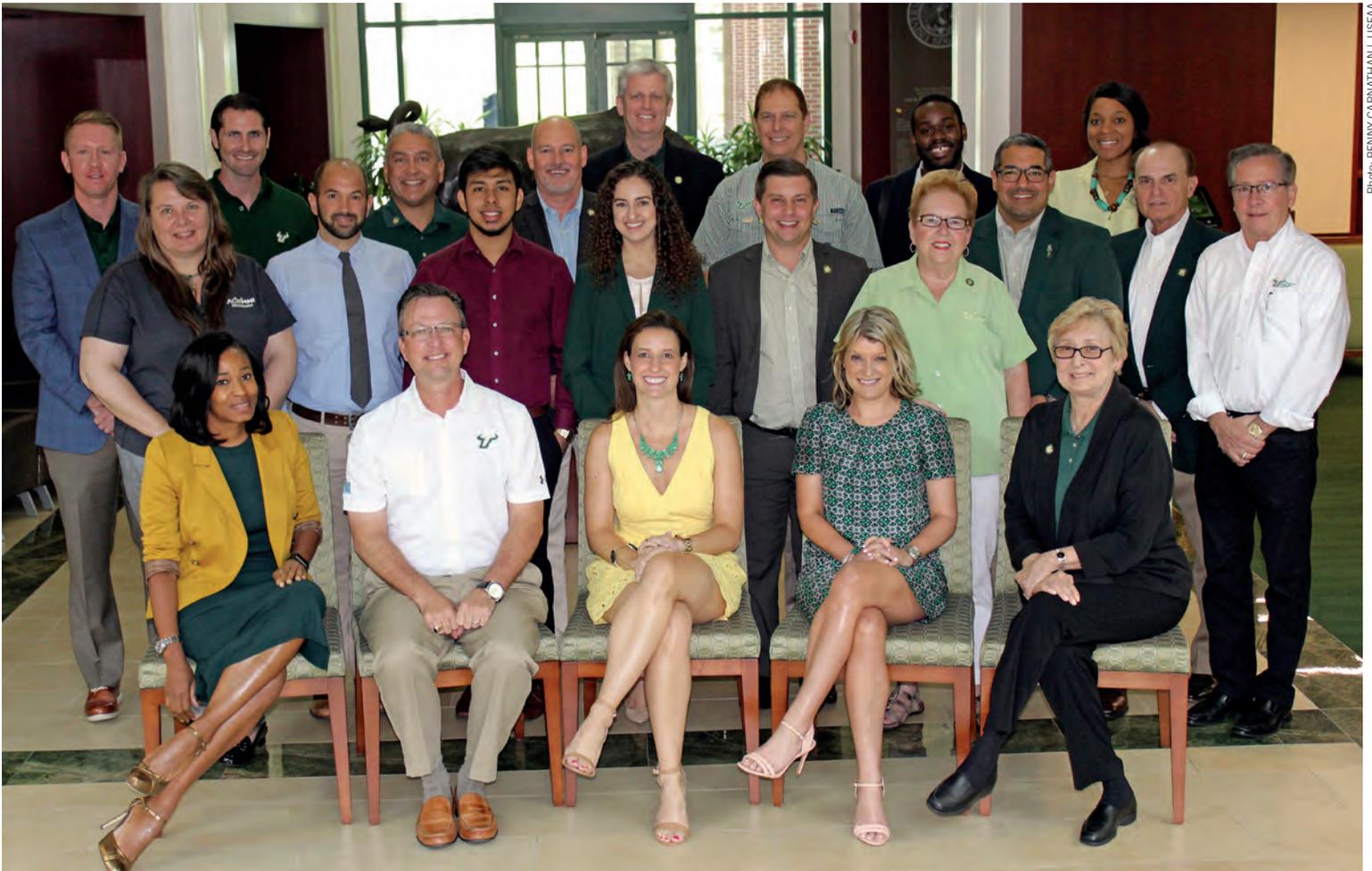


Photo: PENNY CARNATHAN | USFAA

Meet your **2017-18** USF Alumni Association Board of Directors

Front row, seated from left: Monique Hayes, '01, secretary; Jim Harvey, '88, past chair; April Monteith, '01 & MBA '03, chair; Merritt Martin, '04 & MPA '06, chair elect; Vicki Ahrens, '73 & MA '75, treasurer

Second row: Sandy Pettit, '94, MChE '10 & PhD '14; Arian Marquez-Russell, '01; Juan Oropeza, USF Ambassadors president; Fadwa Hilili, '13 & MAcc '15; Brian Goff, '13; Angie Brewer, '82 & MS '84; Braulio Colon, '03 & MPA '10; Jose Valiente '73; Dr. Michael Perry, '81

Back row: Zach Pietrzyk, '11; Justin Geisler, '04 & MBA '06; Ruben Matos, MPH '92; Eddie Litton, '87; Bill McCausland, MBA '96; Bill Mariotti, '15; Shaquille Kent, Student Government vice president; Dr. Chinyere Okpaleke, '08 & MS '10

Not pictured: Judy Genshaft, USF System president; Philip Amuso, '73, MA '75 & PhD '00; Maggie Fowler,

'93; Glen Gilzean, '05 & MS '09; Joel Momberg, senior vice president for University Advancement and Alumni Affairs; R. Bruce Van Fleet, '73

The USF Alumni Association's board of directors includes alumni who've demonstrated a firm commitment to USF's success and are Association Life Members and Circle of Excellence donors. It also includes two students: the student government vice president and the USF Ambassadors president. Non-voting, ex-officio directors are the USF System president; the senior vice president for USF Advancement and the Association executive director.

The board sets policy and guides the direction of the Association as it builds mutually beneficial relationships between USF and its alumni.

TWEET THIS SNAP THAT

Business grad Anthony Morrison, '11, found his calling at "Good Morning America"

BY KIM FRANKE-FOLSTAD

ANTHONY MORRISON TOOK A risk five years ago. With his USF business degree tucked in his bag, he moved from Florida to New York City without a real plan. The idea was to shoot fashion – the runways, Fashion Week. He'd crash at his aunt's place on Staten Island until he got on his feet.

Then the longtime news and social media junkie got a freelance job as a production assistant at *ABC News*. And found his calling.

That job led to a full-time position at CNN and then a promotion to associate producer of the *New Day* morning show.

In 2016, he got a Twitterholic's dream job: social media producer for ABC's *Good Morning America*, rated the nation's most popular network TV morning show in January with 4.5 million viewers.

It's been quite a ride for a 2011 business grad who failed finance twice.

Last fall, the 29-year-old from Winter Garden, Fla., came home for Thanksgiving – with a Daytime Emmy Award tucked in his bag.

Morrison recently shared a glimpse of his life as social media producer for one of the nation's biggest TV shows with *USF* magazine.

What exactly does a social media producer do? What's the job description?

I kind of tell everyone that social media producing at *Good Morning America* entails everything non-TV for the GMA brand. So that includes all social media on all the platforms and the website. And then, most importantly for me, is the social TV integration – integrating social media ideas with the broadcast. That's anything from running a Twitter poll or working with an Instagram campaign and adding that to a TV segment, to developing hashtags for guests and bands for our big summer concerts.

And then there are some people – especially younger viewers – who aren't able to watch the program, or they aren't

necessarily going to go to the GMA website. For them, their first interaction with GMA is through an Instagram post or a Snapchat stream or a livestream on Facebook. So, my team is tasked with creating this GMA all-day experience that exists in the palm of your hand. Obviously, we have a big fan base viewer-wise, but in terms of social media across all the platforms, we have about 15 million fans or followers we cater to. The scale we deal with is crazy.

It must be an insane pace.

It was just a few people when I started two years ago, and now we have this full GMA digital team, which is helpful. But it's a lot of crazy. Our show is two hours long, with about 10 segments per show. Each one of those segments technically has a social component to it, and they could be on five social media platforms. So that's already 50 different things to do for one day's show. And you're servicing out for a full week, and the following week, and then also planning ahead if there's a big event in a month. We're prioritizing in terms of talent and news value, and what our social audience takes to the most. And we're cutting photos and videos to fit the formats of various screens and platforms.

What really resonates with viewers? Tell me it isn't just kitten and squirrel videos.

If it's a feel-good story that puts the good in your morning, that's what *Good Morning America* is all about. That rises to the top of the list. And a lot of times there's your big story of the day – a school shooting, for example, a tragedy. A survivor speaks, or family, and that can be emotional. That stuff rises to the top because people want to hear it.

Another crazy part of the job must be your hours.

In my first real job in TV, I was at CNN's morning show, *New Day*, and I worked midnight to 9 a.m. for about three years. I was on the true overnight shift over there. Then I came to GMA, and I get up around 4:30, 5 in the morning, which is still pretty early, but compared to having to get up at midnight, it's a dream.

Of the people we would know, who's the best at social media? I'm going to guess it's co-anchor Lara Spencer.

Funny you should ask, because my answer has changed over the years. I would say that they're all really excellent on the platform they choose to use. Robin is really great on Instagram. (Meteorologist) Ginger (Zee) loves Twitter. And they just love interacting with their friends and each other on social media.

I think in the time I've been here, they've kind of learned to have fun with social media again. That was my big mission in coming to GMA. We were kind of in this place where social media was a job, or a task, that you had to include in a piece. You just had to do it because you weren't relevant if you didn't. And I came in saying we need to be able to have fun with social media again or else it's going to go away for us – and we're going to be behind because we just stopped being social.

What's been your biggest "moment" so far?

I would definitely say getting sent out to the Oscars last year was a pretty big moment. When you meet so many A-listers, you don't have time to be crazy around them. All the red carpets start to blend together. But the Oscars for me, it was one of those moments when I got to step back, take it all in and reflect on what an accomplishment it's been for me.

You earned your bachelor's in management information systems but your career took an entirely different direction. Do you have any regrets?

Looking back at my college career I regret nothing because I got to accomplish and experience everything – more than I ever could have planned. I have (Muma College of Business communications director) Lorie Briggs and her team to thank immensely for always putting me top of mind. How they identify emerging talent even when we don't recognize ourselves as such is a true gift. It was Lorie who gave me my first photography gig at USF and effectively launched my photography career. Last summer for GMA I had the honor of photographing the cast of *Star Wars*, and Emily Blunt, Jon Favreau, Don Cheadle and Mark Ruffalo at a big Disney event in Anaheim. I'd say I've come a long way and still think of a lot of it as a dream!

You've been a guest lecturer for USF mass communications classes, you participate in New York City alumni events, you've even taken USF student interns in New York out for coffee. You've really stayed connected, though you're more than 1,000 miles from Tampa.

I try to be the first one to raise my hand at the chance to give back to USF and the community. They poured a lot into me and I would love the chance to do the same. ■



USF Alumni Association 2017 Annual Report Summary

Fiscal year July 1, 2016, through June 30, 2017

Your Alumni Association membership supports programs and communications that provide Bulls with meaningful ways to help USF, its students and fellow alumni succeed.

Thanks to all the Association members – alumni, students, staff, faculty and friends – for making 2017 another green and golden year. Here’s a look at the numbers as of June 30, 2017.



Association members - 43,711

That’s 5,607 student members
33,276 annual members
4,828 Life Members



Net assets - \$4,042,851

Revenue - \$2,833,458*

Membership	22%
USF Foundation support	21%
Affinity partnerships	19%
License plates	14%
Investment income	8%
Contributions	8%
Other	8%



Scholarships

\$222,304
to 120 students

Expenses - \$2,501,671

Programs and events	19%
Membership	17%
Communications	16%
Student programs	15%
Administration costs	14%
Alumni groups	10%
Development	9%

Social media followers - 190,660

Facebook	175,234
LinkedIn	7,925
Twitter	7,501



Like our great university, your USF Alumni Association continues to grow and expand its reach. In 2016-17, we grew in membership, in programming for alumni and students, in events that connect USF to the community. Alumni Association members make a bigger and more profound impact every year.”

– Bill McCausland, MBA '96
USFAA executive director





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Salute to 2017's *new* Life Members

Recognizing all who became Life Members in 2017, as well as 2017 Circle of Excellence Donors and all U Club donors*

Alumni Association Life Membership represents a deep commitment to USF and our mission to advance our university by providing Bulls with meaningful ways to make a positive impact. We gratefully acknowledge all of our Life Members with a tribute page at usfalumni.org/LMhonor. By making the complete Life Member Honor Roll permanently visible to the public, we recognize your generous contributions, which will support USF, its students and alumni in perpetuity.

Life Member Circle of Excellence Donors

University Club – U Club Endowment of \$25,000+

The following Life Members have made a significant impact on USF through a generous endowment of \$25,000 or more.

Timmer Ahrens, #2140
Vicki Ahrens, #2139
Jean Amuso, #3112
Philip Amuso, #3111
Angela Brewer, #594
James Brewer, #850
Anne Craft, #3985
Wilson Craft, #608
Daniel Dennison, #1935
Nancy Dennison, #1934
Daniel Harper, #1954
Mary Harper, #1953
Ben Heugel, #1421
Lisa Provenzano Heugel, #1420
Gail Jacobs, #3273
Ricky Jacobs, #1901
Anila Jain, #132
Kailash Jain, #1060
Mona Jain, #631

**Life Members who joined Jan. 1 through Dec. 31, 2017*

Roy Jewell, #755
Aileen Marti, #3275
Eduardo Marti, #3274
Glen Nickerson, #1795
Betty Otter-Nickerson, #1796
Michael Perry, #2718
Michele Perry, #2717
Jeffrey Reynolds, #810
Patricia Reynolds, #809
Robert Switzer, #3836
H. Monty Weigel, #1495
MaryAnn Weigel, #2881

Diamond Level Donors of \$1,000+

Stephen Armstrong, #2901
Stephen Blume, #1832
Carline Clerge, #2287
Braulio Colon, #3958
Jodi Dodge, #1669
William Eickhoff, #80
Patrick Feldman, #2133
Brandy Fishman, #3081
Jeffrey Fishman, #3080
John Hamilton Jr., #4035
John Harker, #683
James P. Harvey, #2027
Sonya Harvey, #2028
David Hilfman, #263
Trevor Hillier, #4014
Jennifer Leavengood, #1833
Anne McCausland, #2332
William McCausland, #2331
April Monteith, #1422
Spencer Montgomery, #3807
Karen Morris, #3061
Alexander Myers Jr., #3893
Michael Peppers, #1774
Trudy Pettibone, #1061

Jack Plagge, #732
Bill Smith Jr., #2799
Jeanne Whalen, #1907

Emerald Level Donors of \$500 - \$999

Ted Bogusz, #3642
Jennifer Burns, #1710
Joseph Cuteri, #2624
Karen Fedyszyn, #2333
Margaret Fowler, #1207
Calvin Hagins, #4015
Dan Johnson, #869
Tina Johnson, #868
Christopher Lake, #4658
Carol Long, #2457
John Long, #2456
William Mariotti, #3626
Dean Martin, #2003
Merritt Martin-Lindstrom, #2327
Ruben Matos, #828
Deborah Momberg, #1694
Joel Momberg, #1693
Barbara Harken Monsour, #2361
Roger Monsour, #2360
Donna Parkin-Welz, #4373
Harry Pfister, #2505
Winifred Pfister, #2504
Zachary Pietrzyk, #4522
Bhargava Puligandla, #2396
Melissa Schaeffer, #3203
George Schultz, #2224
Virginia Schultz, #2225
Kristen Szweczyk, #2889
Stephen Szweczyk, #2890
Bettina Tucker, #128
Jose Valiente, #1267
Lourdes Valiente, #2431

The names of the 353 Life Members who joined this elite group in 2017 are published here. Thank you! Your pride and support have helped USF meet the criteria necessary to be designated a preeminent Florida research institution.

In our Circle of Excellence, we recognize Life Members who made additional unrestricted annual gifts in 2017 as well as all 31 donors in the prestigious University Club. U Club alumni and friends have made a significant impact on USF through endowments of \$25,000 or more.

Your generosity allows us to continue to connect Bulls to one another and our school so we can share our pride, stay together, protect USF, and help our great university continue to succeed.

“

I completed my Life Member pledge many years ago, but the needs of our students, alumni, and Association still go on. So I joined the Circle of Excellence and receive great pleasure from supporting those groups with annual giving.”

– J. Michael Peppers, Accounting '85 and MAcc '90



Dawn Van Fleet, #4170
Bruce Van Fleet III, #4169
R. James Welz Jr., #421

Gold Level Donors of \$250 - \$499

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Jeb Bjorn, #4397
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Michael Brickman, #1404
Jenny Cater, #1965
Robert Clark Jr., #2639
Charles Copeland Jr., #578
Pamela Copeland, #579

Evan Earle Jr., #4500
Russell Fascenda Jr., #2636
Katharine Freeman, #668
Deepak Gangadharan, #2783
Carl Gingola, #838
Brian Goff, #3427
Kenneth Hamilton, #2127
John Helton, #2919
Kimberly Litton, #4472
William Litton II, #307
Sara McMurry, #391
Timothy McMurry, #390
Ronald Pettit, #2824
Sandra Pettit, #539

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 Jon Smith, #1858
 Susan Smith, #2029
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 Julie Somers, #1023
 Judy Wallace, #860
 Lew Wallace, #859
 Theodore Whitford Jr., #1664
 Marion Yongue, #270
 Lee Zimmerman, #1082

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 Emily S. Adams, #730
 Aribel Aguirre-Beck, #2921
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 Katrina Anderson, #4000
 Lindbergh Andrew, #559
 Robert Andrew Jr., #895
 Lorraine Angelino, #1453
 Leslie Astell, #2177
 Richard Astor, #2833
 Stephen Bailey, #1506
 Eugene Balter, #1315
 Susan Balter, #1316
 Valerie Bame, #2528
 Colon Barco Jr., #2669
 Kenneth Basel, #2393
 Alan Batt, #2567
 Suzanne Becker, #2264
 William Becker Jr., #2265
 Jeffrey Belvo, #1124
 Mark Blechinger, #2830
 James Bockover, #3360
 Lynette Bohanan, #3879
 Jesse Bonds Jr., #127
 Stirling Boomhower, #2134
 Andrew Bottner, #2635
 Victor Bowers, #2539
 Corinne Brown, #3397
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 Kathleen Bunch, #2335
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 Fern Burr, #627
 Joseph Busta Jr., #162
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 Matthew Cain, #1332
 Brian Campbell, #841
 William Candler, #4362
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 Betty Carlin, #2078
 William Carlin, #2079
 James Carlson, #1203
 JoEllen Carlson, #1202

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 Jose Castellanos, #1087
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 Frank Clifton Jr., #3801
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 Carla Codd, #1528
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 Andrew Cohen, #2320
 Maren Cohen, #2853
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 Rebecca Craig, #2047
 Daniel Crile, #3348
 Patrice Cunningham, #2672
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 James Davies, #2922
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My parents could not afford a college education for me and I always said that, if I can help somebody else, I will. I see what the Alumni Association does for USF, the alumni, students, faculty and staff. I give because I see the benefits firsthand.”

– Lourdes Valiente

(pictured with husband Jose Valiente, '73, Life Member, USF Foundation and Alumni Association board member, and Rocky)

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 Allen Genaldi, #824
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 Julie Gillespie, #1776
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 David Gordon, #2724
 Renynold Gosselin, #2845
 Twila Graham, #2073
 Sue Grassin, #2241
 Jeffrey Greenberg, #264
 James Grigsby, #3764
 Dominic Grosso, #4004
 Kathleen Gulley, #1045
 Robert Gutierrez, #1048
 Nabil Hajje, #2568
 Andy Hamilton, #558
 Samuel Hamilton, #2090
 Cynthia Harper, #588
 John Harper, #587
 Monique Hayes, #3536
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 Cynthia Hevner, #2677

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 R. Patrick Hill, #148
 David Hollis, #3869
 David Hood, #2866
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 Mark Jerome Hornick, #3816
 Victoria Hornick, #3815
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 Lloyd Maliner, #3164
 Stacey Manley Paskowski, #3549
 Robert Manning, #3973
 George Marks, #3745
 Susan Martin, #143



My time at USF afforded me lifelong friendships, a top-of-the-line education, and the life experience to become a confident and contributing member of my community. I knew that by becoming a Life Member, I'd forever be connected with the institution that gave me such incredible opportunities."

— Ariana Matos, *Mass Communications '17*

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 Richard McConnell, #372
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 Edward Phinney, #2610
 Theda Phinney, #2611
 Frank Pidala, #2560
 Donna Pierson, #3447
 Christopher Pille, #3725

Kevin Pindjak, #2673
 Christopher Prentice, #2306
 Kristen Prentice, #2307
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 Frederick Ramlow, #4334
 Jonathan Rausch, #1300
 Gregory Read, #1973
 Richard Reichle Jr., #105
 Elizabeth Risch, #617
 Robert Risch, #618
 Richard Roberts, #1957
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 Rose Rogers, #2776
 Marcella Rua, #1375
 Anne Runion, #582
 Anthony Runion, #581
 Dustin Sachs, #4626
 Eileen Sarris, #2145
 William Scheirer Jr., #1602
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 Joy Sikorski, #1370
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 Cara Smith, #1819
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 Louis Struikman, #3303
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 Denisse Thompson, #2679
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 Susan Tron, #1436
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 James Wall Jr., #452
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 Suzanne Ward, #1516
 Ann Wellman, #3528
 Mark Wellman, #3527
 Scott R. Wheeler, #2675
 Diane White, #2465
 Cheryl Whiteman, #1845
 Thomas Whiteman Jr., #1844
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 Frederick Yonteck, #1780
 Patricia Yonteck, #1781
 Alan Zale, #3167

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 Rosana Almeida, #4391
 Philip Ammann, #4634
 Floyd Amos, #4371
 Jill Ancion, #4661
 Cristine Anderson, #4501
 Elsie Anderson, #4380
 Katrina Anderson, #4000
 Robert Anderson Jr., #4649
 Fay Anderson-Went, #4395
 Alyssa Anteen, #4432
 Byron Aponte, #4616
 Charles Arant, #4651
 Kathleen Armstrong, #4595
 Jessica Arteaga, #4447
 Robin Ashby, #4520
 Marjorie Baker-Waizenhofer, #4646
 Angela Banks, #4458
 Patrick Barron, #4388
 Mirlandre Beauvais, #4550
 Jessica Bell, #4575
 Matthew Billa, #4514
 Omohodion Binitie, #4544
 Jeb Bjorn, #4397
 Sharon Blevins, #4584
 Thomas Bloomfield, #4417
 Ronald Bock, #4572
 Chandler Bodimer, #4359
 Richard Boorum, #4372
 April Bowen, #4561
 Justin Bowen, #4620
 Sierra-Shae Brandt, #4363
 Lawrence Braue, #4632
 Courtney Brautigam, #4645
 Julie Bray, #4581
 Kevin Bray, #4580
 Judith Breuggeman, #4326
 Calum Brice, #4452
 Leonard Britten, #4322
 Paula Britten, #4323
 Amy Brown, #4340
 Meghan Brunelli, #4527
 Robert Bruno II, #4539
 Melissa Buckley, #4657
 Kristin Bunch, #4374
 Savannah Bunch, #4473
 James Burdo, #4578
 Caelen Burke, #4666
 Jackalynne Burns, #4328

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Vince Cruz, #4610	Lawrence Hebb, #4342	Stephanie Mejia, #4365	Ryan Rothenberg, #4377	Luis Viera, #4454
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Glenn Davis, #4566	Julie Hill, #4378	Brenna Mills, #4468	Eric Sadd, #4436	Ada Ward-Timmons, #4568
Susan Davis, #4565	Sandy Hinds Jr., #4413	Saraju Mohanty, #4389	Samer Salhab, #4641	Christine Watt, #4490
Flora Dawson, #4509	Deborah Hooten, #4571	Radha Moorthy, #4477	Robert Salo, #4606	Tyler Weinand, #4409
Brooke Dean, #4630	Chloe Horsfall, #4648	Barry Morgan, #4446	Janet Samuels, #4462	Terrance Went Jr., #4396
Lyle Debernardi, #4470	Mai Huynh-Le, #4451	Christopher Mosychuk, #4431	Gerardo Sanchez, #4621	Jessica Wilcox, #4521
Laura DeCarlo, #4483	Suzanna Hwang, #4354	Corey Munroe, #4547	Taylor Sanchez, #4405	Tammi Wilds, #4594
Thomas DeCarlo, #4482	Junghwa Im, #4671	Noelle Munroe, #4546	Ronald Sanders, #4542	Mary Williams, #4403
Zoe Dekeles, #4411	Mitchel Incorvaia, #4336	Jessica Muroff, #4598	Dayna-Marie Santana, #4347	Heather Willis, #4456
Alyssa Delio, #4619	Kyair Ivey, #4416	Marlene Murphy, #4321	Diane Sartore, #4506	Kimberly Wills, #4461
Carolyn DeLoache, #4410	Jacki Jackson, #4611	Donald Nestor Jr., #4602	Cindy Saunders, #4532	Michael Wills, #4460
Richard Deschamps, #4559	Vincent Jackson, #4441	Meghan Neu, #4465	Deborah Saunders, #4449	Anthony Wilson Jr., #4457
Nanette Dizney, #4507	Beven Jacob, #4655	Tammi Neylan, #4392	James Saunders, #4531	Lee Wilson, #4503
Hannah Dodd, #4485	Antonio Jaimes, #4471	Maureen Nichols, #4324	Scott Schiff, #4435	Dawn Wise, #4576
James Doss Jr., #4536	Briana Jegier, #4553	Erin Norberg, #4484	Gabrielle Schioppo, #4644	Susan Wood, #4349
Debra Dotson, #4351	Aaron Jimison, #4518	Christopher Nothdurft, #4534	Jacob Schmidt, #4625	Dennis Woodruff, #4439
Scott Dotson IV, #4350	Emily Johnson, #4415	Anthony Noto, #4358	Caroline Schneider, #4486	Katherine Woodside, #4361
Keithroy Duncan, #4557	Brant Jones, #4402	Kathryn O'Brien, #4407	Christian Schultze, #4499	Mark Woodside, #4360
April Dupree, #4352	Maurice Jones, #4604	Mark O'Brien, #4408	Albert Schwartz, #4327	Linda Woodson, #4469
Emma Durden, #4357	Thomas Jones, #4552	Michael Osolinski, #4570	Thomas Seeko, #4356	B. Edwin Wyatt Jr., #4588
Evan Earle Jr., #4500	Nancy Jordan, #4400	Maranda Paige, #4603	Kelly Shane, #4512	Andrea Yizar, #4586
Meagan Eastman, #4386	Natalie Kasunic, #4667	Duelyn Pandis, #4399	Amy Siler, #4401	Robert Yizar, #4585
Cosmas Edwards, #4249	Jennifer King, #4579	Donna Parkin-Welz, #4373	Savita Sista, #4574	Bryan Zapf, #4422
Marie Ellsworth, #4656	Richard Kirk, #4325	Robert Patterson, #4664	Randall Snapp, #4592	Christina Zapf, #4421
Jennifer Espinosa, #4638	Andrew Kivela, #4412	Conrad Pawlina, #4384	Charles Socci, #4624	April Zentmeyer-Harvey, #4426
Roberto Espinosa, #4639	Jill Kletzel-Kalter, #4406	Christine Perez, #4587	Gabriel Soltura, #4564	Liangchuang Zhao, #4665
Thomas Faessler, #4348	Jane Koubek, #4669	Joseph Perez, #4525	Silvia Soto Avella, #4589	Jerome Zibrida, #4438
Thomas Fallon, #4674	Randall Koubek, #4668	Mozhdeh Perez, #4526	Natalie Soyster, #4418	
Michelle Farina, #4453	Jay Krames, #4381	William Peters, #4330	Richard Spechler, #4331	
Jose Ferreira, #4433	Kristian LaFave, #4599	Jennifer Pfeifer, #4367	Malcolm Spicer, #4508	
Esther Ferrer, #4538	Christopher Lake, #4658	Jeremy Pfeifer, #4366	Stephen St. John-Fulton, #4597	
Juliana Figueiredo, #4529	Cece Lane, #4434	Terrence Phillips, #4492	Todd St. John-Fulton, #4596	
Preston Ford Sr., #4637	Jill LaVelle, #4556	Robin Philyor, #4640	Richard Stanley, #4628	
Amanda Foust, #4548	Matthew Lazzara, #4376	Zachary Pietrzyk, #4522	Andrea Stefan, #4653	
Kevin Frain, #4430	An Le, #4663	Stacey Podradchik, #4424	Joseph Stokes Jr., #4593	
Joanna Franz, #4513	Anthony Le, #4558	Terrance Poindexter, #4524	Helena Svanstrom, #4601	
Melanie Ganas, #4353	Di Li, #4464	Charles Polisenio, #4635	Ignatius Tan, #4480	
Jason Garcia, #4569	Elizabeth Little, #4318	Anne Pucciarelli, #4540	Chase Tappan, #4502	
Luis Garcia, #4573	Lex Little, #4317	Paul Pucciarelli, #4541	Todd Taylor, #4364	
Jordan Gary, #4633	Kimberly Litton, #4472	Catherine Quindiagan, #4622	Carlton Terrell, #4437	
Stephanie Garza, #4493	David Loch, #4549	Mehdi Rakhshani, #4474	Steven Theroux, #4659	
Derek Gay, #4496	Stephen Longo, #4444	Lucila Ramiro, #4427	Tracie Thompson, #4479	
	Dameion Lovett, #4673	Edith Ramlow, #4333	Leslie Tice Jr., #4505	

Circle of Excellence donations are placed in the Executive Director's Fund for Excellence. Recognition is based on giving to the Executive Director's Fund for Excellence and the Alumni Endowment.

The honor roll reflects each Life Member's Circle of Excellence donor designation as well as his or hers individual ordinal Life Member number. This number serves as a source of pride in commemorating a Life Member's unique place in this prestigious group.

We have made every attempt to ensure the accuracy of our honor roll. Please accept our sincere apologies for any omissions or errors.

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.



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



a Getting a taste of the 18th century good life, Rocky visits a centuries-old winery in Lyon, France, with, from left, **Hugh Kraemer, '81**; his wife, **Laura Kraemer, '84**; Laura's cousin **Carla Saavedra, '87, Life Member**; and Carla's husband **Henry Saavedra**.

b The clatter of Bull hooves could be heard on The Great Wall of China as **Shannon Gonzalez, '98 and MS '04, Life Member**, center, visits with his wife, **Jennifer Gonzalez, '97, Life Member**; their future Bulls **Layne** and **Xavier** (holding Rocky); **Dave Sumpter, '82**, to Shannon's right; and his sons **Matthew Sumpter** (yellow shirt) and **Eric Sumpter, '17**.

c **Lenny Miller, '82, Life Member**, helps Rocky hitch a ride on a friendly giant tortoise in the Galapagos Islands.

d Grandfather Mountain, N.C., looms large as Rocky; **Jamie (Cooler) Coogle, '08**; **Doug Coogle Jr., '07**; and future Bulls **Jake** (standing) and **Mason** take in the view.

e Helpfully hauling his own pack, Rocky explores Machu Picchu in Peru with **Rick Williamson, '77, Life Member**, and his wife, **Regina Williamson**.

f The Leaning Tower of Pisa in Italy gets support from USF academic advisor **Pedro Henry, '12 and MEd '14**, left; his sister, student **Vanessa Henry**; USF career counselor **Juan Henry, '15 and MEd '17**, right, and Rocky.

Chapters & Societies



a

Bulls make an impact

Members and friends from 14 Alumni Association chapters and societies around the country rolled up their sleeves, pulled on their gloves and went to work as part of the 2018 USF Stampede of Service, a 12-year-old Bulls tradition. The Martin Luther King Jr. Day observance also saw thousands of students flock to charities and nonprofits for a day on, instead of a day off, during the holiday weekend.

a Geology Society members take a break after cleaning up GeoPark, USF Tampa's rock zoo. From left: **Matthew Wissler, MS '03; future Bulls Gregory O'Neal III and Georgia Wissler; Gregory O'Neal II, '00; Mike Wightman, MS '90; Tim Fallon, '14; and student Teddy Schropp.**

b The Mass Communications Society did some serious pruning at USF Botanical Gardens, pulling out vines and overgrown vines and weeds. They included, from left: **Clarisa Gerlach Purks, '94; Janine Dorsey, '92; Michelle Sager, '92; Kathy Steele; Vidisha Priyanka, MA '02; Joe Humphrey, '00 and MEd '07; Janet Scherberger, '87; Emily Nipps, '99; and future Bull Evadean.**

c The Chicago Chapter wrote more than 40 letters of gratitude to U.S. troops through A Million Thanks, a nonprofit organization that supports active, reserve and veteran

military members, and their families. They are, clockwise from bottom left, foreground, **Alicia Rosenberg, '10; Jen Weinberg, Marcy Butz, '13 and MBA '14 USFSP; and Jessica Hannen, '10.**

d The Raleigh, N.C., Chapter sorted and packed more than 8,000 spuds at the Food Bank of Central and Eastern North Carolina. From left, **Karla Jackson, '88 and MSM '13, Life Member; Toni Wofford, '07; Maria Wolf, MA '07; Jeff Zdenek, '90; Bob Wolf; and Kevin Jackson, '85, Life Member.**

e Pinellas Chapter members headed to Ronald McDonald House-West in St. Petersburg, where they whipped up tacos, rice and a big Bull U brownie for the families of hospitalized children. From left: **Anxhelo Mara; Al Bartolotta, '82 and MPA '90; Gerado Gonzalez, '10; Jessica Jacobs; and Pam Haber, '85 and MAcc '97, Life Member.**



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

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**Join us
in celebrating
Rocky D. Bull's
Birthday
by making your gift
on USF's inaugural
Giving Day!
4.5.18**

Class Notes

'60s

THOMAS G. GATES, Psychology and Sociology '66, was inducted to the Florida Veterans' Hall of Fame. A U.S. Air Force aviator during the Vietnam War, Gates worked as an FBI special agent for 30 years, and is credited with campaigning for programs to support USF student veterans.



PATRICIA GWYNETT HILBURN, Music Education '69 and MA '74, has retired as chief district court judge in Pitt County, N.C. She was the first woman to hold that position and served as a district court judge for more than 20 years.

GLENN KAYE, Physical Education '64, was inducted into Broward County's Sports Hall of Fame in recognition of his decades of success as a high school swim coach. He coached seven teams to state championships; 141 All-American swimmers; 27 All-American water polo players; and was named Coach of the Year seven times by the Florida Athletic Coaches Association.

LES MUMA, Mathematics '66, Life Member, USF Foundation board member, was appointed to the USF Board of Trustees. Muma is a 2012 USF Distinguished Alumnus and he and his wife, Pam, are generous USF benefactors. USF's Muma College of Business is named for the couple.

'70s



JOE GUIDRY, Mass Communications '73 and MA '80, received the 2018 Sydney & Thalia Potter Civic Leadership Award presented by the League of Women Voters of Hillsbor-

ough County, Fla. Guidry was recognized for championing environmental stewardship and wise growth management in his position as editorial writer and opinion page editor for the now defunct daily newspaper, the *Tampa Tribune*. Guidry is a 2016 USF Distinguished Alumnus.



HUSHER L. HARRIS SR., MA Rehabilitation Counseling '75, was appointed by Maryland Gov. Larry Hogan to a four-year term on the state board of Professional Counselors and

Therapists. He is the president and CEO of Avaris Concepts, LLC in Windsor Mill, Md.

FREDERICK T. "FRITZ" JACOBI, AA '73, received the Grand Prytanis Award in recognition of his service to Tau Kappa Epsilon (TKE) fraternity. A retired publisher of four daily newspapers, Jacobi served for eight years on the TKE International board of directors and seven on the TKE Educational Foundation board, and was the 1993 TKE Alumnus of the Year.



LESLIE REICIN STEIN, MA History '73, Life Member, was inducted into the Stetson University Law School Hall of Fame. She is the owner and managing partner

of Leslie Reicin Stein, P.L.; was the associate general counsel for, and taught at, USF; and negotiated the first nationwide collective bargaining unit contract while working at GTE Florida.

GERALDINE MCKINNON TWINE, Nursing '78, MA Technology Education '81 and MS Nursing '88, received the 2018 Lifetime Achievement Award from the League of Women Voters of Hillsborough County, Fla. A retired advanced registered nurse practitioner (ARNP), Twine was one of Tampa General Hospital's first African-American nurses and one of Florida's first African-American ARNPs.



PAUL WILBORN, Mass Communications '75, received the MUSE Arts Ambassador Award presented by the St. Petersburg Arts Alliance, a nonprofit dedicated to advocating for the

arts community. Wilborn is executive director of the Palladium Theater at St. Petersburg College.

'80s



JOANNE BERISWILL, Spanish '88 and MEd '95, is the 2017 recipient of Mississippi State University's John Grisham Master Teacher Award. She has been a faculty

member in the university's department of instructional systems and workforce development for eight years.

MAJ. JAMES M. BRADFORD, Criminology '88, was named commander of the Hillsborough County Sheriff's Office District IV region. He has worked for the sheriff's office for 28 years and serves on the Hillsborough County Juvenile Justice board.



WESLEY BURROWS, Civil Engineering '89, joined Snell Engineering Consultants in Sarasota as a senior project manager. He previously worked at Stirling & Wilbur

Engineering Group as senior structural engineer.

JOHN CARMICHAEL, MA Music Education '85, was inducted into the Florida Bandmasters Association Roll of Distinction. He is a professor of conducting and director of bands at USF's School of Music.



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

DR. JULIE CHEEK, MD '89, joined PeaceHealth Medical Group in Bellingham, Wash. She was previously a pediatrician at Unity Care NW in Bellingham.

JACK E. DAVIS, Political Science '85 and MA History '89, USF St. Petersburg, received the 2017 Kirkus Prize for nonfiction for his newest book, *The Gulf: The Making of an American Sea*. Davis is a professor of history and sustainability studies at the University of Florida and the recipient of two other prestigious awards for his nonfiction books.

GEORGE DOWLING, Health Education '83, is the new director of facilities management at Western Kentucky University. He previously worked at Vanderbilt University as director of building services and renovation.



MICHAEL A. GREGO, MEd '89 and EdD '97, was named 2018 Florida Superintendent of the Year by the Florida Association of District School Superintendents. He is the Pinellas County Schools superintendent. In 2016, Grego received the USF College of Education Dean's Lifetime Achievement Alumni Award.



SCOTT HOPES, Interdisciplinary Natural Sciences '83, MPH '85 and DBA '17, Life Member, was elected chairman of the Manatee County School Board. He is a former member of the USF Board of Trustees.

DR. NICHOLAS KAVOUKLIS, Interdisciplinary Natural Sciences '81, was appointed to the Florida Board of Dentistry by Gov. Rick Scott. He is the founder and CEO of Tampa-based Argus Dental & Vision Inc., which offers benefit plans to members nationwide.

JOHN S. LOWRY, Economics '89, has joined Lykes Insurance as a private risk advisor

based in the company's Tampa office. Lowry was previously owner and founder of JSL Insurance and Financial Services.



DIANE BAILEY MORTON, Political Science '81, is the new executive director of the Warehouse Arts District Association in St. Petersburg. A Tampa Bay area lawyer for more than

30 years, she has served on the boards of Great Explorations, USF Alumni Association and the Florida Bar Grievance Committee.

LISABETH NORTHRUP, Social Work '85, joined Carolina One Real Estate as a real estate agent in Mount Pleasant, S.C.



LYNN PIPPENGER, Executive MBA '88, USF St. Petersburg, Life Member, was selected as the 2017 Philanthropist of the Year by the Suncoast Chapter of the Association of

Fundraising Professionals. Pippenger was a 2015 USF Distinguished Alumna. The USF Lynn Pippenger School of Accountancy bears her name, as does USFSP's Lynn Pippenger Hall, home of the Kate Tiedemann College of Business.

ANGELA RODANTE, Political Science '89, was named a 2018 Lawyer of the Year by *The Best Lawyers in America*. She practices insurance litigation at Swope, Rodante P.A. in Tampa.

GAYLE SATCHER, Music '81, joined John R. Wood Properties in the real estate company's Old Naples, Fla., office.

'90s



JENNIFER O'FLANNERY ANDERSON, MA Mass Communications '96, Life Member, received the 2017 ATHENA Leadership Award, recognizing leaders in Palm Beach County, Fla., who

have mentored women and given back to the community. She is the vice president of advancement and community relations at Nova Southeastern University.

ADRIENNE ELAYNE BAUMANN, English '96, is president-elect of the Rotary Club of Falmouth in Falmouth, Mass. She is director of marketing and communications at Cape Cod Children's Museum and owns 508 Marketing.



SHARA COCCHIOLA, Instrumental '98, is the new interim executive director of Summit Choral Society, a distinguished children's choir program serving northeast Ohio. She is also the director of education and community programs.



JOHN C. CONNERY JR., MAcc '94, was selected for the 2017-2018 board of directors for the Association for Corporate Growth, a community for mergers and acquisitions professionals. He works for the Tampa-based law firm Hill Ward Henderson.

CHARLES HART IV, MBA '99, is the new CEO of Florida Court Clerks & Comptrollers. He previously served as president and CEO of the nonprofit Enterprise Florida, Inc., the state's principal economic development organization.

Class Notes

ELIJAH JOHNSON, Public Relations '96, joined the USF Muma College of Business Digital Marketing Advisory Board. He is APS Pharmacy's integrated marketing communications manager.



DR. ROOPAL M. KARIA, Biology '91 and MD '95, was featured in *The Leading Physicians of the World* publication. She is a pediatric neurologist in Jackson, N.J.



MICHELLE LEE, Journalism-Magazine '97, was named Editor of the Year by *Adweek*. Lee is the editor-in-chief of *Allure* magazine.

BELKYS LLANES, Management Information Systems '97, is a member advocate for American Veterinary Medical Association: Life. She was previously AVMA Life's administrator in sales and agent support.

MICHAEL MARSHALL, History '90, has been named director of real estate and facilities for the University Area Community Development Corporation in Tampa.

MIGUEL A. MARTINEZ-SAENZ, MA Philosophy '98 and PhD '01, is the new president of St. Francis College in Brooklyn Heights, N.Y. He previously served as provost and vice president for academic affairs at Otterbein University in Westerville, Ohio.



ANDREW J. MAYTS JR., Political Science '93, Life Member, was inducted as a 6th Air Mobility Wing honorary commander at MacDill Air Force Base in Tampa,

where he will participate in training exercises. A commercial litigator at GrayRobinson, P.A. in Tampa, Mayts serves on the board of the Hillsborough County Bar Foundation, which promotes legal assistance to disadvantaged community members.

SHIRLEY PEKAREK, Accounting '90, was appointed as controller for United Landmark Associates, a Tampa Bay area branding and marketing firm. She was previously vice president of finance for Paradise Advertising.

VIVIAN POEY, Art '92, has been named Higher Education Art Educator of the Year by the Massachusetts Art Educators Association. She is director of the master's in education program in arts, community and education at Lesley University of Cambridge, Mass.

ALAN MICHAEL WEST, General Business Administration '96 and Accounting '05, is chair of the Florida Institute of CPAs. He works at the University of Florida as assistant vice president and controller.

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'00s

JAKE BEITING, MA Physical Education '08, head strength and conditioning coach for the Houston Astros, celebrated his first World Series title in 2017. Beiting joined the Astros in 2012 after working with the Cleveland Indians' major and minor leagues for several years.

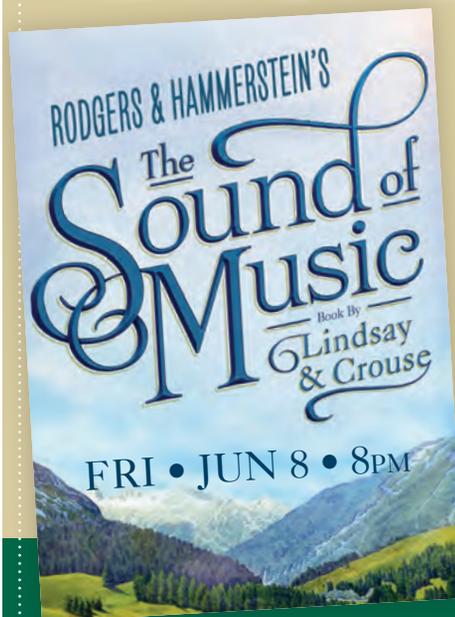
DR. JASON BRAYER, MD '09, was honorably mentioned in *The Leading Physicians of the World*. He is the assistant member of the department of malignant hematology at the Moffitt Cancer Center & Research Institute.



CHRISTINE CAMPBELL, Social Work '07 and MSW '09, received the Ida S. Baker Diversity Educator of the Year award at Hillsborough County's annual Excellence in

Education ceremony. Campbell, a U.S. Army veteran, has been a social worker at Van Buren Middle School in Tampa for seven years.

BULLS ON BROADWAY



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FRANCESCO P. CARRIERA, Finance '04, received the Chairman's Circle of Excellence Award from Marcus & Millichap, a real estate investment services firm. The award recognizes employees who finish among the top 1.5 percent of earners in the firm for 2017. He has worked at the real estate firm's Tampa office since 2006.



STEPHEN COLLISON, Criminology '06, joined Michael Saunders & Company, a real estate brokerage in Sarasota. He is a deputy with the Sarasota County Sheriff's Office.

JACQUELINE DARNA, Biomedical Sciences '07, was featured in *Forbes* in recognition of her business, NoMo Nausea, which sells a bracelet she invented to naturally stop nausea. Darna is an anesthesia clinician.

RYAN DENLINGER, Management '05, USF St. Petersburg, was named the home-clubhouse manager for the Tampa Bay Rays baseball team in St. Petersburg. This will be his 13th season with the team.

EKATERINA FITOS, Environmental Science and Policy '01 and MA Geography '04, has been named Florida's first geographic information officer. She previously worked at CH2M Hill as a senior geographic information system specialist.

IZABEL GALLIERA, MA Art History '05, published her book *Socially Engaged Art After Socialism: Art and Civil Society in Central and Eastern Europe*. It's a comprehensive scholarly treatment of the modern rise of socially engaged art practices in Europe.

JENNIFER CARPENTER JENSEN, Management '00 and MBA '02, Life Member, was appointed to the Friends of Joshua House Foundation 2017-2018 board of directors. Joshua House is a therapeutic group home in Lutz for children who've been abused, neglected or abandoned.

JOHN MALONEY, Civil Engineering '05, is the new civil manager in the Portland, Ore., office of WSP USA, a global engineering and professional services consultancy. He previously served as a senior project manager at a Portland consulting firm.



APRIL MONTEITH, Finance '01 and MBA '03, Life Member, was promoted to executive director, relationship executive for JPMorgan Chase & Co.'s commercial middle market West Florida team. She was previously the company's vice president for middle market banking, West Florida. Monteith serves as chair of the USF Alumni Association board of directors.

DR. SCOTT PERRIN, Biology '03 and MD '07, was named Physician of the Year by Sarasota Memorial Hospital. He specializes in vascular and interventional radiology.



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Class Notes

NICHOLAS POPP, Management Information Systems '06, USF St. Petersburg, was named to the Florida Film and Entertainment Advisory Council by Gov. Rick Scott. He is the associate general counsel of Bankers Financial Corporation.



ERIK RAUCH, Nursing '03 and DNP '11, received the Platinum Leadership Award from Envision Physician Services. He was also elected co-chair of Florida's Coalition of Advanced Practice Nurses.



OJAS RAWAL, Biomedical Sciences '08, was nominated for best actor in a comic role by the 2018 Gujarati Iconic Film Awards in India. Rawal earned the nod

for his portrayal of two characters, Jayanti Charket and Yoga Baba, in the film *Chor Bani Thangaat Kare*.

RANDALL THORNTON, Finance '00, is senior vice president of client services at York Risk Services Group in Lake Mary, Fla. He was previously president of risk control.

RYAN WENDT, Athletic Training '07, received the Hillsborough County Sheriff's Office Citizen's Award for bravery. After a helicopter crashed onto the roof of a house, she climbed up and tended to the pilot until first responders arrived.

RACHAEL WOOD, MA Criminology '04, joined Johnson, Pope, Bokor, Ruppel & Burns LLP where she works on labor and employment issues at the firm's Clearwater, Fla., office.

'10s



HANNIBAL BALDWIN, Finance '11, USF St. Petersburg, was named to the *Tampa Bay Business Journal's* list of Up & Comers Under 30. He is the co-founder and co-CEO of SiteZeus software company in Tampa, and a 2018 USF Outstanding Young Alumnus.

ADAM CHANG, MA Library and Information Science '15, was one of 50 librarians chosen to participate in the 2018 American Library Association's Emerging Leaders development program. Chang is an instruction and research librarian at Central Ridge Library in Beverly Hills, Fla.

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ALLISSA CUMMINGS, Communication '13, was named one of the Top 25 African American PR Millennials to Watch. The coordinator of NFL Players Inc., the NFL Players

Association in Washington, D.C., she formerly worked in publicity and communications for Discovery Communications in Maryland.

KELLEY CURETON, MA Global Sustainability '16, is green|spaces' new program director for green|light, a service that helps Chattanooga, Tenn., businesses earn certification for sustainable practices. She was previously director of communications for Chattanooga Whiskey in Tennessee.



ADRIANNE D. FRENCH, Interdisciplinary Natural Sciences '10, graduated from Barry University's Master of Clinical Medical Science

physician assistant program.



BRYAN JACOBS, Hospitality Management '15, USF Sarasota-Manatee, received the 2017 Col. Frederick J. Graves Veteran of the Year award. He

is the founder of the Vets-2-Chefs program at USFSM.

STEVEN KNIGHT, PhD Curriculum and Instruction '12, was named partner at Fitch & Associates LLC, an emergency services consultant. He retired as an assistant fire chief for St. Petersburg Fire Rescue in 2013.



WILLIAM JOSEPH "BILL" MARIOTTI, General Business Administration '15, USF Sarasota-Manatee, Life Member, was appointed to the USF Sarasota-Manatee

Campus Board. Mariotti is the president and CEO of Bill Mariotti Site Development Co., Inc. and serves on the USF Alumni Association board of directors.

NADIA MATIJASEVIC, Social Science Education '17, has been hired as a world cultural geography teacher at Lakewood Ranch High School in Bradenton.



ROSS V. O'BRYAN, Finance and International Business '13, has joined ShuffieldLowman law firm's Orlando office, where he works in corporate

securities and tax law.

PAUL J. PUNZONE, Political Science '14, joined Holland & Knight LLP as an associate in the firm's litigation section. He previously interned for The Honorable James S. Moody Jr. of the U.S. Middle District of Florida.



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In Memoriam

Alumni

- ELIZABETH ACCURSO, Elementary Education '68, Nov. 15, 2017
- LARRY F. ALBRIGHT, MEd '80, Dec. 3, 2017
- PATRICIA "PAT" (DANFORD) ARCHIBALD, MEd Educational Leadership '90, Dec. 31, 2017
- ALAN O. BARNES, Electrical Engineering '70, Nov. 7, 2017
- CLARICE (SMITH) BAYLISS, Elementary Education '70, Oct. 25, 2017
- JAMES C. BEATY, Management '73, Nov. 19, 2017
- JOHN A. BEEMAN, Music Education '69 and MA Library and Information Science '71, Dec. 12, 2017
- AMY (CARTER) BENSON, Anthropology '86, Nov. 20, 2017
- GLENN GORDON BOUNDY III, Mass Communications '72, Jan. 8, 2018
- DAVID E. CARRUTH, Accounting '94, Dec. 27, 2017
- NORMAN E. CLARK, MEd '84, Jan. 3, 2018
- PATRICIA J. CLARK, Elementary Education '70, Nov. 2, 2017
- DR. MALCOLM DEXTER CLAYTON III, MD '74, Nov. 9, 2017
- RICHARD F. COLETTI JR., Political Science '90, Oct. 30, 2017
- JOHN W. COLLINS JR., Criminology '74, Dec. 27, 2017
- JAMES CLARY (JIM) CONNER JR., Political Science '64, Nov. 27, 2017
- JAQUELYN COSENTINO-GEORGES, MPH '85, Dec. 2, 2017
- ERIN ELIZABETH (BANEY) D'ADDIO, Elementary Education '03, Dec. 5, 2017
- A. JOSEPH DEGENNARO, Mathematics Education and Interdisciplinary Natural Sciences, '67, Dec. 4, 2017
- PAMELA KAY DELOACH, Special Education '75, Dec. 7, 2017
- PAUL W. DEVILLIER, Political Science '90 and MA Social Science Education '03, Oct. 28, 2017
- CAROLYN "CARRIE" (HERRIG) DIECIEUE, Communication '98, Oct. 19, 2017
- DOWNING H. DUTTERER, MEd '86, Nov. 18, 2017
- SHEREE CLANN FISH, Elementary Education '81, Nov. 17, 2017
- LT. COL. BRUCE L. FREDERICKSON, History '73, Dec. 29, 2017
- ADRIENNE GOLUB, MA Art History '93, Dec. 16, 2017
- ELAINE HIRSHFIELD GOTLER, Special Education '85 and MA '90, Dec. 18, 2017
- PATRICIA A. GREEN, Elementary Education '74, Nov. 17, 2017
- BRUCE EDWARD GUY, MA Library & Information Science '93, Jan. 3, 2018
- FLOYD BROWN HAGER, MA Guidance and Counseling Education '75, Nov. 14, 2017
- LYNDA HANEY, English Education '65 and MA Distributive & Marketing Education '71, Jan. 13, 2018
- BRUCE HUGH HAYS, Political Science '71, Dec. 24, 2017
- DR. INGA MARIE HIMELRIGHT, Chemistry '82 and MD '86, Dec. 31, 2017
- DR. ROY A. HORN, Management '80, Dec. 14, 2017
- DORIS ANN "DEE" HOWELL, Special Education '91, Oct. 27, 2017
- CRAIG B. HUTCHINSON, Geology '69 and MA '71, Dec. 25, 2017
- ARLENE (COWLES) GALL JACKSON, Industrial Arts/Technology Education '82 and MA '84, Nov. 27, 2017
- CRAIG KAMSLER, Chemistry '83, Nov. 22, 2017
- CHARLES THOMAS KIEFER, Chemistry '90, Dec. 4, 2017
- LT. DOUGLAS M. KOENIG SR., MBA '74, Dec. 4, 2017
- EDWARD JOSEPH KUHN, English '70, Jan. 6, 2018
- NEIL ALAN LAYTON, Management '76, Life Member, Nov. 29, 2017
- WILLIAM JOSEPH LOGAN, Accounting '75, Dec. 30, 2017
- SHERRI VANDESANDE LONON, History '96, Jan. 11, 2018
- DEBRAH MAYWORTH, Psychology and Sociology '73, Dec. 6, 2017
- CHERI ANICE MCELROY, MEd '83, Oct. 24, 2017
- ERIC HARRIS MCFAIL, Sociology '75, Dec. 12, 2017
- ELAINE F. MENDENHALL-LINCOLN, General Business Administration '81, Nov. 17, 2017
- MICHELE C. MICIAN, Technical Writing '98 and MS Environmental Science & Policy '02, Nov. 28, 2017
- MICHAEL S. NESS, Biology and English '77, Dec. 30, 2017
- CHRISTINE R. NODINE, Art '79, Dec. 9, 2017
- LAWRENCE ALLEN PIPPINS, Criminology '74 and MA '76, Dec. 2, 2017
- STEPHEN G. POMEROY, Accounting '72, Jan. 6, 2018
- JAMES HILL PRIOR, Chemistry and German '69, Oct. 23, 2017
- GEORGE RANDOLPH, English '69 and MA '72, Dec. 13, 2017
- TONY REALE, Adult Education '77, Oct. 9, 2017
- DARAGH ANN REED-GRAY, Africana Studies and History '76, Nov. 18, 2017
- MARY ANN (MILLS) SAMMARCO, Elementary Education '63, Nov. 30, 2017
- RACHEL SCHNEIDERMAN, MA Library and Information Science '05 and MA Spanish '08, Nov. 3, 2017
- DR. ANTHONY SELMAN, Chemistry '03 and Biomedical Sciences '04, Jan. 2, 2018
- ROBERTA ELLEN OBERLE STORY, Elementary Education '86 and MA '97, Nov. 16, 2017
- CLAYTON STANLEY TAYLOR JR., English '76, Dec. 27, 2017
- MICHAEL EDOUARD THOLL, Interdisciplinary Social Sciences '68, Nov. 19, 2017
- FRANCES E. THOMAS, Early Childhood Education '71, Oct. 16, 2017
- EARNEST W. "EARNIE" TRUBY, PhD Biology '79, Dec. 11, 2017
- MARY RACHEL WADE, MA Guidance & Counselor Education '88, Dec. 24, 2017
- CLAUDE S. WILLIAMS, Mass Communications '77, Oct. 29, 2017
- DONALD C. WINTERTON SR., MA Elementary Education '74, Jan. 4, 2018

Faculty and Staff

- DR. HAROLD ADELMAN, Clinical Volunteer Faculty Professor Emeritus, College of Medicine, Dec. 10, 2017
- ROBERT BRYAN, 1993 Interim President of USF, Dec. 27, 2017
- EUGENE DOMACK, Professor, USFSP College of Marine Science, Nov. 20, 2017
- WAYNE THOMAS ELDER, Accounting '76 and MAcc '78, Professor, USF College of Business, Jan. 9, 2018
- DAVID NAVARRE REIF-SNYDER, Founding Professor, USF College of Medicine, Dec. 27, 2017

USF President Cecil Mackey

Jan. 23, 1929 – Feb. 8, 2018

“

We took education
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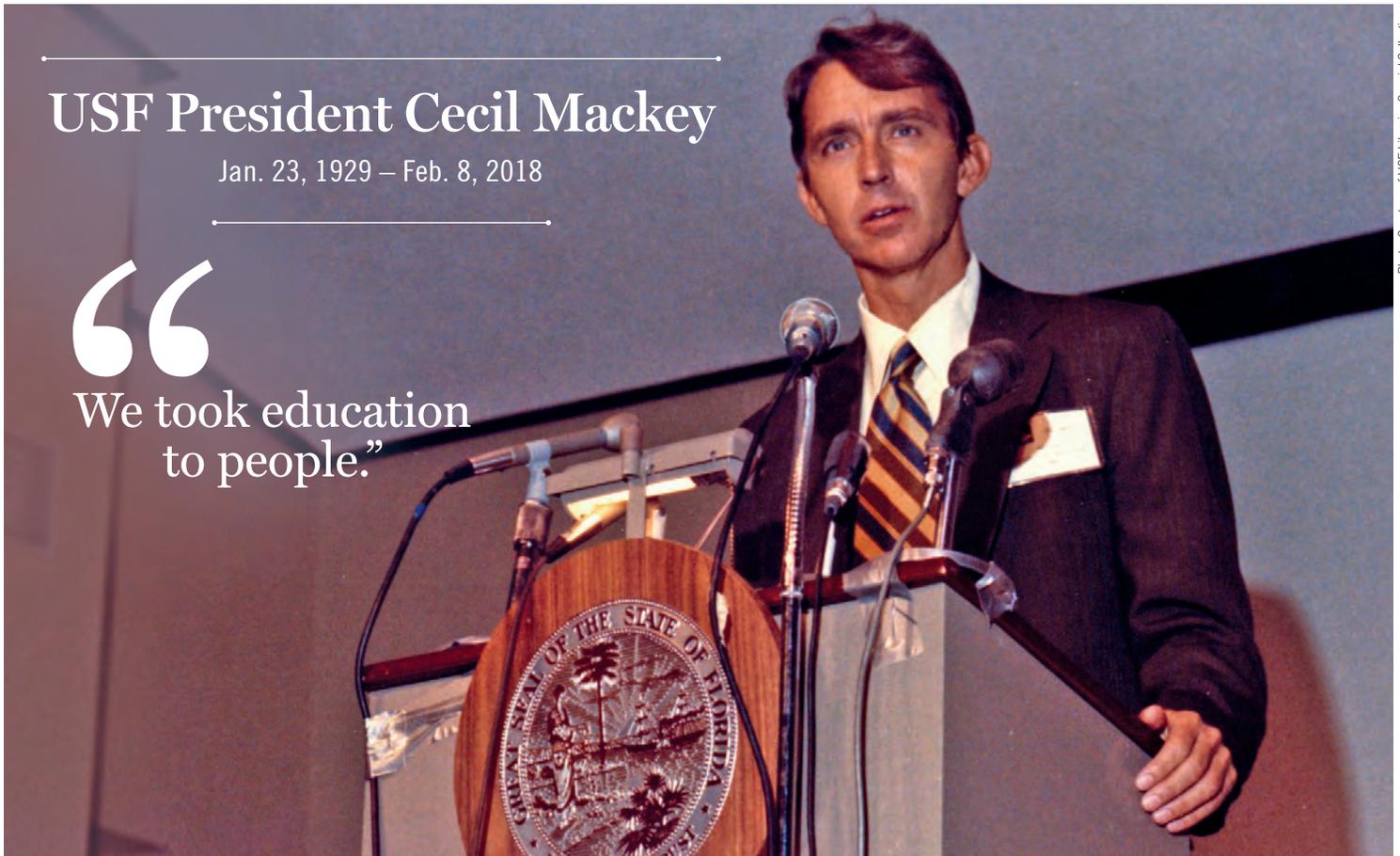


Photo: Courtesy of USF Libraries Special Collections

Mackey was USF's second president, serving from 1971 to 1976

Maurice Cecil Mackey Jr., USF's second president, died Feb. 8 at the age of 89 following a brief illness. He was a transformation figure in USF's development, arriving just eight years after the first Commencement.

“Our trajectory as a research institution really began during his presidency starting in 1971,” said USF System President Judy Genshaft. “He recognized the need for USF to become a vibrant urban research university serving the Tampa Bay region.”

Mackey, who served as president from 1971 to 1976, came to USF at a crucial time in the university's history. A number of things attracted him, including the fact that USF was the first independent state university conceived, planned, and built in the 20th century, he said in a 2004 interview for USF's Historical Archives.

“There was an opportunity to do something in leadership and development of an institution – that type of work had always appealed to me.”

His arrival launched an era of increased focus on research and funding, and coincided with the opening of the medical school, now the Morsani College of Medicine.

During his tenure, Mackey strengthened graduate studies at USF and helped guide the development of the university's first doctorate program in marine sciences. He also fundamentally changed the structure of the institution, dissolving two colleges and creating four new ones: Arts & Letters, Social and Behavioral Sciences, Natural Sciences, and Fine Arts, all of which have since been renamed.

Mackey oversaw a period of significant growth. In 1973, the

School of Nursing opened. In 1974, two new branch campuses, Sarasota-Manatee and Fort Myers, joined the USF System (the Fort Myers campus closed its doors in 1997, later becoming Florida Gulf Coast University). At the same time, Mackey provided additional support and resources for the St. Petersburg campus to help it continue to grow. Mackey believed the university needed to have campuses in other congressional districts to build support in the state Legislature and increase access to higher education.

“We took education to people,” he said.

That focus on students led him to continue teaching, even holding economics seminars across the hall from his presidential office.

Born in 1929 in Montgomery, Ala., Mackey received bachelor's and master's degrees in economics from the University of Alabama. He received a doctorate in economics from the University of Illinois, where he was also an assistant professor. Mackey received his law degree from Alabama and later became an assistant professor there.

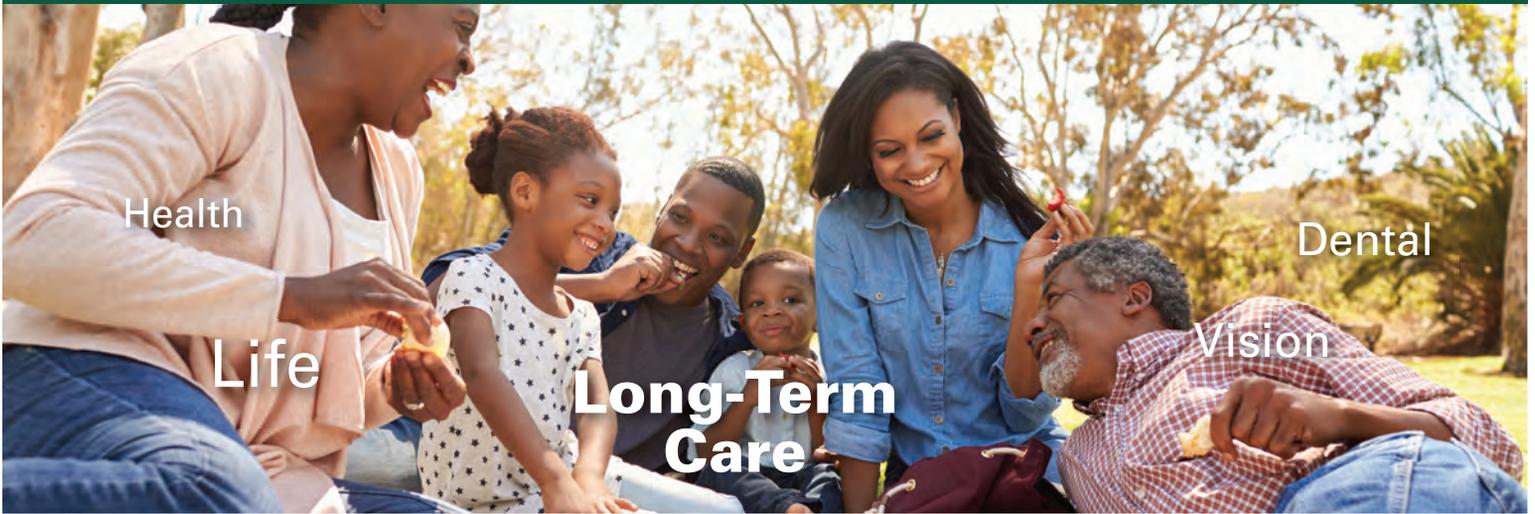
His military service included the Alabama National Guard, the U.S. Army, the U.S. Navy and the U.S. Air Force. While on active duty with the U.S. Air Force, he developed the economics department at the U.S. Air Force Academy. He spent several years with the federal government, including director of the Office of Transportation Policy for the U.S. Department of Commerce. In 1967, he helped establish the Department of Transportation, and was named its first assistant secretary for policy development.

Following his USF presidency, Mackey became president of Texas Tech University (1976-79) and Michigan State University (1979-85). He continued teaching at Michigan State until his death.

Mackey is survived by his wife of 64 years, Clare, daughters Carol Shaffer and Ann Kling, son John, and five grandchildren.

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