

# USF<sup>®</sup>

UNIVERSITY of SOUTH FLORIDA System

THE OFFICIAL MAGAZINE of the  
USF ALUMNI ASSOCIATION  
WINTER 2018

## A FUTURE WITHOUT LIMITS

*USF reveals  
a new brand*

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Update:  
**Presidential  
search**

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Brain-powered  
**drones**

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STEM INQ lab  
**at USFSP**

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UNIVERSITY of SOUTH FLORIDA *System*

THE OFFICIAL MAGAZINE of the  
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WINTER 2018

## Features

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#### Cover Story: USF updates its brand

Yearlong effort included outreach to more than 1,000 stakeholders.

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#### Rocky-morphosis

Our logo isn't the only iconic USF image that has evolved over the years.



Photos: Top, courtesy of SPARK; middle left, RYAN NOONE | USF News; BRYCE WOMELDURE | College of The Arts

## University

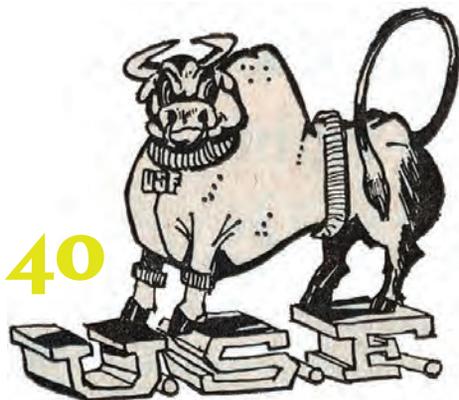
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### About the cover:

The staircase at USF Tampa's Marshall Student Center introduces visitors to the new academic logo in a dramatic way.

Cover Photo: Ryan Noone | USF News

# From the President

Photo: ASHLEE HAMON PHOTOGRAPHY



## Dear alumni, friends and supporters of the USF community,

THE UNIVERSITY OF SOUTH FLORIDA is on a trajectory unlike ever before in its history – truly entering a new institutional era. We are reaching milestones once reserved for universities twice our age. We are being recognized by everyone from local supporters to state leaders to national and global higher education stakeholders. We continue to make groundbreaking strides in research, student success, teaching and community impact. And we are coming together, for the good of our students, as one united, strong and dynamic university.

In this very special issue of the *USF* magazine, you will get a comprehensive look at how we are celebrating this new era with a new academic brand for USF. As you will read in our cover story, this new brand is the result of thousands of hours of research and stakeholder interviews – including conversations with many of you. This research effort revealed that while USF enjoys fervent support from its own alumni and community, the field is wide open for us to own our brand in a bigger way nationally, where our awareness is comparatively low.

This brand reflects the proud, optimistic spirit of the Bulls – the relentless drive we share to shape the future. It was designed to stand out among our higher education peers and showcase the Bull pride we all know so well – while USF Athletics will retain its use of the iconic “Bull U.” I hope you will enjoy delving deeper into the thoughtful process that brought this brand to fruition.

Of course, our brand is more than just the logo. Our brand is represented in everything we say and do. That includes our innovative approaches to teaching, research and engagement with the community around us – examples of which can also

be seen throughout the pages of this issue:

The USF Libraries has transformed into a hub for creativity and collaboration. Long gone are the days of quiet study among shelves of books. Today the libraries’ design and programming fosters an environment for students to share ideas and work actively on research in a more modern, engaging setting. This issue’s 21st-century library feature (page 18) highlights the many ways USF is leading the charge toward this more innovative library design.

Similarly, our colleges are always looking for new ways of teaching that challenge the status quo. One example can be seen in the USF College of Pharmacy (page 17), which is now using virtual and augmented reality to help students understand the complex patterns of drug interactions. Visit our online version of *USF* magazine at [usf.edu/magazine](http://usf.edu/magazine) to get a glimpse of this technology in action.

In this issue you will also read about our continued efforts to engage with the diverse community we serve. This includes a range of philanthropic support and targeted mentorship programs, as we’ve seen with our ever-growing Latino Scholarship Program (page 33) and a recently established partnership between the nationally regarded Helios Education Foundation and the Black Leadership Network (page 32). As the state’s first and only metropolitan Preeminent Research University, these kinds of community engagement opportunities are vital to our mission.

USF is entering a new era – with a new brand, a new logo and new ideas that will propel us further than ever before. There is so much to celebrate, and it is just the beginning.

Thank you for your continued support of USF, and as always ... GO BULLS!

**JUDY GENSHAFT, USF SYSTEM PRESIDENT**

# Campus consolidation process moves forward

AS SEVERAL KEY DEADLINES APPROACH in the process to consolidate USF's three separately accredited institutions into one unified university, dozens of students, faculty, alumni and other interested community members are sharing their thoughts on possible benefits of the legislatively mandated change.

The USF Consolidation Task Force recently held a series of town hall meetings at campuses in Tampa, St. Petersburg and Sarasota-Manatee, with approximately 100 people providing important ideas and suggestions.

Public meetings will continue over the next few months, offering the university community more opportunities to be involved in the process. The consolidation task force website also includes a section for anyone to submit their comments prior to the task force's Feb. 15, 2019 deadline to produce a list of recommendations for the USF Board of Trustees.

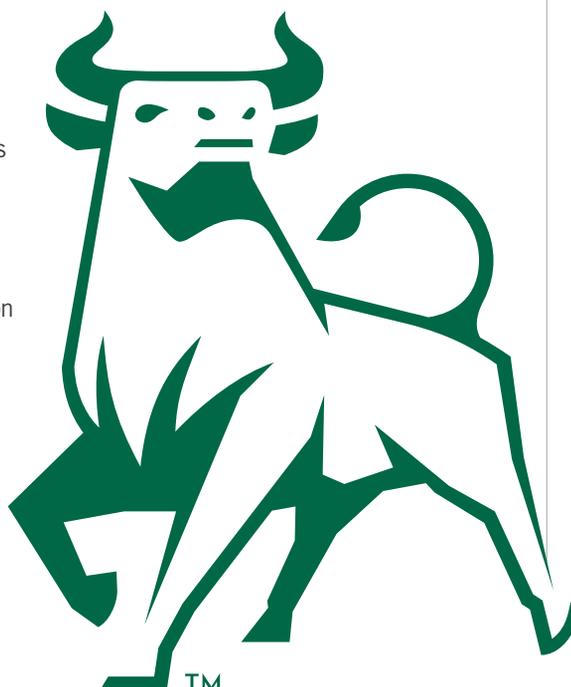
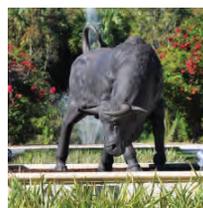
"A critical part of the process is hearing from students, faculty, staff and community members throughout the region," Dr. Jonathan Ellen, chair of the task force, says. "We'll take the valuable feedback from the town hall meetings and evaluate it as we develop a final set of recommendations that will help build on the successes already being achieved across all USF campuses."

In addition to the town hall meetings, Ellen, the president of Johns Hopkins All Children's Hospital in St. Petersburg, and USF Trustee Hal Mullis delivered a presentation to the Florida Board of Governors (BOG) in September. Ellen and Mullis updated the BOG on the progress and student-focused approach of the task force, university administration and the trustees. Their remarks were well received by members of the BOG, who praised the collaborative, transparent and comprehensive nature of the process.

By phasing out separate accreditations, students from Tampa, St. Petersburg and Sarasota-Manatee will experience a range of benefits, including a simplified admissions process, access to more degree programs, increased efficiencies that result in graduating faster and with less debt, and expanded opportunities in graduate or doctoral research. Consolidation will also result in all USF students, regardless of which campus they attend, having an opportunity to graduate from a Preeminent State Research University.

The USF Board of Trustees must submit an implementation plan to the BOG by March 15, 2019, with the university required to consolidate accreditation by July 1, 2020.

— ADAM FREEMAN | USF News



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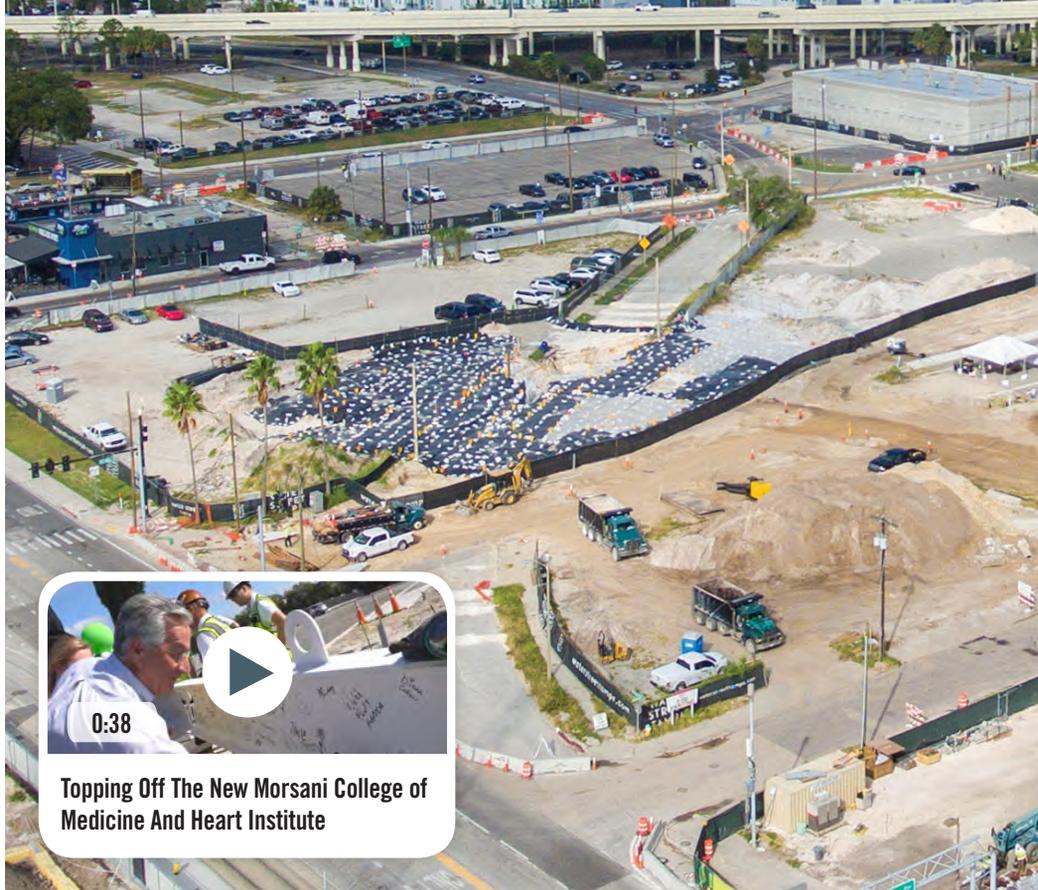
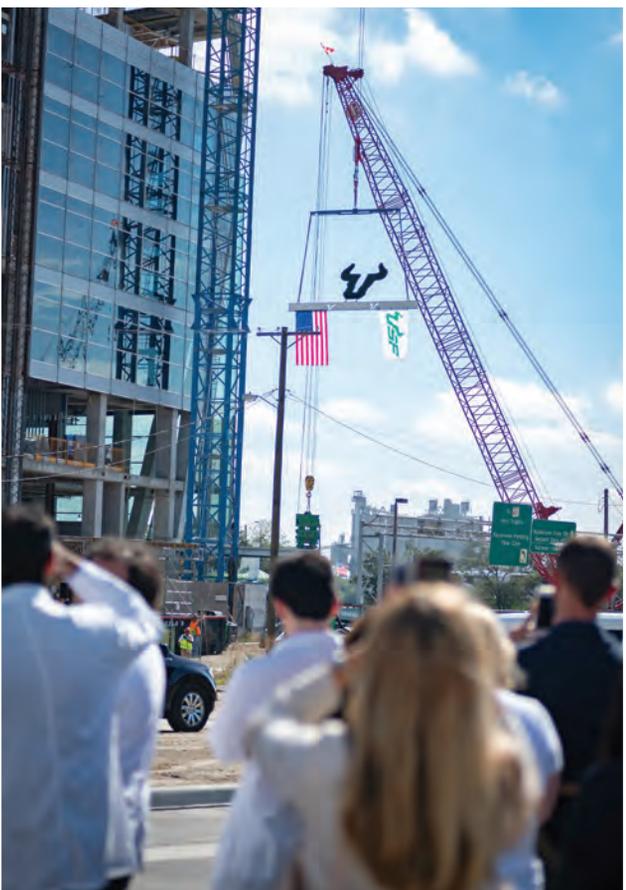
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**University of  
South Florida**

# BUILDING THE FUTURE OF Health



USF CELEBRATED A MILESTONE in the construction of the new USF Health Morsani College of Medicine and Heart Institute in downtown Tampa with a “topping-off” ceremony in November. In construction, the topping-off is a traditional event

held when the last beam is placed, marking the completion of a building’s structure. During the celebration, invited guests signed a 20-foot long, 800-pound beam before a construction crew placed it on top of the building.

The 13-story, 395,000-square-foot facility is scheduled to open in late 2019. It’s a key anchor for Water Street Tampa, a \$3 billion real estate development by Strategic Property Partners, the joint venture of Jeff Vinik and Cascade Investments, LLC.

# First Look



Photos: RYAN NOONE | USF News; Inset: FRED COLEMAN | USF Health

*Among the highlights of the new facility:*

- **1,800** – Anticipated students, faculty, researchers and staff who will occupy the building
- **\$28 million** – Projected increase in National Institutes of Health (NIH) research funding generated by the Heart Institute alone within five years

- **\$66 million - \$73 million** – Expected yearly economic activity driven by the Heart Institute
- **\$173 million** – Total project cost
- **47,000 tons** – Amount of concrete used to build the facility, comparable to the weight of 155 Boeing 747 jets

- **2.5 million linear feet** – Amount of rebar used to reinforce the structure, equivalent to nearly 500 miles, or the approximate distance from Tampa to Atlanta

# BRUNCH ON THE BAY TURNS **25**



# First Look

USF SARASOTA-MANATEE'S Brunch on the Bay scholarship fundraiser has been changing lives for 25 years, and on Sunday, Nov. 4, more than 800 guests gathered to celebrate its Silver Anniversary. In her address to attendees, USFSM criminology major Kayla Collins explained that a Brunch scholarship will enable her to become the first member of her family to earn a college degree. Since 1994, the event has awarded more than 1,700 scholarships totaling more than \$1 million in addition to funding a \$1.3 million endowment. All told, Brunch has generated \$5.5 million in gifts, state match, endowment earnings and in-kind support.



# First Look



# WELCOME HOME, ALUMNI

MORE THAN 1,500 BULLS AND FRIENDS made the 2018 USF Alumni Welcome Home party one of the biggest in Homecoming history. Bulls and their families converged on the front lawn of the Sam and Martha Gibbons Alumni Center for a cookout with live music by the Matt Winter Band, a bounce house and games for the kids, and vendors including the USF Bookstore, which offered swag at a discount. The highlight of the evening was watching the Running of the Bulls parade, a tradition at the root of the annual party.

“The Welcome Home party began years ago as a simple parade watch get-together hosted by the Alumni Association,” says board chair Merritt Martin, '04 and MPA '06, Life Member. “Alumni really enjoyed coming back to campus, often with their children, socializing in a festive atmosphere and celebrating their university together. So we began enhancing it and it grows every year.”

Held on the Friday night before the Homecoming game, the event includes a VIP tent where Life Members of the Association can enjoy free food and drinks. This year, annual members could purchase food and beverages at a discount, taking advantage of one of the perks of Association membership.

“Members tell us they look forward to the Welcome Home Party all year long,” Martin says. “It’s a lot of fun and a great way to stay connected to and, ultimately, support our great university.”

— PENNY CARNATHAN '82, Life Member  
USF Alumni Association



## ON THE HORIZON

### Update: Presidential search process

FOLLOWING PRESIDENT JUDY GENSHAFT'S announcement that she will step down in July after completing a historically successful 19-year tenure, the University of South Florida Board of Trustees (BOT) is moving forward in the search to find her replacement.

The search process will follow the guidelines established by the Florida Board of Governors, USF BOT Chair Brian Lamb, '98 and MBA '17, announced in September. Per those guidelines, Lamb established a broadly representative 15-member search committee made up of stakeholders with valuable perspectives into the university's future.



**Our search committee members strongly represent the communities we serve, they come from diverse backgrounds and each will bring a unique perspective to this process.**

—Brian Lamb

*Those members include:*

- **Les Muma (Chair)**, USF '66, member of the USF BOT, prior member of the USF Foundation Board
- **Rhea Law (Vice Chair)**, USF '77, past chair of the USF BOT, past chair of the Florida Council of 100 and Tampa Bay Partnership
- **Kathy Weedman Arthur**, USF St. Petersburg faculty member and nationally recognized anthropology researcher
- **Braulio Colón**, USF '03 and MPA '10, chair-elect of the USF Alumni Association Board of Directors
- **Anddrikk Frazier**, USF '01, member of the USF System Consolidation Task Force and founding member of the USF Black Leadership Network
- **Robert D. Frisina**, USF Tampa faculty member, acting chair of USF's medical engineering department, director of USF's Center for Hearing and Speech Research and director of Biomedical Engineering

- **Stephanie Goforth**, USF '82, member of the USF BOT and chair of the USF St. Petersburg Campus Board
- **Darlene Jordan**, member of the Board of Governors for the State University System of Florida
- **Shaquille Kent**, USF student body vice president
- **George Morgan**, USF '76, chair of the USF Foundation Board of Directors
- **Frederick "Rick" Piccolo**, member of the USF Sarasota-Manatee Campus Board and the USF Consolidation Task Force
- **John Ramil**, USF '78 and MCE '00, member and past chair of the USF BOT
- **Debbie Sembler**, past member of the USF BOT and former chair of the USF St. Petersburg Campus Board
- **Byron Shinn**, Byron Shinn, USF, '79, member of the USF BOT and chair of the USF Sarasota-Manatee Campus Board
- **Charles Stanish**, USF faculty member and executive director of the USF Institute for the Advanced Study of Culture and the Environment

"The University of South Florida has tremendous momentum, having recently set several institutional records, and it's critical for us to find a new president with the leadership abilities to continue our trajectory," Lamb says. "Our search committee members strongly represent the communities we serve, they come from diverse backgrounds and each will bring a unique perspective to this process."

USF has now hired nationally regarded search firm Greenwood/Asher & Associates, Inc. The firm will help identify potential applicants from around the country who can help sustain USF's positive momentum. The firm is now working with the committee to develop the ideal profile for the position, taking into account input received from a wide-reaching community survey.

The committee intends to recommend a set of candidates to the BOT in early 2019, with an interview process on campus shortly following. Once the interviews conclude, the search committee will present final candidates to the BOT, and trustees are expected to decide on a new president during the spring of 2019.

USF students, faculty, staff, alumni and community members can stay updated on the process by visiting the Presidential Search Committee website: [www.usf.edu/system/board-of-trustees/presidential-search-committee](http://www.usf.edu/system/board-of-trustees/presidential-search-committee).

Find more information

**Online**





Photo: EMILY VASQUEZ

**PHOTO**

Bulls Advocates gathered at Amalie Arena in the summer. From left: Joe Gruters, Jackie Toledo, Shawn Harrison, Merritt Martin, Chris Sprows, Mike Griffin and Danny Burgess.

**ALUMNI IN STATE GOVERNMENT**

## Bulls Advocates offer insights from the Florida Legislature

AN EVENING WITH BULLS ADVOCATES, held in August at Amalie Arena in Tampa, offered university leadership, alumni and students, as well as community members, an opportunity to learn from USF alumni in the Florida Legislature how they work together on policies that impact USF and the entire Tampa Bay region.

Participants in a panel discussion included state Reps. Shawn Harrison, '87, Life Member; Jackie Toledo, '00; Joe Gruters, MBA '02; Chris Sprows, '06; and Danny Burgess, '08. Moderators for the event were Merritt Martin, '04, MPA '06, Life Member, chair of the USF Alumni Association Board of Directors, and Mike Griffin, '03, Life Member, a member of the USF Foundation board of directors.

The legislators were asked about their favorite memories during their time as students at USF. Several responded that it was a faculty member who had a lasting impression and helped give them a passion for public service. Rep. Burgess credited distinguished professor emerita Susan McManus with having “a huge impact on my life. She is the preeminent political science professor and I credit her with instilling in me the desire to go into public service.” Rep. Sprows recalled “a political science theory professor who challenged me to know what I believe in and advocate for my beliefs.”

With the new Morsani College of Medicine (MCOM) and Heart Institute construction site serving as the backdrop for Amalie Arena’s Heineken Deck, the discussion also touched on the excitement surrounding the college’s move to downtown Tampa. The legislators spoke about the positive impact that MCOM moving downtown will have for USF, for health care in the community and for the economic development future of the Tampa Bay region. They all agreed that since they were students at USF, they’ve seen the university grow tremendously while setting national records for student achievement and research, and that they are proud to be Bulls Advocates in the Legislature during this exciting new era for USF.

## UPWARD MOMENTUM

### **U.S. News & World Report ranking is highest ever**

USF IMPROVED SUBSTANTIALLY in *U.S. News and World Report's* latest Best College rankings, positioning the university higher than it has ever been and continuing USF's trend of rapid ascension in recent years.

In the new rankings, USF rose 10 spots to No. 58 among public universities and jumped 16 spots to No. 124 among all public and private universities for 2019.

Over the past six years, USF has moved up 36 places among public universities and 46 spots among all public and private universities. During that time, only two universities in the United States, and none in Florida, have improved more than USF.

"USF is pleased to see significant gains in our national reputational scores," Ralph Wilcox, USF's provost and executive vice president, says. "An unmatched upward trajectory driven by an intentional focus on student success along with impressive gains in research and academic excellence has made USF and Tampa Bay a preferred destination for the best and brightest students and world leading professors."

The ranking comes on the heels of USF being designated by the Florida Board of Governors as a Preeminent State Research University, placing USF in the most elite category of state universities. Also, USF was awarded a chapter of Phi Beta Kappa Society, the nation's oldest and most prestigious academic honor society. In addition, this fall's incoming class of more than 3,000 freshmen is the strongest in university history.

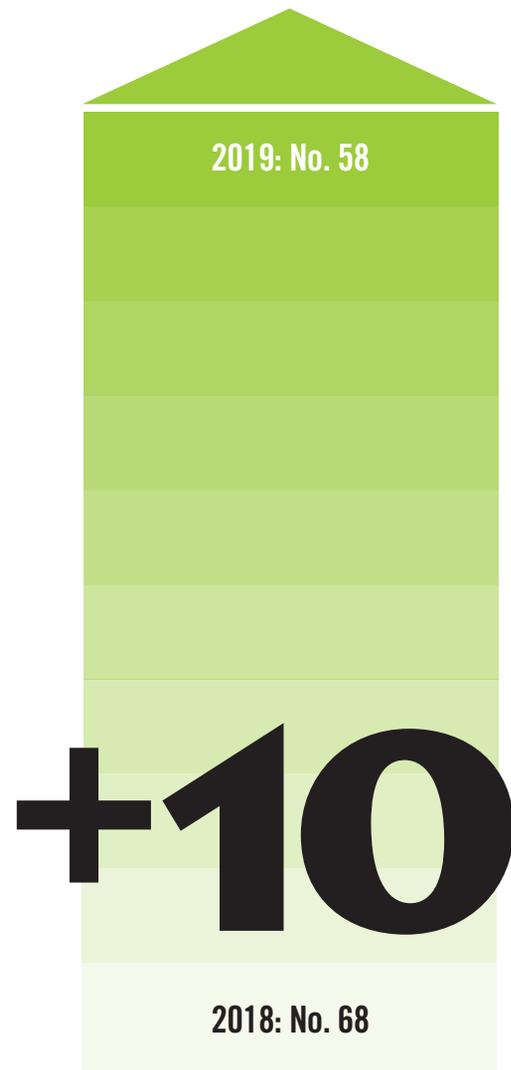
"At USF the potential for the future feels limitless, and this has challenged me to pursue opportunities like undergraduate research and starting my own student organization," says National Merit Scholar

Keerthana Nimmagadda, who is from California and chose to attend USF. "These are opportunities that I may not have had as readily at other universities."

The Best College rankings consider seven elements in determining a university's relative position: expert opinion (high school counselor rank and peer assessment), alumni giving, faculty resources, financial resources, graduation and retention rate, graduation rate performance, and student excellence. USF improved in several areas, including expert opinion, alumni giving, and graduation and retention rates.



**No.**  
**58**  
**Among national public research universities**



## FOCUS ON VETERANS

### **Military Times again salutes USF**

USF IS ONE THE TOP UNIVERSITIES in the country for student veterans, according to rankings released this fall by *Military Times* magazine. Among all four-year public and private institutions, *Military Times* ranks USF as the second-best school in the nation for the second consecutive year.

USF consistently ranks near the top of the publication's annual list, including first overall in 2017, and among the top two for four straight years.

"It is an honor to be recognized again by *Military Times*," Larry Braue, director of the Office of Veteran Success at USF, says. "At USF, student success is the priority and focus for all students. Our services and programs for veteran and military students are both innovative and comprehensive, as they support these students through their transition out of the military into academia and then into careers."

*Military Times* evaluated nearly 500 college and university surveys that disclosed the academic outcome and related data for the institution, provided a description of the veteran culture on campus and documented a wide array of services, special policies, accommodations and financial incentives offered to students with military ties. *Military Times* also factored in data from the U.S. Departments of Veterans Affairs,

Defense and Education.

Of USF, the publication wrote, "At the University of South Florida, military-connected students are retained, complete courses and graduate at higher rates, on average, than their peers at other schools." *Military Times* also highlighted USF students for having a slightly higher GPA than non-military students on campus.

USF continues to expand its veteran-centered programs for the approximately 1,850 student veterans currently enrolled. Over the past year, the university established a streamlined admissions assistance process for veterans and military applicants. Additionally, the Veterans Achievement Center on campus is being converted from a lounge to a tutoring and learning center to suit the evolving needs of this group of students.

The Office of Veteran Success is also developing a partnership with the Veterans Alternative to provide an Accelerated Wellness Program for USF student veterans, offering Accelerated Resolution Therapy, iRest Therapy and other alternative therapies to support veterans with combat-related trauma or other service-related mental health concerns.

### **USF's recent finishes on the *Military Times* annual list:**

**2019: #2**

**2018: #2**

**2017: #1**

**2016: #2**

**2015: #5**

**2014: #5**

**2013: #4**

## KEY PERFORMANCE AREAS

### **Genshaft announces new records in 2018 fall address**

USF SYSTEM PRESIDENT JUDY GENSHAFT used her annual Fall Address in September to announce new institutional records in key performance areas of research activity and student success.

She reported the USF System's research expenditures for 2016-17 were \$568 million, a significant increase from \$515 million the previous year.

She also announced the USF System's new freshman class of more than 3,000 students is the strongest ever, boasting an average high school GPA of 4.09 and an average SAT score of 1283. In addition, first-year medical students entering the Morsani College of Medicine this fall recorded the highest average Medical College Admission



**We are in a new league, with new peers and new standards. We are making major strides across every unit, in every measure."**

*– USF System President Judy Genshaft*

Test (MCAT) scores in USF history, and the highest among all Florida universities this year, according to the Association of American Medical Colleges.

"This means the expectations for USF, Florida's first metropolitan Preeminent university, are greater than ever. We are in a new league, with new peers and new standards," Genshaft told the audience inside the Marshall Student Center's Oval Theater. "We are making major strides across every unit, in every measure."



PHOTOS

Above: PhD student Sarah Garcia, '08, controls a drone with her mind as assistant professor Marvin Andujar looks on. The device on her head reads electrical signals from her brain that tell the drone to move.

Opposite page: Andujar meeting with students in his Neuro-Machine Interaction Lab in the College of Engineering.

INTERNATIONAL DRONE COMPETITION

## Mind and machine: Flying drones with your brain

A STATE-OF-THE-ART COMPETITION at USF will bridge the gap between mind and machine. The 2019 USF Brain-Drone Race, scheduled Feb. 9 at the Yuengling Center, will feature teams from around the world as they race drones using brain power.

USF assistant professor Marvin Andujar, department of computer science and engineering in the College of Engineering, is organizing the event. He led the University of Florida group that first started the competition in 2016. Andujar says this year's event will be the world's first international competition of brain-drone racers, featuring teams from the United Kingdom, Japan, and Brazil, as well as several teams from USF and from across the United States.

"It's been amazing to see how much interest there's been in the field since our first Brain-Drone Race," Andujar says. "For us, the racing is a way to introduce young people, students and others to this technology and hopefully spur more research into

neuro-technologies."

While the idea of piloting a drone with your mind may sound like science-fiction, it's really a combination of neuroscience and computer science. The underlying technology is part of a much larger field of study into brain-computer interfaces (BCI) – a term first coined in the 1970s. BCIs are devices that create a pathway between the brain and an external device, such as a drone, computer or prosthetic limb.

BCI technology reads the brain's electrical signals to function. Every time we think about something or move a muscle, the neurons in our brain send electrical signals to one another. Through technological advances and the development of wearable electroencephalography (EEG) systems, scientists are able to detect and interpret these signals. By doing so, they can then translate the electrical signals into commands for external devices.

When applied to brain-drone racing, researchers link a specific brainwave pattern to forward movement in the drone. So, when the pilot, who is outfitted with an EEG headband, produces that pattern, the drone is signaled to move.

"When you imagine a movement, your brain produces the same electrical activity as if you were performing the movement with your muscles," Andujar says. "For drone-racing, we have our pilots imagine they're pushing an object forward. Then, we capture that signal, classify it and

Photos: Pg. 16, SANDRA C. ROA | USF News; Pg. 17, RYAN NOONE | USF News



send the information to the drone, which has already been programmed to move when it receives that data.”

While brain-drone racing represents a piece of the innovative potential of BCIs, the technology is also being utilized in life-changing ways. BCIs have been in development for medical applications for decades. They can be used by patients to control prosthetic limbs and have even helped return partial sight to vision-impaired individuals. In people with Lou Gehrig’s disease, a neurodegenerative disease that destroys nerve cells and causes disability, the technology is also being refined to provide communication and mobility assistance.

For Andujar and his research team, these medical advances act as motivation, pushing them to find new and unique ways of utilizing the technology within the medical field and beyond.

“From a computer science perspective, there is really an endless number of ways you can apply these systems,” he says. “You can use BCIs in a smart home to open and close doors with your brain. Or, have the environment adapt to you based on your brain activity. It’s pretty incredible to think about what’s possible when you combine biology and neuroscience with technology.”

The 2019 USF Brain-Drone Race at the Yuengling Center is free and open to public. For more information and updates visit [braindrone.com](http://braindrone.com).

— AARON HILF | USF News

## VISUALIZING HOW DRUGS WORK IN THE BODY

### Technology enhances learning for pharmacy students

VIRTUAL (VR) AND AUGMENTED (AR) realities are transforming the way pharmacology students learn at the USF College of Pharmacy. First-year students are using simulation goggles to see how certain drugs interact in the body. They applied AR/VR to visualize how beta blockers commonly prescribed to treat hypertension, asthma and cardiac workload may affect the heart, lungs and blood vessels. This new learning experience is part of a key initiative to integrate advanced technologies into the student curriculum.

“As dean, I teach an advanced metabolic syndrome course, and I have always wanted the student to have high-fidelity visualization of the medications we use to treat diabetes and heart disease. With AR/VR, we are now able to conceptualize organ function better, soon followed by complex medication mechanisms of action,” Kevin Sneed, dean of the College of Pharmacy, says.



Students covered their eyes with headsets and chose from components previously learned in class. They used a laser beam to drag and drop small doses onto

**With AR/VR, we are now able to conceptualize organ function better, soon followed by complex medication mechanisms of action.”**

— Kevin Sneed

an organ to witness a reaction. In some treatments the heart beat faster, the lungs expanded, or blood vessels constricted.

“They are able to really play with and really understand which drugs are causing the constriction, which would lead to increased hypertension,” Daniel Lee, associate professor of pharmaceutical science, says.

This program is just the beginning. Feedback from participating students will be factored into future modules. Faculty from the college will continue to work closely with Information Technology’s Advanced Visualization Center (AVC) at USF to keep the technology fresh. A student technology fee initiative funds the program.

“It’s a great collaboration that shows the spirit of USF,” Howard Kaplan, advanced technologies manager at AVC, says.

Kaplan’s team develops mechanisms for learning inside augmented and virtual realities with many departments across the university to innovate curricula, enhance research projects and inspire more uses of new technologies.

“I wish I had something like this when I was learning pharmacology,” Lee says. “It’s very interactive.”



**USF Pharmacy Integrates Advanced Technologies Into Curriculum**

— SANDRA C. ROA | USF News



## PHOTOS

Left: The newly renovated fifth floor of the USF Tampa library offers state-of-the-art study space to students.

## Opposite page:

Researchers with USF Libraries Digital Heritage & Humanities Collection gathered 3D images of Stela K from the World Heritage site of Quirigua in Guatemala.

USF Libraries dean Todd Chavez (right), assistant dean Carol Ann Davis, MA '01, (center) and associate dean Tom Cetwinski (left).

Research Platform Team members Meghan Cook, '06 and MS '10, (left) and Matt Torrence, MA '00, work with students and researchers from the USF School of Geosciences.

## NEW MODELS

# The ongoing evolution of USF Libraries

FOR MORE THAN A DECADE, USF Libraries has been exploring different models and methods to better serve the USF community in an ever-changing academic landscape. Now, as the entire USF System charges into a new era, the Libraries' evolution surges on – transforming everything from student study space to its role in cutting-edge research across campus.

“It’s a very exciting time for us here at the Libraries,” says Todd Chavez, '84 and MA '98, Life Member and dean of USF Libraries. “Everything we’ve done in this new direction builds on our traditional strengths – our strong commitment to service, our role building meaningful collections and our desire to provide top-notch facilities. But, we’re definitely changing how we do those things in an effort to better serve USF.”

For Chavez, this push is driven not only by a vision for the libraries, but by the incredible trajectory of the entire university. USF’s designation as a Preeminent State Research University, its new Phi Beta Kappa chapter and its improved ranking in *U.S. News & World Report* all inspire

and motivate the USF Libraries team to find new ways to deepen the engagement with students, faculty, researchers and staff.

One way they’re doing this is by transforming the way the libraries serve researchers and students. Their Research Platform Teams (RPT) are part of an innovative model that creates a series of librarian-led teams tasked with establishing deep relationships with faculty and graduate students in academic areas.

Traditionally, librarians would provide researchers with background support and instruction on finding and utilizing information resources for their work. The RPT model emphasizes active participation in research, grants, teaching and publication – giving librarians a more hands-on role across campus.

Right now, USF has RPTs in geosciences as well as history and classics. The libraries’ plan to expand the program to include business, marine sciences, data analytics, digital humanities and more as needs arise.



Photos: SANDRA C. ROA | USF

“We’re trying to build these research platforms for our graduate students and faculty to stand on to have maximum success,” Chavez says.

The push for a greater impact on research doesn’t stop at their service model. Library administrators are also transforming the way they build their digital collections. Using data from research across campus, the USF Libraries partners with faculty to develop high-value and distinct collections not available anywhere else in the world.

At the center of this effort are USF researchers Lori Collins, MA '02 and PhD '07, and Travis Doering, PhD '07, co-directors of USF Libraries Digital Heritage & Humanities Collection. For years, they have been working to preserve cultural and natural heritage sites through a variety of digital imaging and visualization methods. Now, as part of USF Libraries, they are transforming over a decade of work in the field into digital collections – in the process making this critical material globally accessible to students, researchers and policy makers.

“For us it means that our data will have a lasting legacy through future research and will be able to be used in much more engaging ways in the classroom,” Collins says. “We’re creating these tools that will be available to a much wider audience and live beyond our academic publications.”

Chavez and his leadership team plan to add four to six of these projects to their digital catalog every year and create the infrastructure that will allow other researchers to build collections from their work as well.

While the services and academic resources are a key part of USF Libraries, Chavez and his team are also focused on the physical space they provide for students.

Tens of thousands of Bulls have spent many late nights studying at USF Tampa’s primary library since it opened in 1975. This year, the USF Libraries completed a massive renovation project, transforming the facility’s fifth and sixth floors.



“Our strategy around facilities is to engage students,” Chavez says. “We want to create spaces that students will be comfortable in, so we looked to them for guidance when it came time to renovate this space.”

Now used entirely for quiet study, the library’s fifth floor can seat nearly 420 students, more than three times its previous capacity. Chavez says lighting and HVAC systems have also been upgraded to provide a more comfortable and eco-friendly environment for students. Add to that better Wi-Fi connectivity and increased access to power and data outlets, and students now have a state-of-the-art space in which to work, study and succeed.

“Whether it’s our new service model or the upgraded facilities, we’re trying to transform the experience here for researchers and students,” Chavez says. “We want to be the best resource for the USF community that we can be, and we’re excited about what’s still to come.”

— AARON HILF | USF News



**PHOTOS:**

**Left:** USFSM business administration student Miriam “Maggie” Dougherty, and, opposite page, biology student Belin Garcia, experienced life-changing study abroad opportunities.

**STUDY ABROAD**

## USF Sarasota-Manatee students travel the globe

USF SARASOTA-MANATEE STUDENTS WERE still buzzing about their summer study-abroad experiences when they returned for the fall semester.

“I know it sounds like a cliché, but it really was a trip of a lifetime,” Miriam “Maggie” Dougherty says. The business administration student studied in Italy for six weeks.

The 20-year-old junior, who studied finance and business law at the Florence University of the Arts, was among dozens of USF System students to travel the globe last summer through USF World study-abroad programs.

Like her roommates, including students from USF and Robert Morris University Illinois in Chicago, Dougherty took classes Monday through Thursday, which left plenty of time for weekend trips. Often with Dougherty as tour director, the group adopted a strategy – establishing a base at a large city then hitting surrounding villages and vacation spots.

“When we did Amalfi, we chose Salerno as our base and did a trip to Positano, and the next day we went to Pompeii,” she says. “We took the train everywhere.”

They also stopped at Modena and holiday hotspot Lake Como. Surviving on pasta, pizza, bread, salad and prosciutto, Dougherty said she never experienced a bad meal and was fortunate that someone spoke English everywhere she went.

“For me, it was about meeting all these girls and having these experiences to share,” she says. “It kind of bonds you in a way because you’re all taking in these experiences together.”

She’s also grateful for a Clyde G. Nixon International Business Scholarship, which paid for her air fare. Bitten hard by the travel bug, Dougherty says she’s already mulling her next trip, perhaps to Ireland.

“I would say to anybody even thinking about studying abroad, it’s an opportunity of a lifetime, and especially for me,

I grew up in kind of a small town, and you’re seeing a whole new way of life,” she says.

### Merida, side trips inspire exploration of culture

A chance to explore new cultures enticed USFSM sophomore Madison Koch, who signed up for a five-week Spanish-language immersion program at the Habla Spanish Language School and Education Center in Merida, Mexico.

Led by USFSM instructor Roberto Jimenez-Arroyo, ’05 and MA ’09, the students stayed with Mexican families within walking distance of the school. After class – a half-day of language and cultural instruction – they were free to explore the city’s cafes, museums, open-air markets and vast Catedral de Mérida, constructed in the 16th century around a central square.

“I always wanted to learn Spanish and I heard about this opportunity to get further instruction and I just jumped at it,” she says.

Weekends saw organized bus trips to places like the ancient Mayan city of Chichen Itza as well as modern cities of Valladolid, Campeche and Izamal.

Of all her experiences, the most enjoyable didn’t involve an itinerary but occurred after class when the students were free to explore Merida, absorbing the sights and sounds, including street musicians and vaqueria dancers attired in traditional garb.

“I liked how relaxed the city is,” Koch says. “The city was constructed around a city square, and it’s common for people to come out and spend time there. On Sundays, a lot of the main streets are closed for what they call Merida en Domingo, and people ride bikes along the main square, and there’s a big market set up in the city center and you can shop for clothes and other things, souvenirs, wooden carvings, necklaces, toys. I liked how the culture was out in the street.

“I just fell in love with Merida, the sense of community you feel. It will always be in my heart,” she says. “I was a little sad to leave. Getting back to America was a culture shock.”

## STUDENT LIFE

### Getting back to nature in Costa Rica

Fellow student Belen Garcia, 21, can relate, experiencing an intensive study program with three other USFSM students at the La Selva and Las Cruces biological stations in Costa Rica.

Led by USFSM organic chemistry instructor Edie Banner, the students explored life as field biologists, traipsing through rainforests to observe exotic species.

Clad in hiking gear and boots, the students met each morning at a dining hall across a footbridge for a hearty breakfast of eggs, beans and rice. The first couple of days consisted of exploring the lowland forest, looking for species to study, but then evolved into a routine of observation and note-taking. Garcia focused on butterflies and moths, including varieties as big as her hand.

"I noticed they were very sensitive to altitude differences," the biology major says. "I wanted to see if there was a difference in how many and the different types of butterflies present between the two elevations."

After a week at La Selva, they set out for Las Cruces, a forested upland 165 miles southeast of capital city San Jose, also stopping at areas of cultural interest – including one where they learned traditional mask making. But it was the natural wonders that stayed with Garcia most.

"There was really just so much to see," she says. "In the morning, you could hear howler monkeys and then the poison dart frogs and the cicadas. It was just a constant stream of noise from animals and insects."

"Just getting to see so much nature, walking on the trails and stopping to look at different insects and animals, I would do it again," she says. "I liked the research, and the rainforest is a great place to do research because there is so much there."

– RICH SHOPES | USF Sarasota-Manatee



## New residence hall approved for USF St. Petersburg

USFSP IS MOVING FORWARD with plans for a 375-bed residence hall that will give students more affordable housing options downtown while increasing the number of beds on campus by nearly 70 percent.

The Florida Board of Governors approved the \$33 million project in November. The new facility, scheduled to open in July 2020, will expand on-campus student housing from approximately 550 beds to more than 900. It will also support efforts to further improve student success.

"This is an important milestone in the continued upward trajectory of our university," Regional Chancellor Martin Tadlock says. "It's a very affirming decision from the Florida Board of Governors about the bright future of our campus, as well as the city of St. Petersburg."

The project was made possible by leveraging the collective strengths of the USF System. Revenues derived from USF Tampa's current student housing were used to provide bond capacity to fund the new residence hall at USF St. Petersburg (USFSP).

## The six-story residence hall will expand on-campus student housing by nearly 70 percent and will include a full-service dining hall – a first for USFSP.

"This project will be transformational for USF St. Petersburg and for the USF System," USF System President Judy Genshaft says. "It also demonstrates the importance of collaboration across campuses for the benefit of students, which is the driving force behind the consolidation process. By working together, we are able to best meet the needs of all the communities we serve and drive continued economic development."

The six-story residence hall will be approximately 125,000 square feet and include a full-service dining hall. Nicholas Setteducato, USFSP's interim regional vice chancellor of administrative and financial services, says the goal is to offer a dining hall that provides services similar to what students at USF Tampa enjoy, including a variety of meal plans and menu choices, as well as longer service hours.

"This will provide our university not only with much-needed affordable housing, but also with affordable dining options," Setteducato says. "The dining facility will be a great resource for all our students, faculty and staff as well as the surrounding community, drawing even more people to our beautiful campus."

"This is more than just a building," Stephanie Goforth, '82, chair of USFSP's campus board and a member of the USF Board of Trustees, said. "It's the next step in the evolution of USFSP. It demonstrates our commitment to helping students connect with one another and the university."

Dallas-based Beck Group is the architect for the project. Construction is expected to begin in spring 2019.

Demand for student housing at USFSP has continued to grow in recent years, Regional Assistant Vice Chancellor Jacob Diaz says. The new residence hall will not only help offset that demand, but will also allow the university to expand programming targeted toward residential students. Once the new hall is complete, on-campus housing capacity will increase to a projected 20 percent of overall student enrollment.

"I'm excited for what it's going to do for campus life," Diaz says. "It will help students become even more engaged with our university and our community, which will enhance their chances for overall success."



**PHOTOS**

**Above:** Allyson Watson, dean of the College of Education, and undergraduate student Ana Ortega-Cosme program a Vex robot as state Sen. Jeff Brandes watches at the opening of the new STEM Inquiry lab.

**Opposite page, top:** Assistant professor Ann Marie Gunn, PhD '10, and two young participants at the annual Science Festival experiment with virtual reality goggles.

**Bottom:** Michael Wiggs, a graduate student in elementary education, programs a Vex robot.

**TOOLS FOR FUTURE TEACHERS**

## STEM INQ lab opens at USF St. Petersburg

IMAGINE TRANSPORTING STUDENTS studying Shakespeare back to 16th-century England through the use of virtual reality. Or helping a geography class understand changes to Florida's topography by printing a 3D map.

All of this and more is possible at the new STEM INQ lab in USF St. Petersburg's College of Education. The lab allows aspiring educators and current faculty to infuse the latest in science, technology, education and math (STEM) into their teaching methods.

"We know that an understanding of STEM is key to success in a world where technology plays such an important role," College of Education dean Allyson Watson says. "Future teachers, future counselors and leaders from throughout education can come here to gain new insight on how STEM can be integrated into every part of the curriculum."

The lab is rich with multidisciplinary tools, including

a plethora of 3D printers in addition to one state-of-the-art laser printer, VEX IQ and First Lego Robots, AutoCAD and virtual and augmented reality. It is designed to encourage experiential and inquiry-based models of learning, which means more hands-on experimentation and less time reading textbooks.

David Rosengrant, an associate professor in STEM education, believes the lab will encourage faculty to expand their view of how STEM technology can be used in the classroom. For example, a teacher can bring a history lesson to life by allowing students to explore ancient ruins by using virtual reality glasses.

"The idea is that STEM is everywhere," Rosengrant says. "It's not just something I do in my science classes."

One of the devices that Rosengrant uses as part of the STEM lab is a Merge Cube, a holographic device that allows users to interact with 3D objects through augmented reality. The device appears to be a simple foam cube, but when it's paired with an app available on a smartphone, it can take users on a tour of a solar system, the human body or the Louvre Museum, among others.

Sandra Vernon-Jackson, who oversees the new lab,

Photos: CHRIS CAMPBELL / USFSP

## DOCTORAL STUDENT RESEARCH

### Student-alumni team wins Florida Blue competition

TWO USF ALUMNI, BOTH NOW DOCTORAL STUDENTS, won first place and a \$10,000 prize in the Florida Blue Health Innovation Competition held in October in Orlando.

The team of Lauren Wright, '14 and MS '17, and Tram Pham, '14, won for The Natural Nipple, a baby bottle nipple designed to help infants transition from bottle to breast. When infants are born too ill or premature to be breastfed, they are fed with bottles and often have a difficult time when it comes time for breastfeeding. The Natural Nipple helps because it mirrors the shape and the slower flow of milk from the mothers' breast, Wright and Pham say.

Being able to nurse their infants will reduce post-partum depression in the mothers, and allow babies to reap the physical and emotional benefits of breastfeeding, they say.

"While rotating through the Neonatal Intensive Care Unit during my undergraduate studies, I saw the difficulties moms face when trying to get their babies to latch on to the breast after feeding from a standard bottle nipple, an effect called nipple confusion," Pham writes on the company website, [thenaturalnipple.com](http://thenaturalnipple.com).

The Natural Nipple is in the patent pipeline and Wright and Pham have secured funding from the National Science Foundation to further develop their groundbreaking idea and send it to market.

### Fifty-nine applicants submitted entries from across Florida and 27 finalists were chosen, including seven from USF.

Wright is pursuing a doctorate in psychoneuroimmunology in the College of Nursing. She's a clinical research nurse at Tampa General Hospital and part of the USF I-Corps program, a public-private partnership that offers a targeted curriculum for university entrepreneurs. Pham, a registered nurse on Tampa General's orthopedic trauma floor, is studying for her doctorate in nursing practice with a concentration in adult/gerontology primary care.

Co-sponsored by the USF Center for Entrepreneurship, the health contest's theme was anxiety and depression, a growing problem in today's rapidly changing and fast-moving world. The American Psychological Association estimates 40 million Americans aged 18 and older have some type of anxiety disorder.

Wright and Pham say The Natural Nipple addresses the issue on multiple fronts. It allows for stress-free feeding when babies move from bottle to breast, and also allows mothers the flexibility of breastfeeding and bottle-feeding if they return to work. Breastfeeding boosts mothers' sense of well-being and promotes bonding with their babies, while also promoting healing and reducing the risk of disease.

For babies, studies show that breastfeeding leads to a lower risk of developing anxiety issues in adolescence. It also supports neurological and immune system development.

Fifty-nine applicants submitted entries from across Florida and 27 finalists were chosen, including seven from USF. Among those were a web-based self-help course for military veterans suffering depression and anxiety. Called Project Jannus, the team included Derek Austin of USF and Katie Vogel of the University of North Florida.

— KEITH MORELLI '77 | Muma College of Business



says there's a vital need for this type of training so that future educators will be more aware of changes in technology. That will help them anticipate what their students will be experiencing in the next five to 10 years.

"I want them to ask, 'What can we do differently and how can we use this to take on some global challenges?'" she says.

The lab is intended to be a valuable asset not only to USFSP students and faculty, but also to the university's K-12 education partners in Pinellas County and beyond. In fact, local students from fifth, sixth, seventh and eighth grades got a sneak peek at some of the STEM lab's technology during a robotics camp held over the summer. More community events are planned throughout the year.

Vernon-Jackson is particularly interested in developing an interest in STEM among girls and African Americans, who are traditionally underrepresented in STEM fields.

"I think we are at the start of an amazing journey," she says. "I can't wait to see where it takes us."

— CARRIE O'BRIEN | USF St. Petersburg



Learn more  
**Online**



#### LEADING ARTISTS

## Graphicstudio turns 50

USF'S GRAPHICSTUDIO celebrated 50 years of distinguished fine art publishing in October. Former directors Donald Saff, Alan Eaker and Hank Hine joined director Margaret Miller, '67, to explore groundbreaking past projects and look to the exciting future of the studio during a gala celebration.

Founded in 1968, Graphicstudio continues its mission as an experiment in art and education. Artists from around the world collaborate with Graphicstudio's skilled artisans to push the boundaries of printmaking and sculpture fabrication. New techniques combined with traditional processes are developed in order to realize the ideas and vision of visiting artists, keeping the studio at the forefront of international fine art publishing.

Graphicstudio practices traditional printmaking techniques including intaglio, lithography, silkscreen, and

relief along with photogravure, cyanotype and pigment prints. Sculpture multiples are produced in a range of media including bronze, steel, aluminum, wood, rubber and less traditional materials including lava (basalt) and pigmented resins.

One of the first artists to work at Graphicstudio was Robert Rauschenberg, whose energy perfectly fit the philosophy and practice of the new workshop. The artist, along with a dedicated group of faculty, staff and students, experimented with forms and techniques — photo transfer, cyanotype, sepia prints, printing on cloth and ceramics, sculptures with new materials, a 100-foot-long photograph — and ultimately completed over 60 editions.

In 1990, the National Gallery of Art in Washington, D.C., established a Graphicstudio archive and presented



Photos: WILL LYTCH | USF Graphicstudio; Courtesy of USF Graphicstudio

## PHOTOS

**Opposite page:** Margaret Miller, director of USFCAM and the Institute for Research in Art at USF, addresses the guests at Graphicstudio's 50th anniversary celebration, held at the Tampa Theatre.

**Top left:** Artist Roy Lichtenstein (left) working at Graphicstudio with Tom Pruitt, now the studio manager.

**Bottom left:** James Rosenquist working on a plate at Graphicstudio in the 1970s.

**Top right:** Robert Maplethorpe (left) was one of the many artists who shared their work and talents with Graphicstudio.

**Bottom right:** Artist Christian Marclay (left) with Graphicstudio printer Matthew Squires, '03, (center) and studio manager Tom Pruitt (right).

a major exhibition with an accompanying catalog documenting the history of the studio. In 2014, the Tampa Museum of Art presented a major survey exhibition, also accompanied by a significant publication that focused on works produced in the last two decades.

Collectors and leading museums worldwide continue to acquire prints and sculpture editions produced at Graphicstudio. Its campus location allows students and the broader Tampa Bay community to meet leading artists and observe the creative process.

— MARK FREDRICKS | Institute for Research in Art

Learn more about Graphicstudio at [ira.usf.edu/GS/gs\\_about](http://ira.usf.edu/GS/gs_about)

## INSPIRING POETS

### Alumna awarded Maya Angelou Teacher Award



COLLEGE OF EDUCATION ALUMNA Joanna Fox, '99, was awarded the Maya Angelou Teacher Award for Poetry as part of the 2018 Penguin Random House Foundation Teacher Awards for Literacy.

Fox has taught at Booker Middle School, a National School of Merit in Sarasota, for 18 years. Her creative writing students work in a classroom transformed to look like a French poetry café along the lines of the famed Les Deux Magots in Paris. Mismatched chairs surround small tables in the lamplit room, where young writers can always find a hot cup of tea and inspiration. Once a quarter, room 130 becomes Dragonfly Café, host of poetry readings open to the public.

Her innovative approach to teaching has inspired award-winning students, and many who say their lives were enriched by what they learned and how they were taught.

Fox's previous accolades include the 2017 USF College of Education Dean's Lifetime Achievement Alumni Award and national nonprofit River of Words' 2014 Teacher of the Year.

The Maya Angelou award recognizes K-12 teachers who foster a passion and love of reading through original and innovative programs and curricula. It comes with a \$10,000 grant.

— ELIZABETH ENGASSER '15 | College of Education

# University Athletics



## AAC REGULAR SEASON TITLE

### Another stellar women's soccer season

SOCCKER EXCELLENCE HAS CONTINUED in 2018 for conference regular season champion USF women's soccer.

With a thrilling 1-0 War on I-4 win over rival UCF, the nationally ranked Bulls brought home their first-ever American Athletic Conference regular season title just a season after USF won the AAC tournament for the first time.

Fittingly, AAC Offensive Player of the Year Evelyne Viens provided the game-winning goal in the latest title-clinching victory over the Knights and headed to the NCAA tournament with program records for single-season goals (19) and career goals (46). Prior to the postseason, USF had the nation's top scoring offense with 3.07 goals and 8.53 points per game.

Viens, a star junior forward, finished the regular season

leading the nation in goals per game (1.20), points (41) and points per game (2.73) a season after becoming USF's first All-American. Andrea Hauksdottir joined Viens on the all-conference first team and was named AAC Midfielder of the Year. Denise Schilte-Brown's staff earned conference coaching staff of the year honors while Kelli Burney, Sydney Martinez and Sydney Nasello were named to the all-conference second team. Martinez and Nasello also represented USF on the league's all-rookie team.

Fans flocked to Corbett Stadium to watch the host Bulls book their fourth trip to the AAC tournament championship in six seasons. USF was ranked No. 16/11 nationally heading into their second straight league tournament title game appearance, where its 15-game home winning streak was snapped.

A plethora of program accomplishments, including a 14-3 overall record, paved the way for the Bulls' second straight



PHOTO

The Bulls celebrate their first-ever AAC regular season championship after defeating UCF, 1-0, at Corbett Stadium on Oct. 26.

Photos: Courtesy of USF ATHLETICS

NCAA tournament appearance (fifth overall since 2010).

USF played host to Albany in the first round of the NCAA tournament, defeating the Great Danes 5-1. The women's winning soccer season came to a close in the second round of the NCAA Tournament with a loss to No. 5 Florida State University.

**With a thrilling 1-0 War on I-4 win over rival UCF, the nationally ranked Bulls brought home their first-ever American Athletic Conference regular season title just a season after USF won the AAC tournament for the first time.**

ALUMNUS PROFILE

## Marvin Kloss '15



YEARS AFTER MARVIN KLOSS became the Bulls' first-ever major college football award finalist, the former star kicker is still representing USF well as a business professional in the Tampa Bay area.

Kloss, a spring 2015 economics graduate, is helping to build bright futures for people's lives as a financial advisor for Merrill Lynch in downtown Tampa,

located inside the Bank of America building.

"We specialize in helping high-net worth individuals with their financial needs," Kloss says. "Our partnership with Bank of America, which is pretty unique to us, gives us the ability to provide our customers with banking resources as well as our world-class investment strategies."

Kloss got started with Merrill Lynch in October 2017 and became fully licensed after four months of studying for a series of grueling certification tests. He was then brought onto a team by the company's vice president, who is now Kloss' senior financial advising partner.

"One of the most rewarding feelings that comes along with this profession is you're making a positive impact on people's lives," he says. "What we help people with is something crucial and it matters to a lot of people and their families. Your advice goes a long way in someone's life and it's unique to help people you care about."

Kloss says he's grateful for the connections he built through USF and the Alumni Association, which helped put him on the professional track after his playing days. As a Bull from 2011 to 2014, Kloss earned his "Money" nickname by converting 77.5 percent of his field goal attempts and still owns a share of the program record for consecutive made kicks (13).

Kloss made more USF history in 2013, when he was named one of three finalists for the Lou Groza Collegiate Place-Kicker Award. The Athlon Sports second team All-American led the nation that year with 11 field goals of 40 or more yards and four from 50-plus yards.

"I wanted to play football for a little bit longer to really get a jumpstart on life, but with the injuries that just didn't happen," Kloss says. He had three back surgeries to repair damage from years of continuous torque on his spine that came along with his kicking swing.

Now Kloss gets a chance to follow in his grandfather's footsteps as a financial advisor in a place where USF fans used to chant his name after big kicks as a Bull.

"My name still rings a bell in some heads around here. It's really, really neat to keep serving the community," he says. "I used to put on a show out on the field and now I'm just doing it in a different way."

Stories by TOM ZEBOLD | USF Athletics

# University Athletics

## FOOTBALL

### Fastest Florida FBS football program to reach 150 wins

ANOTHER SOLID OPENING-SEASON showing helped USF football reach more notable milestones in 2018.

Head coach Charlie Strong's Bulls went undefeated through their first seven games, matching the school record for the best-ever start to a season set last year in Strong's first run with the Bulls.

Four games into 2018, USF earned Sunshine State bragging rights by becoming the fastest Florida FBS program to post 150 program wins. The Bulls reached that milestone in 255 total outings, a pace that was three games quicker than the University of Florida.

Rolling to a 7-0 record also helped USF improve to 36-9 over the past four seasons, the program's most successful stretch during the time span. Reaching 6-0 on Oct. 12, the Bulls also became bowl eligible for the fourth straight season and on the earliest date in program history.



#### PHOTOS

Left: Quarterback Blake Barnett celebrates with starting right guard William Atterbury at USF's home win over UConn.

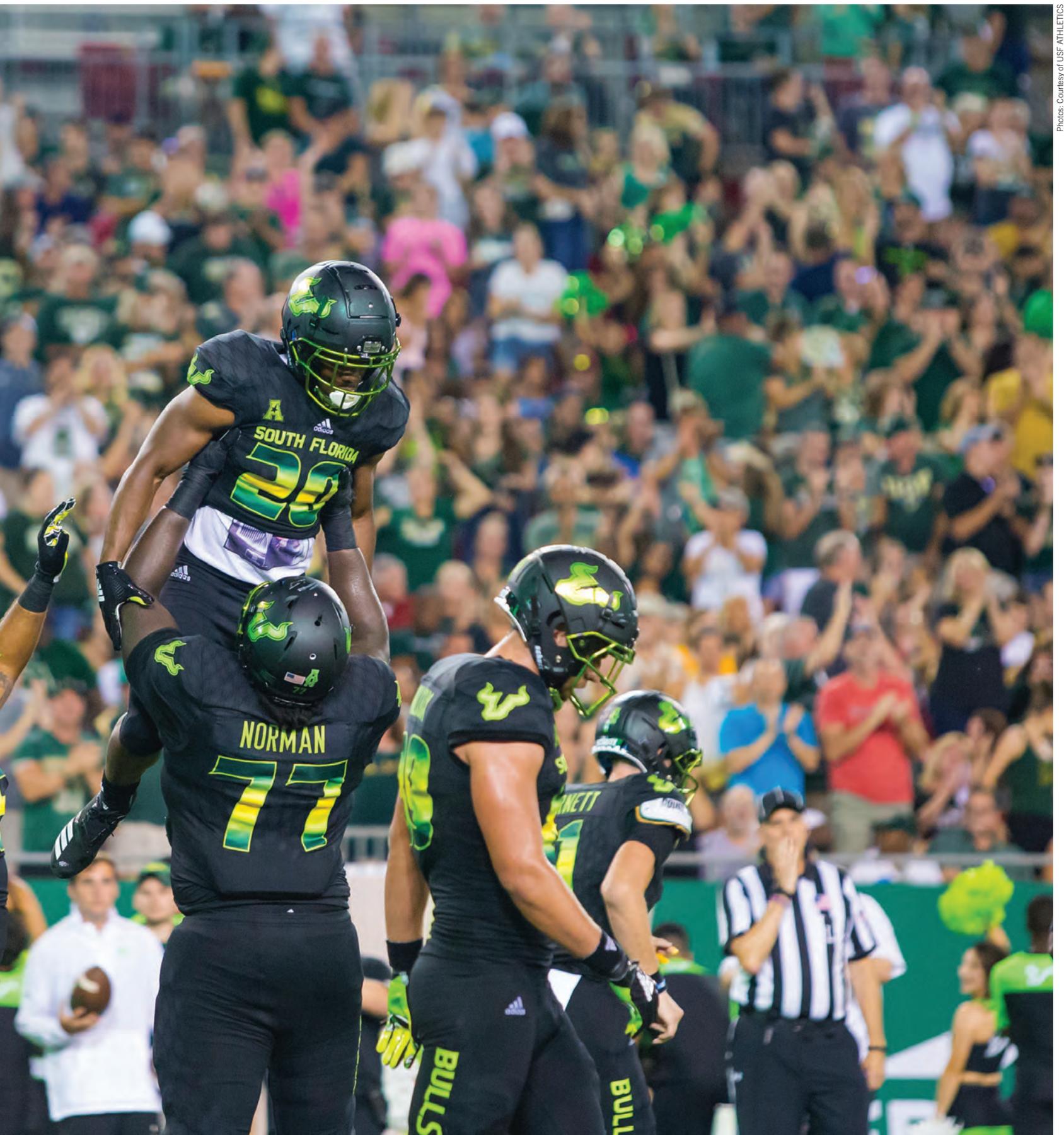
Right: Freshman back Johnny Ford, lifted by teammates at the home win over UConn on Oct. 20, scored three times in seven carries and finished with a career best 164 yards in his first career 100-yard game.

Ranked in the top 25 for the third straight season, USF was one of only five remaining undefeated teams in FBS football before its first loss at Houston. What made this season's 7-0 start extra impressive was the fact that USF accomplished the feat using a new-look lineup throughout the undefeated stretch and sent out 14 first-year starters in the seventh game against UConn.

Junior Jordan Cronkrite, the new bell cow in the backfield, put himself in position to become USF's fifth 1,000-yard rusher in program single-season history by matching an eye-catching program record. Cronkrite equaled USF's longest 100-yard rushing streak with five straight explosive outings, a feat previously accomplished by household program names Quinton Flowers (2016) and Marlon Mack (2015). Cronkrite set new USF and American Athletic Conference game records by rushing for 302 yards against UMass.

— TOM ZEBOLD | USF Athletics





Photos: Courtesy of USF ATHLETICS



PHOTO

The Valiente family gathers by the Marshall Student Center at USF Tampa. From left, Jorge, Beverly, Lauren, Lourdes and Jose Valiente.

BY DAVE SCHEIBER

## A passion for education and giving back is a Valiente family tradition

IN THE FALL OF 1962, AS THE CUBAN MISSILE CRISIS reached a boiling point, two events quietly transpired in the island nation that would one day have a lasting impact far from the world stage. They had nothing to do with a blockade and fear of nuclear war, but instead a passage to freedom and hope for the future. Today, those two occurrences have blossomed into the tale of one Tampa family with a legacy of giving at the University of South Florida.

Jose Valiente was only 11 when he and his father boarded one of the final “Freedom Flights” out of Havana to Miami International, bound for new lives in America. They arrived on Oct. 5, 1962 – just 11 days before the full-blown showdown between President John Kennedy and Soviet Union leader Nikita Khrushchev began, and a date that Jose has come to mark as his *other* birthday.

At the time, however, it hardly felt like a moment to celebrate. Jose, his parents and sister had all applied to leave Cuba and Fidel

Castro’s Communist regime as a unit. But when the fateful day arrived, the only permits provided by the government were for father and son. “Needless to say, saying goodbye to my mother and sister at the airport was the most gut-wrenching experience I have ever had,” he reflects.

The stunned family hastily decided that Jose and his father, Jose Sr., would take the flight, and be joined by mother Odilia and sister Isabel as soon as their papers were in order – unaware that it would take three anxious and frustrating years for that to happen. He vividly recalls the one-hour plane trip from Havana to Miami over the Key West Seven Mile Bridge, touching down in the morning and being taken to the Cuban Refugee processing center in downtown Miami – excited yet anxious about the uncertain path ahead.

Meanwhile, barely one month earlier, his cousin Jorge Valiente was born in Cuba. And though it would take five more years to leave the country, Jorge, his older brother and parents finally made the journey to Florida in a challenging, circuitous route through Spain. “We were allowed only 20 pounds per person to carry in our suitcases,” he says. “My parents were very concerned about the cold, so we carried very little other than the heavy clothes packed in our small suitcases. They

# University Philanthropy

basically stripped us of everything.”

The day before the trip, Jorge sat on a bench and watched his father stand for hours in the rain of the Cuban consulate courtyard, waiting for the family’s visas. “They made him wait outside, trying to humiliate him and provoke him into a reaction, so they would have an excuse not to let him go,” he says. “I’ll never forget that.”

Now flash forward to a recent weekday morning inside the spacious conference room of a South Tampa CPA office. It is one of two busy locations Jorge operates in the region. On this particular morning, Jorge, ’83, is joined by Jose, ’73, who retired in 2013 after building his own CPA business from a one-man operation to a thriving partnership with Gil Hernandez.

The firm eventually handled more government contracts than any in the City of Tampa, and later merged to become a Top 10 nationwide firm employing 5,000. And USF has been the beneficiary of the Valientes’ accounting success, with their combined generosity making an impact on the Muma College of Business, Athletics and – close to their hearts – the university’s Latino student population, past, present and future.

“We always say, ‘Jose’s the better accountant, but I’m the better-looking one,’” Jorge says with a laugh. “But as we get older, I think we’re starting to look the same!”

The cousins certainly have a lot to smile about when they look back on their lives – and now how they are uplifting the lives of so many others.

In fact, the Valientes have made it a full-fledged family affair when it comes to providing scholarship support for deserving Latino students at USF and devoting their time and energy to the cause as well. Just consider that over the 30-year history of the Latin Community Advisory Committee, founded in 1988, Jose has served for 24 years – including two separate two-year terms as chair (2004-05 and 2014-15). And today, his daughter, Lauren Valiente, a Tampa attorney, has followed his lead by serving as the current chair.

“The Valiente family is helping other families who were once like them – families that are forging new paths in our country with hope and aspirations,” says Patsy Sanchez, ’95 and MA ’98, USF’s director of diversity and inclusion and head of the 26-year-old Latino Scholarship Program, which has provided more than 500 scholarships to Hispanic students recognized for academic merit and who demonstrate financial need.

The Valientes feel a deep sense of pride in the various students they have supported in the program, including six sponsored by Jose and his wife, Lourdes, and four by Jorge and his wife, Beverly, so far. “You commit to staying in touch with these students for five years, but you never really lose touch – we all feel such a responsibility to helping them succeed,” Jose explains.

It’s also an enormous source of pride for Jose that Lauren has followed his lead as Latin Community Advisory Committee chair. She shares that feeling. “I got involved on the committee for a number of reasons – first, I love my dad to death,” says Lauren, who has also helped multiple students in the Latino Scholarship Program through a scholarship she established a decade ago.

“I was so proud of him and his leadership in the community and what he was doing at USF. And I really wanted to follow in his footsteps. The other thing is that education was always a top priority in our house. And both my parents always stressed that education is the way to succeed in this country. It’s the great equalizer.”

Jose and Jorge’s own success story was driven by a hunger for education and gratitude to USF, a place each regards as a godsend – a vibrant hometown university they could afford to attend. “Growing up in our household in Tampa, it wasn’t whether you were going to go to college – it was ‘you’re going to go!’” says Jose. “It was ingrained, because people who came from Cuba back then lost everything. Our parents always preached to us that they can take away all of your possessions, but they can’t take away your education.”

“Education has always been our escape route,” adds Jorge. His voice cracks with emotion when he tells the story of his father, Carlos Valiente, a graduate of the Cuban branch of Wesley College, which helped arrange the family’s free passage in 1967 to Spain, where they shared an apartment with 12 other Cuban refugees. Because of his father’s education, the family – including mother, Roberta, and brother, Carlos Jr. – was given priority in migrating to the United States. His father spoke no English, but learned the language juggling adult classes from 8 a.m.-noon, and cleaning a bank office at night, practicing what he learned by answering office phones.

When he was turned down at the bank for a job in the foreign transaction department, Carlos was undeterred. He looked at the list of board members and bank officers and found a Hispanic name, Manuel Lopez, a prominent Tampa banker. Lopez intervened and got him the job – starting him in a 30-year career in charge of letters of credit for the bank’s international division as a vice president.

Stories like that – of overcoming, achieving and succeeding – are entwined in the fabric of the Valiente clan. Along the way, the paths of Jose and Jorge have been inextricably connected. When Jorge and his family finally arrived in Tampa, the first place they stayed was with Jose’s family. Years later, Jose hired Jorge, a recent USF graduate, as his first employee in his one-man CPA firm.

Both men have gone on to enjoy high-visibility, rewarding careers – Jose also serving as president of the Florida Institute of Certified Public Accountants and chairman of the Greater Tampa Chamber of Commerce. A USF Donald A. Gifford Service Award recipient, Jose also serves on the boards of the USF Foundation and the Alumni Association, of which he and his wife are Life Members. Jorge played a key role in starting two standout area charter schools, Trinity School for Children and Brooks-DeBartolo Collegiate High School. And at the core for each is USF – with the doors it opened for them and that they now open for others.

“When we give money to the Latino Scholarship program, we see the results – we see it first-hand,” says Jorge. “It’s like the program’s motto: We must lift as we climb,” adds Jose.

Just as two young boys who fled Cuba amid a historic crisis would learn to do, fueled by a passion for education and heart for helping those following on the journey. ■

**For information about the Latino Scholarship Program, please contact Luz Randolph, assistant director of development, Diversity Initiatives, at (813) 974-6766 or [ldrandolph@usf.edu](mailto:ldrandolph@usf.edu)**



**PHOTO**

Representatives from Helios Education Foundation, Black Leadership Network and USF celebrate the historic announcement with new Helios BLN Scholars. From left: Ed Narain, Paul Luna, Ashley Butler, Jerry Bell, Justice Powe, Joel Momberg, Brainard Suttles, Vince Roig, Judy Genshaft and Anddrikk Frazier.

**SUPPORTING STUDENT SUCCESS**

## Helios grant supports Black Leadership Network

THE HELIOS EDUCATION FOUNDATION has awarded USF's Black Leadership Network (BLN) a \$2.1 million grant to support the future success of underrepresented students across the USF System.

The grant is divided into two parts, establishing a \$2 million scholarship endowment that will provide future support for 40 students per year in perpetuity, and also contributing \$100,000 immediately for scholarships, mentoring and leadership skills programming to help students graduate faster, better prepared and with less debt.

"Diversity and inclusivity are core values at USF, and creating opportunities for more students to realize their academic and career dreams is a key priority," USF System President Judy Genshaft says. "Together with Helios and our other generous supporters, we are committed to enhancing access for high-achieving and deserving students."

The BLN was founded in December 2016 to enhance the education and leadership opportunities for African-American students in the USF System. The Helios grant increases the number of scholarships BLN can award in the upcoming year from 12 to at least 24 and provides an additional \$20,000 for mentoring and professional development programming to further benefit the scholars.

"Helios Education Foundation's mission is to ensure more students, particularly first-generation, minority, and underrepresented students, achieve a postsecondary degree," Helios Education Foundation President and CEO Paul Luna says. "In partnership with the Black Leadership Network, we are proud to establish this endowment to allow more students, regard-

less of ZIP code, to experience the transformative power of education."

The Education Trust recognized USF as the top school in Florida and sixth best in the country for black student success. The university has also closed the graduation rate gap regardless of race, ethnicity or socioeconomic status, a rare achievement in higher education.

"For African-American kids who otherwise wouldn't have been able to stay in college, it will change their lives," Jerry Bell, a BLN founding member, says. "It could also provide them with the option not to work and instead take advantage of other opportunities like the study-abroad program or a summer internship that is in their field but doesn't pay. At the end of the day, that resume looks a lot better and they can graduate with much less debt."

"Receiving the Helios scholarship is almost an indescribable feeling," Rolyynn Wilson, 18, who recently graduated from Northeast High School in St. Petersburg, says. "Yes, you're receiving the financial aid, but you're also being invited into a family – and becoming a part of a community. You're being mentored and receiving guidance and motivation. I could tell from the first day that I am truly welcome and they are really going to help me grow throughout my college career. I'm so grateful for that."

The Helios grant continues a strong and meaningful partnership with USF that dates back to 2007 and includes more than \$15.7 million in support for scholarships, teacher preparation and education policy. Helios has three other scholarship endowments at the university: the STEM Scholarship Program, the Diversity Scholarship Program and the Latino Scholarship Program.

– MELISSA WOLFE '13, Life Member | University Advancement

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# University Philanthropy

## A GIFT THAT KEEPS ON GIVING

### First-generation alumna passes it on

AS A USF STUDENT MORE THAN A DECADE AGO, Melizza Astacio Etienne, '08, Life Member, wasn't sure how she was going to pay for her college education. Then her phone rang.

"It was such a surreal situation because I was literally panicking about it," the former first-generation college student says. "So, when Patsy Sanchez called me and told me I was going to get a scholarship, I remember having to sit down because I just couldn't believe it. It was an amazing feeling knowing someone wanted to sponsor me to go to school."

A 2005 recipient of USF's Latino Scholarship Program, directed by Sanchez, Astacio Etienne still remembers the sense of relief and appreciation she felt after receiving that call. It's a feeling she's now passing on as a donor to the same program that helped her all those years ago.

The Astacio-Etienne Family Scholarship, managed by the Latino Scholarship program at the USF Foundation, is providing financial support to USF freshmen Elian Trujillo and Kevin Velez-Santiago. As first-generation college students themselves, Trujillo and Velez-Santiago echo many of the same concerns Astacio Etienne had when she was a student. It's that inherent connection, they say, that makes the scholarship worth more than just money to them.

"The financial support from the scholarship is obviously incredible but with this program we also get Melizza," Trujillo says. "She's always there to support us, give us advice and answer questions when we're struggling. It's so much more than just the money."

Born in Cali, Colombia, Trujillo and his mother came to the United States under political asylum when he was child. Growing up, Trujillo says he watched his mother struggle financially and knew he wanted to find a way to take the burden of his college education off of her shoulders – something he's been



able to do, thanks to USF's scholarship opportunities.

Both he and Velez-Santiago say their experience with the Latino Scholarship Program has also motivated them to one day give back and continue the cycle of 'paying it forward' that is presently helping them achieve their dreams.

"Seeing how Melizza is able to help Elian and I, it really opened my eyes to giving back to our community and helping others," Velez-Santiago says. "It really motivates me to hopefully do the same thing one day."

After nearly 30 years, USF's Latino Scholarship Program has raised \$5.5 million in endowed funds and has supported almost 500 undergraduate students. Thanks to the Helios Education Foundation, donors are also able to have their contributions matched, dollar-for-dollar, effectively funding two scholarships in one.

— AARON HILF | USF News

#### PHOTO

USF alumna Melizza Astacio Etienne (center) with the two students she's supporting through her scholarship donation, Kevin Velez-Santiago (left) & Elian Trujillo.

## ARTS IMPACT

### Patron of the arts leaves legacy gift for USFSP

BY ALL ACCOUNTS, JOSEPHINE HALL was a sweet and spunky lady who loved to travel the world and made friends everywhere she went.

The daughter of a concert pianist, Hall had a deep love for music and cultural experiences. She traveled frequently between her condo across the street from USF St. Petersburg (USFSP) and an apartment near Central Park in New York where she frequented art galleries, museums and the symphony.

"She was an absolute firecracker," Cynthia Orozco, Josephine's longtime lawyer and friend, says. "But she had a generous heart, too. When she passed at 98, she donated her entire estate to five organizations. She wanted to give to causes that were important to her – that was her legacy."

Part of that legacy included a \$2 million gift split evenly between USFSP and the USF Nelson Poynter Memorial Library.

Martin Tadlock, regional chancellor of USFSP, announced the gift at the USFSP campus board meeting in October. In honor of Hall's passion for the arts, Tadlock is allocating \$1 million of the gift to support the arts programs at USFSP.

Tadlock also issued a challenge for the university to raise a matching \$1 million for both the arts and the library at USFSP to follow Hall's gifts.

"The University of South Florida is stronger because of the many community supporters who believe in our mission," USF System President Judy Genshaft says. "We are deeply grateful for Ms. Hall's contribution to the arts and the library at USF St. Petersburg, which will have a lasting impact on the lives of our students for years to come."

— MELISSA WOLFE '13 | University Advancement

# Who will shape the future?

It won't be the expected or the established. It'll be the challengers of the traditional. Those who know innovation won't be found at the end of a line of the same. And whether people know it or not, these future shapers are already here. They're in green and gold. They're USF Bulls.



# A FUTURE WITHOUT LIMITS

BY TOM WOOLF

**B**Y SO MANY MEASURES – the designation as a Florida Preeminent State Research University and earning a chapter of the prestigious Phi Beta Kappa Society among them – the University of South Florida is entering a new era.

Despite the university's well-documented progress, its reputation more broadly has not caught up. That became clear when Ipsos, a global market research and consulting firm, surveyed 1,000 people across the country to gauge awareness of USF.

Joe Hice, USF's chief marketing officer, describes the survey outcome this way: "One percent of parents knew about USF. And they had to round up to get to 1 percent. Among high school students planning to attend college, 14 percent had heard of USF."

In other words, USF has a great opportunity to develop and own its identity. As USF System President Judy Genshaft said during her 2017 fall address: "We are no longer satisfied with the University of South Florida being a 'best kept secret.'

"It's about time our reputation is as strong as our objective performance," she added. "Our branding and marketing efforts will be more targeted. Our messaging will be clearer. We will be more disciplined in our visual identity, including the use of our logo."

Developing the branding and marketing initiatives has been the priority for Hice and his team in University Communications & Marketing (UCM) for the past year. In addition to the in-house creative work, the university brought Tampa creative agency SPARK – where a third of the employees are USF alums – on board in March to assist in the development of a new branding campaign.

Learn more  
**Online**





Photo: RYAN NOONE | USF News

The challenge is finding ways to tell your story and stand out in a very crowded space. There are more than 4,000 institutions of higher education in the United States, along with an array of for-profit and online schools, all of which are vying for recognition, students and world-class faculty.

“When it comes to communications in higher education, you see a lot of sameness,” SPARK Partner Dulani Porter, '02, says. “Very few tell their story in a unique way. Many universities tout their rankings. But they don’t contextualize them so people understand it’s not just about the number of patents you have, but what those innovations mean to the world around you. Our approach is to create a platform that is just as unique as the things happening on the USF campus. No one changed the world by making it their goal to blend in.”

Among the priorities for USF and SPARK was solving the hodgepodge of logos, which Genshaft also referred to in her 2017 fall address: “Today there are countless variations of the USF logo being used across all of our campuses and all of our units – more than we can even count. While I know these were created with good intentions, this doesn’t send the message that we are united and speaking with one voice.”

Blending creative work produced by UCM with their own, SPARK presented a dozen options for a branding initiative – including a new academic logo – which were narrowed down to three. In late July, Hice started what he calls his “road show,” gathering input from stakeholders on the possibilities.

“I did 14 presentations, meeting with deans, campus leadership, the leadership at USF St. Petersburg and USF Sarasota-Manatee, members of the Board of Trustees, athletics, the USF Alumni Association,” Hice says. “In a big organization like this, it’s important to make sure you’re inclusive with your outreach. In this case, that amounted to about 1,200 people.” His discussions included alumni on

campus, in the Tampa Bay region, throughout the state and even at home. Joe’s wife, Sandy, attended USF on a fine arts scholarship and studied at Graphicstudio, earning a Bachelor of Fine Arts degree.

Hice also conducted three focus groups, one with college-bound high school students, one with admitted USF freshmen, and one with faculty and staff.

“One hundred percent of the students preferred the new bull design logo that we introduced this fall,” Hice says. “It resonated with them. One student told us, ‘While I was going through the college selection process, all of



**Like any great organization, we now have a clear, consistent brand to guide us as we continue to evolve in the future.**

– USF System President Judy Genshaft

the literature became a sea of initials. This bull stops me. It makes me want to know more about the university that presents itself like this.’ We heard the same thing from students all around Florida.”

Another participant in the USF student focus group said the new logo “gives a modern and futuristic look that accurately represents USF.”

Paul Sanberg, USF’s senior vice president for research, innovation & knowledge enterprise, also believes the new logo will help USF stand out.

“The bull is unique and will allow us to have consistent brand messaging throughout USF,” he says. “For our researchers presenting their research at conferences,





## No one changed the world by making it their goal to blend in.

– Dulani Porter '02

thousands of people who see our bull logo will notice that this great research comes from USF.”

And that’s the key to the bold new logo – drawing people in to learn about USF’s compelling story.

As Thom VanderKlipp, assistant vice president for marketing at USF, points out, “The logo is the outward-facing visual identity. But it’s only the tip of the iceberg as to what constitutes the brand.”

Genshaft introduced USF’s new brand during her fall address in September. The striking new academic logo, which represents “the proud and optimistic personality of USF,” complements the brand story.

“Like any great organization, we now have a clear, consistent brand to guide us as we continue to evolve in the future,” Genshaft said. “The proud new full-size Bull logo is intended to represent all of our academic units and departments, while the traditional ‘Bull U’ logo will remain for USF Athletics.”

The new logo brings together elements of bull statues on all three campuses. As Hice describes it, the optimistic, upward-angled head represents the bull at USF St. Petersburg; the stance reflects one of the bulls in the fountain outside of USF Tampa’s Marshall Student Center; and USF Sarasota-Manatee is represented by the curved tail. The starburst on the new bull represents all three campuses and the USF seal.

“When you look at academic logos, they tend to fall into two buckets – either a series of initials or a drawing of architecture,” SPARK Partner Elliott Bedinghaus notes. “With USF’s three campuses, there really isn’t that one iconic piece of architecture. But you do find prominent bull statues at all three, which represent optimism for the future.”

SPARK conducted quantitative testing on the new identity with key consumer groups, including high school students and parents of prospective students.

“We found a 15 percent increase in moving people from ‘would not consider’ to ‘would consider’ USF,” Porter says. “That doesn’t seem like a lot on the surface. But it



Photo: RYAN NOONE | USF News

becomes significant when we think about USF's goal of connecting with quality students, staff and researchers. Gaining even one more rock-star researcher by having them consider us versus another university could have an incredible impact on USF's outcomes well into the future."

Hice knows that the foundation of a successful branding initiative is market research. It was essential to his marketing work with Bombardier, Harley-Davidson, and, from 2005 to 2011, at the University of Florida. There, he helped create the "Gator Nation" campaign.

"You have to have an understanding of the audience you're trying to reach," he says. "You're trying to make an emotional connection with them."

Also key to the best branding campaigns is authenticity, VanderKlipp adds.

"People are savvy," he says. "We have to communicate clearly to the right audiences using the right channels, and we have to be true to what and who we are."

The effort to grow awareness in Florida and nationally of USF's accomplishments and contributions will ramp up over the next few months across a variety of platforms.

Other USF alums who played a key role at SPARK in developing the new brand were Emily Seitz, '15, the senior copywriter who wrote the brand story; David Gonzalez, '14, senior designer responsible for the new logo; and Rachel Canning, '14, brand manager, who has been responsible for overseeing the project and brand launch efforts. ■

**Our New Story** With incredible velocity, we advance communities and pioneer new higher education standards. We embrace the unknown, conquer it, and then do it again. We define ourselves not by a name, date, or city, but by the impact we have on the world. We share one goal. We transform lives. United, we shape the future.

# The Rocky- morphosis

BY PENNY  
CARNATHAN '82

USF'S LOGO ISN'T THE ONLY iconic university image that's been nipped, tucked and tweaked over the years. Beloved mascot Rocky D. Bull has also changed with the times.

He started life as a Golden Brahman in 1962. Realizing USF needed a mascot to engrave on its first class rings, the student government put the matter to a vote of all its 2,000-plus constituents. The Golden Brahma came in second to the Buccaneers, but the naming committee nixed the Bucs, believing another Florida school had already claimed it. So Golden Brahma we were. But not for long!

When committee members learned the other school was actually the Pirates, they decided we would, indeed, become swaggering Buccaneers. Alas, their ruling sparked great discord! The issue again was put to a vote, Bucs vs. Brahmas, and we again became Golden Brahmas. That is, until a local newspaper reporter pointed out that a Brahma is a chicken breed.

With the addition of an "n" a Golden Brahman – ultimately, our Bull – was born.



Robert Bickle, right, submits Golden Brahman as a mascot candidate





1983

University Police create crime-prevention superhero Brahman Man



1986



1997



2007



2018

# From your ALUMNI ASSOCIATION



## *My fellow Bulls,*

WOW, WHAT A YEAR! We'll soon be bidding adieu to 2018, a time of incredible highs for anyone who loves our great university. I saw pride and excitement energize alumni and friends as USF received the state's Preeminence designation and a prestigious Phi Beta Kappa chapter, the USF Foundation surpassed its \$1 billion Unstoppable campaign goal by more than \$100 million, and a new logo charged onto campus.

At your Alumni Association, the enthusiasm fired up a host of events. The Greater Tampa Area chapter's third annual Bulls Block Party in August drew more than 1,000 fans to historic Ybor City in Tampa, where they spent a green and gold afternoon rocking the old brick streets. The block party, which gets bigger and better every year, has raised \$27,000 to fund the chapter's initiatives, including its scholarship fund (more on alumni groups, pg 54).

More than 2,000 of us headed out to the ballgame for USF Day at the Rays, and Homecoming was one of our most vibrant ever. The alumni Welcome Home Party (pg 10) on the front lawn of the Sam and Martha Gibbons Alumni Center filled with more than 1,500 Bulls, who ate, drank, danced to the Matt Winter Band, and chanted "South Florida! South Florida! Gooooo Bulls!" from the best seats in the house for

the Homecoming Parade.

The next day, a whopping 4,000-plus USF friends and family stopped by your Association's pregame Spirit Tent at Raymond James Stadium to say hi and pick up free swag, including the 14th annual collectible Homecoming bead for Association members.

Hang onto your horns, Bulls, because 2019 will be even better.

Next year, your Alumni Association celebrates 50 years of supporting, protecting and promoting USF, its students and alumni. And do we have a lot to celebrate! In addition to alumni chapters and societies around the country, we now have chapters in London, Shanghai and Saudi Arabia. We have more events than ever to connect and recognize our alumni, including the Outstanding Young Alumni Awards and the new Birdies for Bulls Golf Tournament, held for the first time in October.

We're also doing more than ever to support our students, with popular leadership programs – the Ambassadors, Order of the Golden Brahman and Student Alumni Association (pg 43); new scholarship initiatives; and new opportunities for students to develop skills for success after college.

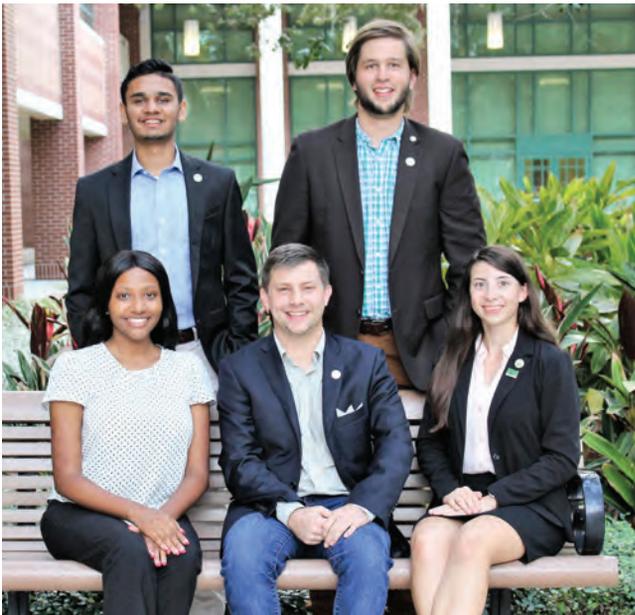
Come Feb. 23, we'll kick off our yearlong golden anniversary celebration with the debut of the Green and Gold Gala, a spectacularly reimagined Brahman Bash in a fun and elegant new venue, The Florida Aquarium. We hope you'll join us as Bulls and friends get together to toast our university and each other, enjoy fine foods and entertainment, and bid on one-of-a-kind auction items to benefit Alumni Association programs.

We also hope you'll join in getting us to "50 in 50" – 50,000 Alumni Association members in our 50th year. It's a big goal, but I know we can get there with your help! Please tell your friends and family that their Alumni Association membership will strengthen USF, an institution that improves the quality of life for millions of people through research, education and economic stimulation. Remind them they don't need to be alumni to join; they just need to believe in USF and want to make a lasting difference in the world. They can learn more about membership at [usfalumni.org](http://usfalumni.org).

Together, we can make 2019 a year for the record books!  
Go Bulls!

**Bill McCausland, MBA '96**

Executive Director, USF Alumni Association  
Life Member No. 2331



## Meet your **2018-19** USF Alumni Association student group leaders

MEMBERS OF THE USF ALUMNI ASSOCIATION support three organizations that provide special opportunities for students to develop leadership skills, connect with alumni, and build social and professional networks.

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

The **Order of the Golden Brahman (OGB)** includes top student and alumni leaders who are committed to public service, working together to lead the USF community, and promoting and protecting USF throughout their lives.

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

### PHOTOS

Top: USF Ambassadors: Officers include, from left: Morgan McLaughlin, Taylor Harris, Gina Rotunno, Gabriela Cruz and Roberto Velasco

Bottom left: Order of the Golden Brahman: Back row, from left: Raj Patel and Alex Alava Front row, from left: Britney Deas, Brian Goff and Emily Cardella

Bottom right: Student Alumni Association: From left, Emma Frank, Nicole Glasford, Sam Steck, Brooke Shendok, Amber Smith and Kai Lawrence



SMO

ZOVIRAX  
(ACYCLOVIR)  
ANTHERON  
OINTMENT  
STERILE POWDER  
CAPSULES

Please don't straighten  
the mess on my desk!  
You'll goof up my system.

Don't let yesterday use up  
too much of **TODAY.**

UNIVERSITY OF SOUTH FLORIDA  
Department of Cell Biology, Microbiology  
& Molecular Biology  
**Phillip Furman, Ph.D.**  
CMMB  
Outstanding Professor Award

# HIV/AIDS WARRIOR

BY VICKIE CHACHERE

**I**N SOME OF THE WORST VIRAL OUTBREAKS and health crises of our times, Phillip Furman's groundbreaking work in drug development has proved instrumental in saving lives. Now retired, Furman found a way to make yet another big breakthrough this year – as the first USF alumnus inducted into the Florida Inventors Hall of Fame.

In a gala ceremony, Furman joined six other history-making inventors with ties to Florida as the newest class of the Hall of Fame, which recognizes individuals for their lasting contributions to

the future. Furman, who earned a master's degree in microbiology at USF in 1972, went on to become the co-inventor of the first anti-HIV drug, AZT, and played a leading role in developing drugs to treat diseases such as herpes and hepatitis C.

And yet, the news that he was being honored caught the St. Augustine resident by surprise.

"When I first received the email from the Florida Inventors Hall of Fame I didn't open it up. I couldn't imagine what it was all about. I thought, 'This must be an advertisement,' so I ignored it," he told a gathering of more than 350 during the September induction ceremony at the Hilton Tampa Downtown. "However, before deleting it I decided to open it up and read it. ... I was shocked – this was for real."

Furman's journey as a scientist who would eventually receive 20 U.S. patents began when an uncle gave him a microscope as a young child. After receiving a master's at USF, Furman earned a PhD at Tulane University and pursued research into compounds to fight viruses at the advice of John Betz, the late USF professor of microbiology who was Furman's mentor.

Furman built a distinguished career in the pharmaceutical and biotech industries at leading research companies such as Burroughs Wellcome Research Laboratories, Triangle Pharmaceuticals Inc., and Pharmasset, Inc. He began his work investigating potential

**Phillip Furman, MA '72, is the first USF alum inducted to the Florida Inventors Hall of Fame**

treatments for herpes viruses and worked with Gertrude Elion, a Nobel Laureate, on developing the drug acyclovir.

He is best known for his work in bringing AZT to market at the height of the AIDS epidemic of the 1980s while leading anti-viral research for Burroughs Wellcome's labs in the Research Triangle Park in North Carolina. Historians cite the approval of AZT as the beginning of an era when an HIV diagnosis transformed from death sentence to manageable long-term illness.

In the 1990s, Furman continued his work on HIV and expanded to hepatitis B virus-associated liver disease. He played a key role in the discovery of lamivudine (3TC), an antiviral drug used to treat HIV and hepatitis B,

**Furman, who earned a master's degree in microbiology at USF in 1972, went on to become the co-inventor of the first anti-HIV drug, AZT, and played a leading role in developing drugs to treat diseases such as herpes and hepatitis C.**

Photos: XXXXXXX XXXXXXX XXXXXXX XXXXXXX



## PHOTOS

Page 46: Dr. Phillip Furman holds 20 U.S. patents for antiviral drugs.

Left: Furman is flanked by Paul Sanberg, left, and Drew Hirshfeld, with the U.S. Patent and Trademark Office.

Right: A display at the Florida Inventors Hall of Fame at USF Research Park in Tampa recognizes the 2018 inductees.

and emtricitabine, for HIV. More recently, he worked on drugs for the hepatitis C virus and collaborated on the creation of what is now considered the key treatment, Sofosbuvir.

USF Professor James Garey – the founding chair of USF’s department of cell biology, microbiology and molecular biology and Furman’s hall of fame nominator – says Furman played a central role in developing many of the most important antiviral drugs of modern times. His scientific research resulted in numerous seminal publications that advanced medicine worldwide.



**Dr. Furman’s career stands as a testament to the difference that cutting-edge research can make to millions of lives around the world.**

– Paul R. Sanberg

“He is a pioneering humanitarian scientist who is very much deserving of induction to the Florida Inventors Hall of Fame,” Garey says.

Furman joins USF faculty members Paul R. Sanberg, senior vice president for research, innovation and knowledge enterprise; Shyman Mohapatra, a Distinguished Professor at the Morsani College of Medicine; College of Engineering Distinguished Professors Yogi Goswami and Richard Gitlin; and William Dalton,

a professor in USF’s cancer biology PhD program, as an inductee. The hall of fame’s 35 members also include historically significant inventors who at one time made Florida their home, such as Thomas Edison, Henry Ford and John Gorrie.

“As the first USF graduate to be inducted into the Florida Inventors Hall of Fame, Dr. Furman’s career stands as a testament to the difference that cutting-edge research can make to millions of lives around the world,” says Sanberg, who serves as chair of the Florida Inventors Hall of Fame advisory board. “His accomplishments have made medical history and they continue to inspire new generations of USF student and faculty scientists and innovators who apply their skills and talents to solving the greatest global problems.”

Other 2018 inductees include Sara Blakely, a graduate of Florida State University and inventor of SPANX®; the late Edwin Link, who invented the flight simulator in the 1920s; Florida native Emery Brown, a member of all four National Academies whose research has advanced anesthesiology; Richard Houghten, for groundbreaking research that advanced the field of drug discovery; Sudipta Seal, whose work has led to nano-medicine breakthroughs; and Herbert Wertheim, an optometrist whose eyeglass lenses have helped prevent cataracts and other eye diseases.

The hall of fame’s Inventors Walk is located just south of Alumni Drive in the USF Research Park adjacent to USF Tampa. During business hours, an exhibit of artifacts from inductees is open for viewing inside the USF Research Park Galleria. ■

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# Bulls of the *Highest* Order



The 2018 USF Alumni Award recipients embody the university's highest ideals.



#### PHOTO

From left: Merritt Martin, Alumni Association board chair; Distinguished Alumnus Rhea Law and Dave Hilfman; Thomas G. Gates, Donald A. Gifford Service Award; B.P. Agrawal, Distinguished Alumnus; Samuel P. Bell III, Class of '56 Award; USF System President Judy Genshaft.

## Bhagwati “B.P.” Agrawal

*Engineering Science PhD, '74*

### Distinguished Alumnus

*Recognizing USF alumni who have reached the pinnacle of success in their careers*

#### Best advice:

**When he was about 11, schoolmates made fun of B.P. for not understanding a sporting term. “My teacher told me, ‘Don’t get mad. God has already punished them; he did not give them the wisdom to respect fellow human beings. If you don’t have that you can never be happy in life.’”**

After more than 30 years with Fortune 500 companies and as CEO of his own businesses, B.P. Agrawal took up an entirely new mission. He provides clean drinking water and low-cost health care in his native India.

Agrawal founded the non-profit Sustainable Innovations, Inc., [www.SI-USA.org](http://www.SI-USA.org), in 2007. It has two signature programs: Aakash Ganga provides water to seven otherwise dry villages through Agrawal’s patented rainwater harvesting system. Arogya is working to bring health care to 50 villages through a system that includes a computerized triage tool.

Both programs rely on technological innovations and a social enterprise business model, and are designed to be holistically self-sustainable. In five to 10 years, Agrawal plans to have expanded the programs to millions of people in India and beyond.

For most of his career, Agrawal spearheaded technological innovations at corporations including ITT-Alcatel, GTE/Verizon, Hughes Network Systems, and the two companies he founded, Information Gateways and IU Bitnet. In 2003, recalling his mother’s admonishment decades earlier about helping his fellow man, he pivoted to non-profit social ventures. He began by consulting with companies on taking a holistic approach to sustainability by addressing economic, cultural and other perspectives, and fostering engineering, business and social innovations.

Agrawal has received numerous awards for his work, including \$100,000 for Aakash Ganga as a Lemelson-Massachusetts Institute of Technology Sustainability Award recipient.

Agrawal is married to Vimal G. Agrawal. The couple have three children and two grandchildren.

## Dave Hilfman

Finance, '82

### Distinguished Alumnus

Recognizing USF alumni who have reached the pinnacle of success in their careers

#### Business leadership:

**“If you focus on the long term, show respect for the people you work with – all the time, not just when things are going well – you end up being rewarded. I’ve always tried to focus more on the positive than what’s not going right.”**

Dave Hilfman, Life Member, is senior vice president of worldwide sales for United Airlines, the world’s third largest air carrier in terms of revenue. Previously, he was senior vice president of worldwide sales for Continental Airlines, a position he held when Continental merged with United in 2010 to become the world’s largest airline at that time. Hilfman is credited with helping unify the two cultures with his honest, affable leadership style.

His career took off when he was a student at USF and was asked by Eastern Airlines to serve as its campus sales representative. A two-term student government president and member of USF’s first student Ambassadors, the carrier recognized in Hilfman a young man uniquely suited to the job. Hilfman would later credit the leadership skills he learned through his extracurricular activities with helping him navigate professional challenges.

In 2017, Hilfman became one of only nine recipients in 49 years of the Global Business Travel Association’s ICON Award, recognizing those whose contributions further the corporate travel industry. He has twice been named one of the 25 Most Influential Travel Executives by Business Travel News.

A longtime and generous donor to USF, Hilfman was a Golfers Against Cancer Person of the Year and is a founding board member of Women in Travel, a network dedicated to advancing women’s careers.

Hilfman and his late wife, Tracey, have one son.

## Rhea Law

Business Management, '77

### Distinguished Alumna

Recognizing USF alumni who have reached the pinnacle of success in their careers

#### Following your heart:

**“You should always do things you have a passion for. I’ve flown in an F-16, landed on aircraft carriers, driven all kinds of high-horsepower vehicles. I also have a passion for my work. I wake up in the morning and say, ‘We’re going to solve some problems today!’ It’s not work then; it’s what you thrive on.”**

Rhea Law, Life Member, is chair of the Florida offices of Buchanan Ingersoll & Rooney, one of the nation’s largest full-service law firms. While reaping accolades for her decades of work in government, higher education, environmental and land use, she has also been a leading voice in shaping the future of Florida and its most prominent institutions.

She has chaired the Florida Council of 100, the public policy liaison with the governor and legislature, and chairs the Tampa Bay Partnership, a regional public policy organization. She’s held top leadership positions in the Tampa Hillsborough Economic Development Corporation and the board of Enterprise Florida, the state’s economic development organization. She also serves on the national board of advisors for H. Lee Moffitt Cancer Center and Research Institute. She served on the inaugural USF Board of Trustees, including four years as chair and five as vice chair, and currently chairs USF CAMLS.

She has been named a Woman of the Year; Lawyer of the Year; CEO of the Year; Business Woman of the Year; and Volunteer of the Year by various organizations and publications.

Her generous history of philanthropy reflects diverse interests, ranging from USF to the American Heart Association.

Law holds the AV Preeminent Rating, the highest designation for professional excellence bestowed by Martindale-Hubbell. In 2013, she received an honorary doctor of medicine degree from USF’s Morsani College of Medicine.

Law is married to Wayne Williams and is “Mom” to his two children.

## Thomas G. Gates

Sociology and Psychology, '66

### Donald A. Gifford Service Award

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

#### Philosophy of life:

**“I borrowed from Les Muma who says, ‘In the beginning of our lives, we learn. In our middle years, we earn and in our later years, we return.’ That return need not always be financial but can also include service.”**

As a former U.S. Air Force fighter squadron flight commander and Vietnam veteran, Tom Gates has an intimate understanding of the challenges our military troops face in transitioning to civilian life. Since returning to the Tampa area in 2003, he has been turning that empathy into action at USF, now No. 2 in the nation for veterans, according to *Military Times*.

His work chairing the nonprofit Birdies for the Brave Tampa Bay, Inc. assisted in the growth of USF’s Veterans Achievement Center, where student veterans can connect and support one another. He’s currently fundraising for the \$30 million USF Center for Veteran and Military Transition and volunteers as a USF Tillman Scholarship Committee member. He’s also a USF Student Affairs Advisory board member and Military Veterans Council advisor.

Gates attained the rank of captain in the regular Air Force, serving on active duty from 1966 to 1975. He was awarded two Distinguished Flying Crosses, among other commendations. He went on to an equally illustrious 20-year career as an FBI special agent.

His work on behalf of veterans includes chairing Veterans Alternative, Inc., for vets with PTSD and traumatic brain injuries. In 2017, he was inducted into the Florida Veterans’ Hall of Fame.

Gates is owner and president of TG Gates & Associates, LLC, a security consulting company, and Gator Tours, LLC, an international golf travel company. He and his wife, Patricia, '69, have a blended family of four children.

## Samuel P. Bell III

### Class of '56 Award

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

### Why USF?

**"I love everything about the university. ... I love the Herd of Thunder, women's basketball – we don't miss a game. I like Graphicstudio, USF Health and the Morsani College of Medicine, Muma College of Business and our great dean there. I love The Claw. There's one hole I don't like, but generally speaking, I like the Claw."**

Considered "the father" of USF's College of Public Health (now ranked No. 1 in Florida and No. 16 in the nation by *U.S. News & World Report*), Sam Bell was a staunch friend of the university long before he met and married former USF President Betty Castor.

In 1984, then-state Rep. Bell used his considerable sway to deliver Florida's first public health college to USF. He has been an ardent supporter ever since. The first and only chair of the dean's advisory board, he works with students as a senior fellow and endowed a scholarship fund for them.

Bell has been a familiar face throughout USF, serving on the WUSF Advisory board, enthusiastically cheering the USF Women's Basketball team (for which he and Castor endowed a scholarship), volunteering his leadership on USF Advancement initiatives and giving generous financial support throughout.

Beyond USF, he and Castor support a number of charities and nonprofits, including the Children's Home Society of Florida, the Institute for Educational Advancement, and Duke University School of Law.

Bell, who retired as a partner at Pennington, Moore, Wilkinson, Bell & Dunbar PA, represented Volusia County from 1974-88 in the state House and received the *Miami Herald's* Outstanding Member of the House Award. He received an honorary doctorate of public health from USF in 2009. He and Castor's blended family includes six children. ■

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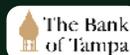
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# Where's Rocky?

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



**a** Aline Mierzejewski, MSN '92, and Ed Mierzejewski, PhD '96, help Rocky limber up for the Running of the Bulls in Pamplona, Spain.

**b** Jumping at the chance to study abroad with student Bull Kyla Hermelyn, right, Rocky joins Kyla's mom, Kimberly Hermelyn, '92, a former student Ambassador, on a trip to Spain. The trio enjoy a boat ride at Parque del Retiro in Madrid.

**c** Future Bulls Luke and Andrew Vargas embrace the maritime wonders of Mystic, Conn., with Rocky and their dad, Robert M. Vargas, '96, Life Member.

**d** Jim Conway, '01, Life Member, left, and his son Jimi Conway, '05, Life Member, take Rocky on a long hike – 90-plus miles along Hadrian's Wall in northern England.

**e** How to blow off steam? Rocky and Megan Jaquiss, '16, Life Member, get a lesson from Old Faithful in Wyoming's Yellowstone National Park.

**f** Getting a view across the centuries, Rocky and Luigi Scalabroni, '95, visit Italy's medieval Gradara Castle, made famous by Dante and his *Divine Comedy* with the love tale of Paolo and Francesca.

# Forever Bulls



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



# Chapters & Societies



Alumni chapters and societies connect Bulls across the country and around the world, giving them ways to support USF and each other. Chapters, which are geographically based, and interest-based societies make an impact in countless ways, including through service; by sharing their USF pride; through networking; and by advocating for their university. And, sometimes, members just get together for the fun of it.

## **a** Service with a smile

**LaSonya Moore**, '03 and MEd '07, Life Member, and her son **MezNari Moore** helped cook and serve breakfast to families staying at Ronald McDonald House in St. Petersburg recently. Pinellas chapter members make a regular practice of community service at local nonprofits.

## **b** Linked in

Black society officers, from left, **LaShante Keys**, '99; Erica Daley, '96, Life Member;

**Lynette Wright-House**, '80; and **Verlon Salley**, Life Member, show students the value of making connections during a fall networking event. Society members are big on supporting student success.

## **c** ¡Que divertido!

**Melizza Etienne**, '08, Life Member, and future Bull **Devin Smith-Lopez** score memorable firsts at the Sept. 1 football game: It was the Latino society's first-ever tailgate, and Devin's first Bulls game! Los toros se mantienen unidos.



d

## d The Horns have it

The Chicago chapter, including **Brian Conroy**, '07, Life Member, center, join alumni from other Florida colleges and universities for a day at Foster Beach on Lake Michigan. Alumni groups help build relationships between USF and other communities – including the community of rival schools.



e

## e Watchin' in Austin

It's all fun and games at Topgolf Austin, where **Austin chapter** members and friends gather to watch their favorite football team.

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

# Chapters & Societies

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

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

### INTEREST-BASED GROUPS

#### Anthropology Alumni

Brian McEwen  
bmcewen@cachillsborough.com

#### Architecture Alumni

David Hunter  
David.Hunter@morganstanley.com

#### Black Alumni

Verlon Salley  
usfblackalumnisociety@gmail.com

#### College of Behavioral and Community Sciences Alumni

Patty Cleveland  
cbcs@usf.edu

#### College of Business Alumni

Beth Herman  
beths38@hotmail.com

#### Engineering Alumni

James Swantek  
swantekjr@gmail.com

#### Entrepreneurship Alumni

Jordan Casal  
jcasal@ardentandbold.com

#### Geology Alumni

Mike Wightman  
mwightman@geoviewinc.com

#### History Alumni

Sydney Jordan  
sydneyjordan@mail.usf.edu

#### Kosove Scholarship Alumni

Justin Geisler  
justingeisler@hotmail.com

#### Latino Alumni Society

Melizza Etienne  
Luz Randolph  
USFLatinoAlumniSociety@gmail.com

#### LGBTQ+ Alumni

Todd St. John-Fulton  
usflgbtqalumni@outlook.com

#### Library and Information Science Society

Megan O'Brien  
usflisalumni@gmail.com

#### Lockheed Martin – Oldsmar

Brent Lewis  
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#### Mass Communications Alumni

Janet Scherberger  
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#### Medicine Alumni

Catherine Warner  
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#### Music Society

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Tanya Bruce  
usfmusicalumni@gmail.com

#### Patel College of Global Sustainability Alumni

Julie Cornwell  
Arnel Garcesa  
pcgsnetwork@gmail.com

#### Pharmacy Alumni

Patti Shirley  
pshirley@health.usf.edu

#### Psychology Alumni

Kim Read  
usfpsychba@gmail.com

#### Public Administration Alumni

Mike Rimoldi  
mike@rimoldiconstruction.com

#### Public Health Alumni

Natalie Preston-Washington  
npreston@health.usf.edu



For the 19th year, Moffitt is once again top-ranked in the Southeast and ranked among the country's best cancer hospitals. As the only NCI-designated Comprehensive Cancer Center based in Florida, we bring together renowned researchers and doctors in translational medicine. Scientific breakthroughs, such as CAR T-cell therapy, focus the best minds on the most promising new treatments. At Moffitt, we visualize the next generation of personalized cancer care, giving patients precisely the treatment they need — and less of what they don't. We give more people hope — and the best outcomes. #BeCourageous



YOUR COURAGE INSPIRES OURS.

**Rugby Alumni Society**

James Callihan  
Sean Masse  
usfbullsrugbyalumni@gmail.com

**USF St. Petersburg**

Heather Willis  
hlwillis@usfsp.edu

**GEOGRAPHICAL GROUPS****Asheville, N.C.**

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**Broward County**

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Alan Steinberg

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**Dallas/Fort Worth, Texas**

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Dustin Eldridge  
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**Denver**

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**Fort Myers/Naples**

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**Tampa (Greater Tampa)**

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# UNIVERSITY BEAT

with Mark Schreiner



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# Class Notes

## 1970s

**PAUL DICKSON**, Philosophy '77 and MA '79, was named Philosophy Professional of the Year by Strathmore's *Who's Who* registry. He is a philosopher-writer.

**LINDA SANBORN**, MEd '79, won the District 1 seat for the Santa Rosa School Board in Santa Rosa County, Fla. She is the co-owner and vice president of Adventures Unlimited in Milton, Fla., and a retired educator.

## 1980s

**ELIZABETH CRONEY**, Criminology '84, was appointed executive vice president of clinical advancement at KVC Health Systems, a nationwide health network. She previously served as president of KVC Behavioral Healthcare Kentucky, Inc.

**LIANA FERNANDEZ FOX**, MEd '80 and PhD '98, Life Member, received the Lifetime Achievement Award from USF Women in Leadership and Philanthropy. She was a mathematics professor at Hillsborough Community College for 33 years and served as president of the League of Women Voters of Hillsborough County.

**CHRISTOPHER HANNING**, Music and Music Education '86, was appointed dean of West Chester University's School of Music in West Chester, Pa. He was previously the school's interim dean.

**MIKE HERRIN**, Electrical Engineering '88, was named president of Emera Maine, Maine's second largest electric utility company. He is also COO of the company. He was previously director of customer experience operations at TECO Energy in Tampa.

**ELIZABETH KENNEDY**, MA Guidance and Counseling Education '80, received the Community Leadership Award from USF Women in Leadership and Philanthropy. She was a

founding board member and president of the Child Abuse Council Inc. in Tampa and founded Ophelia Project-Tampa Bay, now called Frameworks of Tampa Bay. She has been named a Lightning Community Hero, Civitan Citizen of the Year and Bank of America Local Hero, all in Tampa.



**REBECCA LARSON**, Art and Mass Communications '82, received a professional development grant from the Arts Council of Hillsborough County. She was also

recently featured in *Shadow & Light Magazine* and *Mono Chroma* magazine.

**GREGORY MCPHERSON**, MM '82, was invited by the Scandinavian American Foundation to compose a sacred oratorio in celebration of the centennial anniversary of Finland's independence from Russia. He also recently celebrated the release of a new album, *Aural Images: The Millennial Project*, by Warner Brothers Records International.

**PHILIP MORABITO**, MBA '82, was named a Most Admired CEO by the *Houston Business Journal*. He is CEO of Pierpont Communications, a Texas-based public relations and marketing agency.



**JOHN WALSH**, Psychology '83, joined Commercial Asset Partners Realty in New Port Richey, Fla., as a commercial sales associate. He retired last year as vice president of the Pasco

County Economic Development Council.

## 1990s

**MARCY BENTON**, MBA '93, was named vice president of human resources for Publix, headquartered in Lakeland, Fla. She was previously vice president of talent management.

**MICHAEL J. BRADFORD**, Political Science '95, Life Member, was named an associate member of the Maritime Law Association of the United States, a professional organization for lawyers who practice in maritime or admiralty law. He is a shareholder in the Tampa office of Marshall Dennehey Warner Coleman & Goggin.

**AMY BROWN**, Marketing '97, is the new assistant principal at Victory Ridge Academy in Lake Wales, Fla.

**RONALD A. CRISTALDI**, History '93, New College of Florida, was named one of the nation's 100 Most Influential Attorneys by *Business Journals*. He is a partner at Shumaker, Loop & Kendrick, LLP, as well as president/CEO of Shumaker Advisors Florida, LLC.

**JOHN CONNERY JR.**, MAcc '94, has been elected to serve on the executive committee for the Association for Corporate Growth's global board of directors. He is a shareholder at Hill Ward Henderson law firm in Tampa.

**DR. WAYNE FRIEDMAN**, Music '97, has joined Magnolia Women's Center in Bainbridge, Ga., as an OB-GYN physician.

**DR. JACK JENNINGS**, PhD Medical Sciences '99 and MD '02, was named chief of musculoskeletal radiology for Mallinckrodt Institute of Radiology at Washington University School of Medicine in St. Louis, Mo. He is an associate professor of radiology and the director of musculoskeletal and spine intervention procedures at the university.

**DR. ARTI BALAR MASTURZO**, Biology '97 and MD '01, joined Solsys Medical, LLC in Newport News, Va., as its chief medical officer. She previously served as executive vice president of clinical innovation at Healogics in Jacksonville, Fla.



**TINA MCCAIN MATTE**, Journalism-Magazine '90, was named one of the Top 500 Most Influential Business Leaders in Florida by *Florida Trend* magazine. She is the owner of Gravina,

Smith, Matte & Arnold Marketing and Public Relations in Fort Myers, Fla.



**Send  
us your  
class  
notes!**

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

**HOPE PATTEY**, Interdisciplinary Social Sciences '95, was named to a judgeship on the Polk County Court in Florida. She was previously director of the homicide division for the Bartow, Fla.-based state attorney's office.

**ROBERT M. VARGAS**, Marketing '96, Life Member, was promoted to vice president of product implementation and development for Prudential Financial, Inc. He has been with the company since 2000.

## 2000s

**CALEB BATES**, Special Education: Behavior Disorders '01, was named assistant principal at King High School in Tampa.

**JOSEPH COLUMBUS**, Nursing '02, joined the Watson Clinic in Lakeland, Fla. He is board certified as a nurse practitioner and has an aesthetic certification from the Esthetic Skin Institute in Fort Lauderdale, Fla.

**MATT CAINE**, MA Music '07, was named chorus master of the Savannah Philharmonic in Savannah, Ga., for the 2018-19 season. He previously served as director of music ministries for Wesley United Methodist Church at Frederica, Ga., and artistic director for Concordia Vocal Ensemble in St. Petersburg.

**MARGAURITA CUEVA**, Special Education '08, studied emerging models in conservation and education and spiritual connections to nature as part of Miami (Ohio) University's Earth Expeditions global field course in Thailand. She teaches English as a second language at Lakota Ridge Junior School in West Chester, Ohio.



She is an associate professor of accounting at Northern Illinois University.

**ANN DZURANIN**, PhD Business Administration '09, received the American Accounting Association Innovation in Accounting Education Award.



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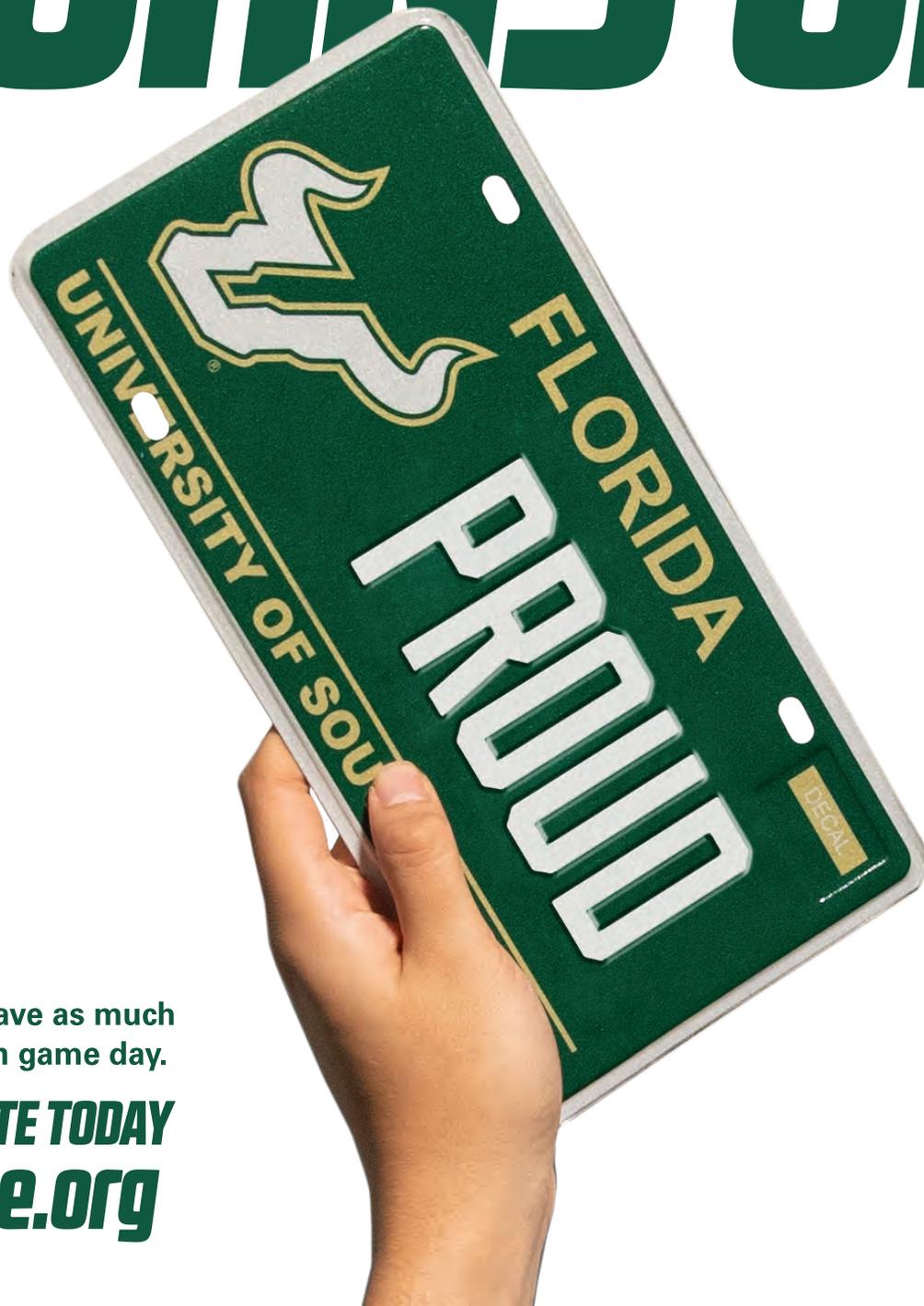
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**MATT FERGESON**, MArch '07, works at Sweet Sparkman Architects in Sarasota, which was named firm of the year by the Florida/Caribbean American Institute of Architects.



**ED GOOLSBY**, Management Information Systems '01, MS and MBA '04, was named provost of Pasco-Hernando State College's East Campus in Dade City,

Fla. He was previously the dean of workforce development.



**THOMAS HEMINGWAY**, Marketing '06, joined Gilbert Design Build, a Bradenton company that remodels kitchens and bathrooms. He is a state-licensed contractor with more than 20 years of

experience as a custom homebuilder.

**MEGAN (CUSHMAN) INGLES**, Communication '04, was inducted into the Greenville High School Hall of Fame in Greenville, Mich. She was a three-time all-state golfer in high school and a member of the USF golf team, finishing in the top 10 in the conference in 2003. She now works for Greenville Public Schools.

**DR. JOSHUA KRAFT**, Psychology '04, Biomedical Sciences '08 and MD '14, joined Mount Nittany Physician Group in State College, Pa., as an OB-GYN physician.



**REBECCA LEWIS**, General Business Administration '02, joined the Education Foundation of Sarasota County and is the new college career adviser at Riverview High School in

Sarasota. She previously worked in admissions and advising at USF Sarasota-Manatee, State College of Florida and New College of Florida.



**AMAR K. NAYEGANDHI**, MS Computer Science '01, was appointed director of the Lidar division of the American Society for Photogrammetry and Remote Sensing. He is vice president and director of remote sensing at Dewberry, a professional services firm based in Fairfax, Va.



**AMANDA PAGE-ZWIERKO**, Mass Communications '09, was named executive director of Heart Gallery of Tampa, an organization that raises awareness about Tampa's foster

children and helps them find families through photography exhibits. She previously served as executive director at Frameworks of Tampa Bay.

**DR. ANDREW PEPPER**, Microbiology '06 and MD '12, joined the Andrews Institute for Orthopaedics & Sports Medicine in Gulf Breeze, Fla., as a physician. He is a hip and knee replacement specialist.



**ALLISON STEVENSON**, Criminology '08, was appointed co-chair of the Florida Association for Women Lawyers Legislative and Lobby Days Committee. She is an associate at the Tampa-based law firm

Hill Ward Henderson.

**NICOLE STOKES**, Psychology '03 and MPH '07, is a *Tampa Bay Business Journal* BusinessWoman of the Year honoree. She is the managing director of Northwestern Mutual's New Tampa office. She is also involved in USF's Women in Leadership and Philanthropy membership committee, troop leader for two Girl Scout troops and a member of Working Women of Tampa Bay.



**GERENE THOMPSON**, MEd Curriculum and Instruction '06 and PhD '17, was named dean of arts and sciences for Pasco-Hernando State

College in Florida. She was previously associate dean of academic affairs at Polk State College in Lakeland, Fla.

**GREGORY WEISENBORN**, PhD Industrial Engineering '02, represented USF at the installation of Tisa A. Mason as president of Fort Hays State University in Hays, Kansas. He is an associate professor of management at Fort Hays State University.

## 2010s

**DAMIAN ARBUCKLE**, MBA and MS Sport and



Entertainment Management '18, joined the International Speedway Corporation in Daytona Beach, Fla., as a marketing analyst. He was previously a database marketing and business development resident.

**SAM BARRINGTON**, Interdisciplinary Social Sciences '12, joined the USF radio crew as an analyst for USF football games. He is a former USF and NFL linebacker.



**HANNAH BOEHMER**, MArch '14, works at Sweet Sparkman Architects in Sarasota, which was named firm of the year by the Florida/Caribbean American Institute of Architects.

**JAMES CHAUDRY**, MBA and MS Sport and Entertainment Management '18, joined Premier Partnerships as a corporate partnerships sales assistant. He previously worked for Minor League Baseball.

**ABIGAIL CRANSTON**, Health Sciences '18, joined Enable Me, a Tampa-based movement therapy firm, as a member of its customer service team. She is a certified EKG technician and home health aide.

# Class Notes

**CAYLA DUNGEY**, Nursing '14, DNP and MS '17, joined Lakeland Urology in St. Joseph, Mich. She recently completed a doctor of nursing practicum at Florida Medical Clinic and James A. Haley Veterans' Hospital in Tampa.

**LANIE FUNARO**, Mass Communications '16, joined the USF Office of Advancement events team as an event planner. She previously worked as an event coordinator for the USF College of Arts and Sciences.

**SARAH HALWANI**, Finance '14, and MS Management '18, joined the Financial Industry Regulatory Authority in Los Angeles. She was previously a compliance examiner with Raymond James Financial.

**ADAM HAMILTON**, Accounting '16, delivered a commencement speech at the University of Oregon, where he recently received a master's degree in accounting. He also won the Outstanding Student Award, voted on by his fellow students, and the Excellence in Accounting Award, voted on by faculty.

**JAMIE HOLLEY**, MBA and MS Sport and Entertainment Management '18, joined Wasserman Media Group as associate manager of brands in Raleigh, N.C. She was previously a sport partnerships graduate assistant at Florida Hospital.

**JUSTIN HOOPER**, Nursing '14 and MS '17, joined Lakeland Regional Health Physician Group, serving in trauma services at the medical center and the Pablo campus, both in Lakeland, Fla. He previously worked at Lakeland Surgical and Diagnostic Center as a registered nurse.

**JULIUS JOHNSON**, MBA and MS Sport and Entertainment Management '18, is a membership services manager for Monumental Sports and Entertainment's the Washington Wizards, an NBA team in Washington, D.C.



**ZACHARY KORMAN**, MBA and MS Sport and Entertainment Management '18, is a sales associate for Fenway Sports Management in Boston. He was previously a marketing strategy and research resident for Minor League Baseball.



**MICHAEL LAMPARELLI**, Biomedical Sciences '10, joined Access Health Care Physicians, LLC, in Hudson, Fla. He recently completed his residency at Manatee Memorial

Hospital in Bradenton.

**ALEX LOWDEN**, MBA and MS Sport and Entertainment Management '18, joined Tailgate Guys as a production manager at Pennsylvania State University.

**JAKUB MIKULIK**, MBA and MS Sport and Entertainment Management '18, joined HC Oceláři Trinec in the Czech Republic as a youth hockey project manager. He was previously an inside sales resident for the Tampa Bay Lightning.

**RYAN MILROY**, MBA and MS Sport and Entertainment Management '18, was promoted to account coordinator at Bespoke Sports and Entertainment Marketing Agency in Charlotte, N.C. He was previously a sponsorship intern.



**JENNIFER NGUYEN**, MPH '12, joined Mercer University's College of Pharmacy in Macon, Ga., as an assistant professor in the department of pharmacy practice. She was previously a postdoctoral fellow at the National Cancer Institute.



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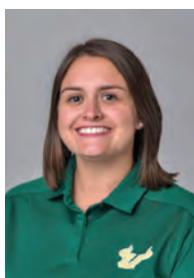
**TIMOTHY NOVAK**, DBA '17, was named dean of the Lake Erie College of Osteopathic Medicine School of Health Services Administration in Bradenton. He also serves on the board of directors of the Bradenton Area Economic Development Corporation.

**ALEXEI NOVITZKY**, MS Mechanical Engineering '10, recently displayed his invention, the Skatecase – a skateboard with built-in storage – at the Trademark Exposition in Washington, D.C. He founded Looshes Labs LLC.

**DANIRIS OCASIO**, Communication '17, joined the USF Annual Giving Team as a staff assistant. She has experience in retail, event planning and promotion sales initiatives.



**AMELIA PHILLIPS**, Public Health '13 and MPH '15, has been promoted to director of well-being for USF Health Morsani College of Medicine. She was previously coordinator of student engagement and wellness for USF Health.



**KATHY RIDYARD**, Management '16 and MBA and MS Sport and Entertainment Management '18, joined USF Athletics as an assistant director of event management. She was previously an operations resident for the Tampa Bay Lightning.

**DR. SCOTT RINEER**, MPH '11, joined the Commonwealth Healthcare Corp. in the Pacific Ocean's Northern Mariana Islands as an emergency medicine physician.

**SAMUEL ROSS**, MBA and MS Sport and Entertainment Management '18, is an account specialist with Tradable Bits fan-based marketing company in Vancouver. He was previously a marketing resident with FOX Sports.

**AMY RUBIN**, MBA and MS Sport and Entertainment Management '18, joined the Tampa Bay Lightning as a partnership activation coordinator.



## Toast of the marina

When it comes to favorite teams, **Patricia Woodard**, '88, and her husband, **Jason**, '90, are completely on board! They're the parents of student Bull **Julianne** and her brother, **Baron**.



**JORDAN RUTNER**, MBA and MS Sport and Entertainment Management '18, is an insights analyst with KORE Software in New York City. He was previously a business and customer analytics resident for the Tampa Bay Rays.

**ELIZABETH WILHELM**, Marketing and Management '10, has joined Intertape Polymer Group in Sarasota as demand manager. She was previously the demand planner at that location.

**MARSHALL WILLIAMS**, MBA and MS Sport and Entertainment Management '18, is an account executive for the Dallas Cowboys NFL team. He was previously a business development resident for Seminole Hard Rock Hotel & Casino Tampa.



**MICHAEL "SHAWN" SHERROUSE**, MPA '16, was promoted to deputy city manager of Lakeland, Fla. He was previously the assistant city manager.



**JOSEPH WINSLOW**, Communication '15, won his first pro title at the PGA Tour China's Yantai Championship. He is a former member of the USF Golf team.

**SHEA STERNER**, Public Health '15 and MBA and MS Sport and Entertainment Management '18, joined the Athletes and Causes Foundation in Tampa as an account manager. She is also a committee member for Paddle for Peace, a fundraising event that benefits The Spring of Tampa domestic violence shelter.

## In Memoriam

LINDA SUSAN ALLEN, Art '78, Aug. 17, 2018  
VERDI ASHMEADE, Criminology '85, Aug. 17, 2018  
CHERYL BARTELS-POORE, Communication '86, Aug. 2, 2018  
DAVID BATELAAN, Engineering '69, July 28, 2018  
ROBERT BOZAK, Marketing '68, July 8, 2018  
PAMELA BROWNING, MA Elementary Education '86, Sept. 2, 2018  
VICTORIA BUTLER, MA Guidance and Counseling Education '81, Aug. 22, 2018  
SUSAN (PEADEN) CANNELLA, Management '91 and MA Elementary Education '95, Aug. 2, 2018  
ARLEN LEE CRUTTENDEN, Management and Sociology '72 and MS '86, July 19, 2018  
MARY ANN (SELLARS) DAVIS, Elementary Education '71 and MEd '98, Aug. 17, 2018  
CAROL (CARAPEZZA) DRAKE, Nursing '92, Sept. 2, 2018  
THOMAS DUCKWORTH, Finance '79, July 10, 2018  
WILLIAM H. EDENFIELD, Distributive and Marketing Education '70, July 12, 2018  
PEGGY FERRO, Special Education '81, Sept. 23, 2018  
TERRY C. FIELD, Political Science '78, July 25, 2018  
JOHN R. GEORGE, Sociology '73, July 1, 2018  
DR. WILLIAM DAVID GILMER, MD '75 and Mathematics '97, Aug. 17, 2018  
JANE A. GRADWELL, MA Special Education: Gifted '79, Life Member, Aug. 23, 2018  
JENNIFER (MCFAIL) HERNANDEZ, Management '85 and MBA '88, Sept. 21, 2018  
BARBARA (MOLINE) HOGAN, EdS '86, Sept. 23, 2018  
MARTHA (SIMKAITIS) HUTCHISON, Elementary Education '63, Sept. 18, 2018  
VELMA E. JAEGER, German '70, July 2, 2018  
ALICE (FAULKNER) JOHNSTON, Elementary Education '70, July 23, 2018  
MARY C. KELLEY, Elementary Education '81 and MA '87, July 25, 2018  
EDWINA KRAEMER, MA Adult Education '97, Aug. 19, 2018  
PHILIP R. KRETSCHMAN, Applied Science '09, July 5, 2018  
MARY MARTIN LANDERS, MMusic '73, Sept. 8, 2018  
YVONNE LIPKE, Special Education '78, July 25, 2018  
MICHAEL P. MAJCHROWSKI, Mechanical Engineering '96, June 23, 2018  
DR. MICHAEL MARSCHALL, MD '82, Sept. 13, 2018  
YVONNE R. MARX, MEd '89, June 18, 2018  
F. RONALD "RON" MCCORD, Mathematics '67, July 12, 2018  
PAUL MEYER, Marketing '85, July 26, 2018  
ROBERT R. MEYER, MS Audiology '73, July 29, 2018  
JAMES IRVING MONTGOMERY JR., History '69, Sept. 8, 2018  
LORI MUIR, Sociology '81, Sept. 1, 2018  
DAVID LEE PARKINSON, Geography '74, June 27, 2018  
FRANKLIN EUGENE "GENE" PEREZ, Marketing '81, July 13, 2018  
WILLIAM "BILL" G. PERRET, Marketing '70, Life Member, July 15, 2018  
ALFRED B. POMIANOWSKI, Industrial Arts-Technology Education '77 and MEd '82, Sept. 9, 2018  
LINDA J. RAULERSON, Elementary Education '86 and MA '98, Sept. 9, 2018  
JAMES "REX" RHOADES, Computer Engineering '00, Aug. 14, 2018  
MITCHELL JAY RICHARDS, USF New College '85, Aug. 25, 2018  
CURBY LEE ROBERTSON, Physics '77 and MA '78, July 11, 2018  
ELLEN J. ROSS, Physical Education '75, Aug. 18, 2018  
JON SANTARELLI, Management Information Systems '95, July 21, 2018  
MIRIAM "MIR" SPISAK, MA Guidance and Counselor Education '87, Aug. 19, 2018  
ERIC T. STAMETS, Physical Education '71 and MA '84, July 16, 2018  
CAROL STEINGOLD, MSW '88, Sept. 8, 2018  
MARGARET KIM STINSON, Elementary Education '75, July 9, 2018  
LESLIE MARTIN TUCKER JR., English '73, July 11, 2018  
CAROLYN (FINGAR) WHITE, Business and Office Education '69 and MEd '81, Aug. 23, 2018  
MARTHA (HELLAMS) WILLIS, Elementary Education '67, Aug. 20, 2018  
ALMONDO A. VALLONE, Criminology '82, Aug. 12, 2018

## Faculty/Staff

JOHN R. BOOTS, USF Health, July 11, 2018  
SARAH E. BOYD, Professor Emeritus, College of Nursing, July 20, 2018  
D. KEITH LUPTON, Lecturer Emeritus, Off-Campus Term Program, July 9, 2018  
JOHN CHARLES MELENDI, Associate VP of the Health Science Center, Sept. 17, 2018  
YVONNE L. RALSTON, Elementary Education and English Education '65 and MA '68, founding Dean and Executive Officer at USF Lakeland, Aug. 1, 2018  
CLEORA "CLEO" S. ROBERTS, Professor Emeritus, School of Social Work, July 5, 2018



## Literary accolades

David Mearns, MS '86, USFSP, world-renowned shipwreck hunter, received the 2018 Mountbatten Maritime Literary Award for his new book, *The Shipwreck Hunter*. One of 38 nominees, it was the unanimous choice of the judging panel. Mearns is a USF Distinguished Alumnus.

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SNAPSHOTS



## Tooting his Bull horns

When you're the father, father-in-law and grandfather of Bulls, you're one proud Bull! **Gordon Jaquiss** floats his USF swag in Europe with his wife, **Amy**. They're the parents of **Matthew**, '98, and **Manley**, '86 and MA '15, Life Member, in-laws of **Jill**, '87, Life Member, and grandparents of **Megan**, '16, Life Member.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

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

	Average no. copies each issue during preceding 12 months	No. copies of single issue published nearest to filing date
A) Total number of copies printed (Net Press Run):	36,875	36,500
B) Requested distribution:		
(1) Outside County Requested Subscriptions stated on PS Form 3541, including written, internet, telemarketing requests, advertiser's proof copies and exchange copies:	24,966	24,723
(2) In-County Requested Subscriptions, stated on PS Form 3541, Include direct written request from recipient, internet, telemarketing requests, advertiser's proof copies and exchange copies:	194	264
(3) Sales through dealers, carriers, street vendors and others paid or requested distribution outside USPS:	0	0
(4) Requested copies sent through other USPS mail classes:	0	0
C) Total requested circulation:	25,160	24,987
D) Non-requested Distribution:		
(1) Outside County Nonrequested Copies, including sample copies, requests over 3 years old, requests induced by a premium, bulk sales and names obtained from other sources:	5,282	4,946
(2) In-County Nonrequested Copies, including sample copies, requests over 3 years old, requests induced by a premium, bulk sales and names obtained from other sources:	39	53
(3) Non-requested copies sent through other USPS mail classes:	0	0
(4) Non-requested copies distributed outside of the Mail:	6,382	6,472
E) Total Non-requested distribution:	11,703	11,471
F) Total distribution:	36,863	36,458
G) Copies not distributed, including spoiled after printing:	24	42
H) Total:	36,875	36,500
I) Percent requested circulation:	68%	68.5%
16. Electronic Copy Circulation	0	0
17. The Statement of Ownership will be printed in the Winter (December) 2018 Issue.		
18. Rita B. Kroeber, Managing Editor		

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