

USF

UNIVERSITY of SOUTH FLORIDA *System*

THE OFFICIAL MAGAZINE of the
USF ALUMNI ASSOCIATION
SPRING 2019

THE ART OF LEADERSHIP

*Reflections on
nineteen years
of service and
achievement*

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Photo: TOM WOOLF | USF News

ABOVE: Judy Genshaft and her husband, Steve Greenbaum, at the 2019 Gasparilla Parade, her last as USF president.



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Cover Photo: ASHLEE HAMON PHOTOGRAPHY

From the President

Photo: TIM TRUMBULE for ACE



From left, Provost Ralph Wilcox, President Judy Genshaft and Paul Dosal, vice president for student affairs and student success, at the ACE Annual Meeting in Philadelphia.

Dear Bulls,

OVER THE PAST 19 YEARS, I've been privileged to be a part of an incredible transformation at USF. What was once a highly regarded regional university has become a global research powerhouse, making discoveries that have lasting impacts on our society. We have become an economic engine for our region and our state. And we are nationally and internationally recognized for our dedication to the success of our students.

It is this impressive progress that recently earned USF the prestigious Award for Institutional Transformation from the American Council on Education – one of the most highly regarded higher education organizations in the nation. This award highlights USF's cultural evolution as a result of its student success movement. USF has been repeatedly recognized for its high-impact practices that provide targeted support to students in the right way, at the right time. As just one example of this effort's success, since 2009 we have increased our six-year graduation rates from 51 percent to 73 percent today.

In this issue of *USF Magazine*, I am honored to reflect back on my time as president in our generous retrospective cover story. This is really the story of USF's meteoric rise as a Preeminent research university and our ability to reach milestones once unheard of for an institution such as ours. Milestones including: Our \$1 billion fundraising campaign, one of just three universities in the country founded since 1956 to achieve such a large campaign; our record-breaking research activity year after year, which now puts USF in the top 25 nationally among public universities; our ever-increasing student profile and our ability to retain and graduate our students at a higher rate than ever before – students of all racial, ethnic and socioeconomic backgrounds.

The relentless energy and optimistic vision that fueled our achievements is alive and well – as evidenced throughout the rest of this issue. You will read about more institutional advancements, stories that highlight our impressive alumni and students, and research breakthroughs in critical areas like sustainability and medicine.

We also feature a number of exciting new programs and initiatives at USF, including:

- The opening of a unique new health center dedicated to providing top care for women – the Pamela Muma Women's Health Center. Pamela Muma very generously donated \$2 million to make this new center a reality, which we believe will become a national model in personalized healthcare.
- Our new Medical Engineering program and state-of-the-art new facility, made possible by investments from our designation as a Preeminent State Research University. USF is one of just a few universities with a medical engineering department, and one of only four in Florida to offer a bachelor's degree in biomedical engineering. This program enables important interdisciplinary collaboration that will fuel advancements in biomedicine, regenerative medicine, tissue engineering and medical devices.
- The USF College of Nursing is joining with USF St. Petersburg to provide an Accelerated Second-Degree nursing program on the St. Petersburg campus, which will help to address the significant need for nurses in the region. This is a fantastic example of the kind of collaboration across the USF System that can expand education and research opportunities for our students and our faculty. A similar arrangement is planned in the near future for USF Sarasota-Manatee.
- The dedication of our new National Pan-Hellenic Commemorative Plaza, which makes USF the first non-historically black college or university in Florida to develop such a space. The plaza celebrates and honors the achievements of the NPHC members and their contributions to educational institutions and communities.

And so much more.

Again, I want to thank you for your unwavering dedication to USF. It has been a remarkable transformation, indeed. Your friendship and support over the last 19 years have been invaluable and deeply appreciated. USF is entering a new and exciting era.

GO BULLS!

JUDY GENSHAFT, USF SYSTEM PRESIDENT

Consolidation plans advance

SEVERAL SIGNIFICANT MILESTONES have been reached in the process to consolidate USF's three separately accredited institutions in Tampa, St. Petersburg and Sarasota-Manatee into one unified university, as required by Florida law.

An 86-member Consolidation Implementation Committee (CIC) of faculty, staff and administrators from all three campuses recently completed a final report with a detailed list of considerations that will allow USF to maintain accreditation and strengthen its status as a Preeminent Research University in Florida. Meeting frequently over a four-month period, the committee focused on six key areas: business and finance; external affairs; faculty affairs; general education and curriculum; research; and student success. The CIC's work was presented to the USF Board of Trustees in January and will help shape decisions by USF leadership and trustees as the consolidation process moves forward.

Meanwhile, the 13-member external consolidation task force, primarily made up of community leaders from across the Tampa Bay region, submitted its final report in February. Beginning in April 2018, the task force held approximately 40 public meetings, heard from dozens of subject matter experts and received more than 100 public comments. The task force provided trustees with a set of recommendations on several important areas, including student access, student success, academic programs, campus identity and shared governance.

The next phase of consolidation will now begin, as the USF Board of Trustees (BOT), President Judy Genshaft and other leaders from across all three USF campuses work together over the next year to develop a final plan in order to operate as a consolidated USF by July 1, 2020.

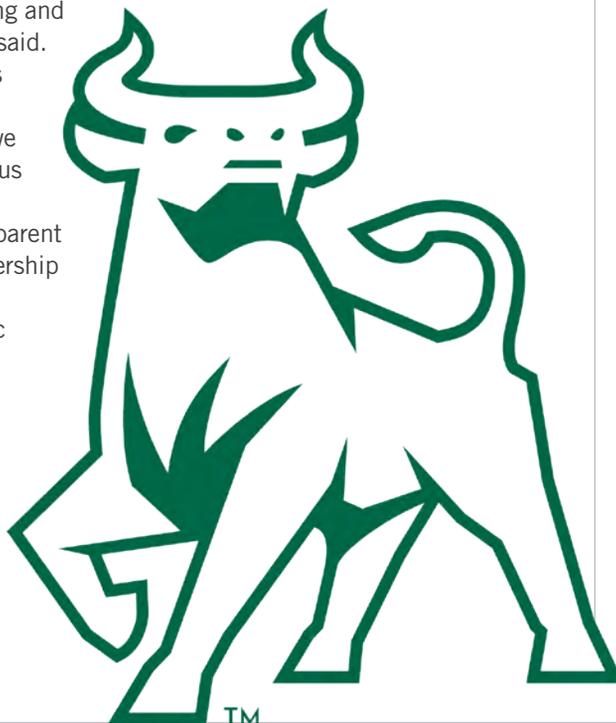
Prior to July 2020, USF must submit a substantive change prospectus to the Southern Association for Colleges and Schools Commission on Colleges (SACSCOC) for a unified accreditation. The prospectus must outline USF's academic and governance structures, however the designation of its campuses will be determined by SACSCOC after reviewing the proposed structures. There has been strong support from USF's communities in St. Petersburg and Sarasota-Manatee for SACSCOC to designate those campuses as "branch campuses." Genshaft explained during a BOT committee meeting on Feb. 12 that USFSP and USFSM should be known as branch campuses, with USF leadership defining the specific authorities and delegations of power.

"We view ourselves as a multi-campus research university, delivering world-class education, co-existing and co-creating our vision of the future," Genshaft said. "Seeing how well our staff, faculty and campus leadership have already worked together on so many very complex issues, I'm confident that we will be able to unite in a way that makes all of us better."

Continuing to utilize an inclusive and transparent process, the decisions made by university leadership will provide ways to expand student opportunities and access to programs, promote economic development for each community USF serves, enhance research capacity and enable USF to maintain Preeminence and move closer on the path toward membership in the Association of American Universities (AAU).

"We have a clear vision of where we want to go, and we are moving thoughtfully to get there," Genshaft said.

— ADAM FREEMAN | USF News



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**University of
South Florida**

First Look





International ad campaign takes shape

'As a Preeminent Research University, the future is what we make it.'

USF STUDENTS AND RESEARCHERS ARE the stars of a newly launched international advertising campaign designed to show the world how USF is shaping the future. Department of chemical and biomedical engineering professor Babu Joseph, and associate professor John Kuhn, are featured for their innovative work developing liquid fuel from the gas emitted by trash (read more about their research on page 12). It's just one of the authentic stories helping elevate USF around the world.

The campaign, *A Future Without Limits*, was developed by Tampa-based ad agency Spark in collaboration with University Communications & Marketing. The photography and videography elements were shot on campus over three days at the WUSF studios and were used in various still and video components. The campaign can be seen on multiple media platforms, including online and in print, and on the inside back cover of this issue. The campaign is part of USF's institutional branding initiative launched last year.

— AARON HILF | USF News



Sparkle Makes a Splash

A SELL-OUT CROWD OF 650-PLUS USF ALUMNI and friends turned The Florida Aquarium green and gold for the first Green & Gold Gala, a high-spirited evening that included two floors of live music, food, beverages and enthusiastic bidding on must-have auction items.

A tuxedoed penguin and whistling duck dropped in on the festivities as guests toasted their favorite school with glowing green and gold signature drinks created expressly for the event.

The USF Alumni Association's Feb. 23 fundraiser was the next-level reimagining of its former signature annual fundraiser, Brahman Bash, which began as Bulls Around the World in 2011. The inaugural gala coincided with the Alumni Association's yearlong 50th anniversary celebration.

"The gala was a tremendous demonstration of the commitment our alumni and community friends have to USF. We had an astounding 27 sponsors and countless individuals and companies who donated their time and auction items, including a VIP Tampa Bay Lightning package; fine, one-of-a-kind Bulls jewelry; and tickets to sold-out Hamilton performances," says Karla Mastracchio, '03, Life Member, Association board member and co-chair of the event.

"It was particularly special given that this year marks 50 years since the Alumni Association incorporated," adds co-chair and fellow board member Fadwa Hilili, '13 and MAcc '15, Life Member. "It felt like we were paying tribute to the tens of thousands of Bulls whose work over the years helped create today's Preeminent University."

Proceeds from the gala will support the nonprofit Association's programs, activities and communications, which provide numerous ways for alumni to contribute to USF's continued success.

— PENNY CARNATHAN, '82, Life Member | USFAA

First Look



PHOTO: Shawn Zamani, '18, grabs a selfie with his sister Shari Zamani, '18, against an irresistible backdrop during the Green & Gold Gala at The Florida Aquarium. The evening included music by the popular Black Honkeys, surprise wild animal encounters, and silent and live auctions.

University

Photo: COLTON MORGAN | Administrative Services



ADVOCACY

Bulls share their pride during Day at the Capitol

NEARLY 200 STUDENTS, alumni and administrators traveled to Tallahassee to advocate for the USF System and see firsthand how government works during USF Day at the Capitol 2019. They met with 25 elected officials, including USF alumni legislators Rep. James Buchanan, MBA '09, Rep. Jackie Toledo, '00, and Rep. Jennifer Webb, MA '15. Students also had the opportunity to tour the House and Senate chambers, the Supreme Court and the Florida Archives.

Student veterans, USF Health students and other student leaders highlighted the diversity, engagement and academic prestige of the USF student body.

Prisca Alilio, a second-year medical student, shared how impactful the day was for USF Health students, saying they “can be advocates alongside legislators for things we are passionate about, like the construction of the new Morsani College of Medicine Building.”

The group got to participate in an interactive lunch with panelists Merritt Martin, '04 and MPA '06, Life Member, director of public affairs at Moffitt Cancer Center and chair of the USF Alumni Association board; Derick Tabertshofer, '14, Life Member, legislative aide to state Rep. Heather

Fitzenhagen; Lawrence Mower, a reporter with the *Tampa Bay Times* and *Miami Herald* who works out of the Tallahassee bureau; and Steve Murray, communications and external affairs director for the Florida Department of Veterans' Affairs. Jim Magill, '86, Life Member, lobbyist with Buchanan, Ingersoll & Rooney and former USF Alumni Association board chair, served as moderator.

The panelists discussed their professional experiences, the importance of being engaged in their community, and gave students advice on pursuing a career in government affairs. To celebrate the momentous day, President Judy Genshaft received a white coat from USF Health student leaders and an honorary degree from student government.

This year marks the first Day at the Capitol since USF was named a Preeminent State Research University and the final one before Genshaft retires this summer.

“It’s honestly one of the greatest opportunities any student at USF can participate in,” student body president Moneer Kheireddine said. “I’ve participated every year for the past four years, and each year just gets better and better. The number of legislators you get to personally meet, the spaces you get to see and the passion you see from your fellow students as they advocate on behalf of the university that they love and cherish, there just isn’t anything else like it at USF.”

— LAUREN HARTMANN, MS '15 | Government Relations

Education for Innovation in Health IT

USF Health's Morsani College of Medicine is the only medical school within a public research university to offer health informatics and healthcare analytics programs 100% online.



Our Programs:

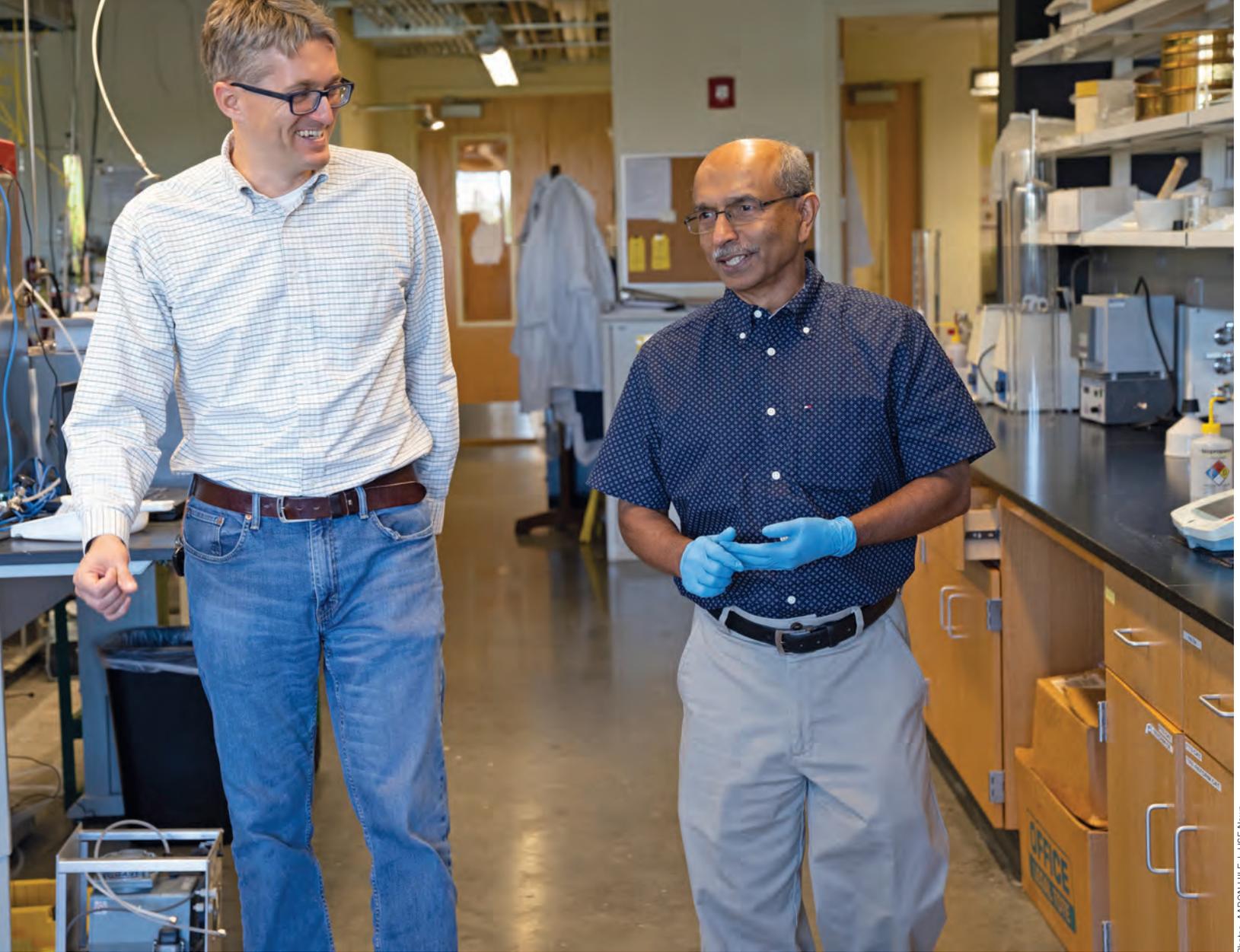
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Why USF Health?

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*Students must meet all exam eligibility requirements outlined.



Photos: AARON HILF | USF News

ABOVE: USF department of chemical and biomedical engineering associate professor John Kuhn (left) and professor Babu Joseph in their lab at USF Research Park. The pair are pioneering an innovative process to transform landfill gas into liquid fuel.

ENGINEERING SOLUTIONS

Turning trash into fuel

USF SCIENTISTS ARE TAKING THE LAB to the landfill, refining a groundbreaking process that uses trash to make liquid fuel.

Across the United States, more than 3,000 active landfills are producing a potentially valuable, but often unutilized resource – biogas. A byproduct of the decomposition of biomass (e.g. food waste, lawn clippings, agricultural waste), biogas is generally made up of methane and carbon dioxide. Once collected, researchers are able to chemically convert the gas into a sustainable form of diesel fuel, which can then be used anywhere traditional fossil fuels are used.

While the idea of utilizing garbage as a power source is nothing new – think Doc Brown’s DeLorean in *Back to the Future* – efficiently creating liquid fuel from common wastes would represent a big step forward.

“There are many ways to take biomass and convert that to energy forms,” Professor Babu Joseph, in the department of chemical and biomedical engineering, says. “The most popular form right now is to burn the waste and produce heat. Then use the heat to produce electricity. But what we’re trying to do is to make liquid fuels out of this biomass that can be used

anywhere for anything.”

Joseph, along with Associate Professor John Kuhn, the project’s principal investigator, are leading this research effort at USF. The pair were recently awarded a \$1.8 million grant by the U.S. Department of Energy (DOE) to further their past work in the field. The grant is part of a DOE research and development initiative aimed at improving bioenergy technologies. Its overall goal is to reduce the cost of bio-based fuels, making them a more economically viable alternative for consumers.

USF’s biogas conversion research is one of the projects showing promise in reaching this goal while also utilizing an available resource. According to the DOE, roughly 1 billion tons of biomass are produced annually, providing a renewable supply they say could replace roughly 30 percent of the petroleum consumption in the U.S.

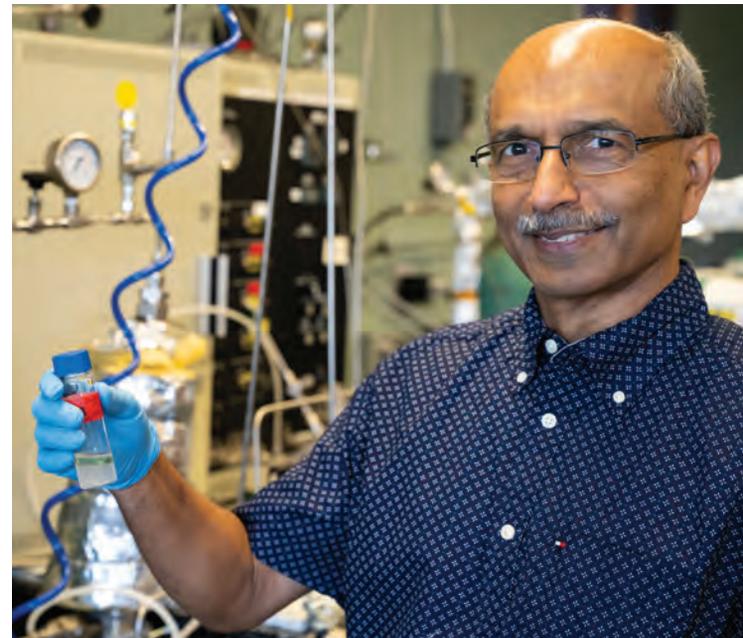
The catalysts, developed by the USF team to spur the conversion, are designed using transition metals and metal oxides.

For Joseph and Kuhn, the trick is developing a more efficient conversion process. Currently, researchers use a specially designed catalyst to reform the methane/CO₂ gas into carbon monoxide. Then, they’re able to use a separate catalyst to convert the carbon monoxide into diesel fuel.



LEFT, TOP: Researchers use these tiny chemical catalysts to spur the conversion of landfill gas to liquid fuel. Scientists are able to accomplish conversion through a two-stage process. USF researchers hope to combine the two steps into a single process, making the entire method more efficient.

LEFT, BOTTOM: Graduate students Sreya Seby (left) and Umadevi Gopalakrishnan work at a bench scale process setup designed to convert methane/CO2 gas into liquid fuel.



ABOVE: Professor Babu Joseph holds a sample of the diesel fuel created in their lab. Using specially designed catalysts, scientists have developed an economically viable method to convert biogas into fuel.

“Presently, both steps require individual catalysts,” Kuhn says. “But, thanks to support from this grant, we’re trying to combine the two to accomplish both steps through a single process, making the entire method more efficient and feasible to be scaled up.”

Researchers say the benefits of this work are two-fold. Not only are they able to produce sustainable fuel, but harmful greenhouse gases from landfills and other anaerobic digestors are kept out of the atmosphere and used to create an alternative fuel source for people across the country.

— AARON HILF | USF News



There are many ways to take biomass and convert that to energy forms. ... What we are trying to do is to make liquid fuels out of this biomass that can be used anywhere for anything.”

— Babu Joseph

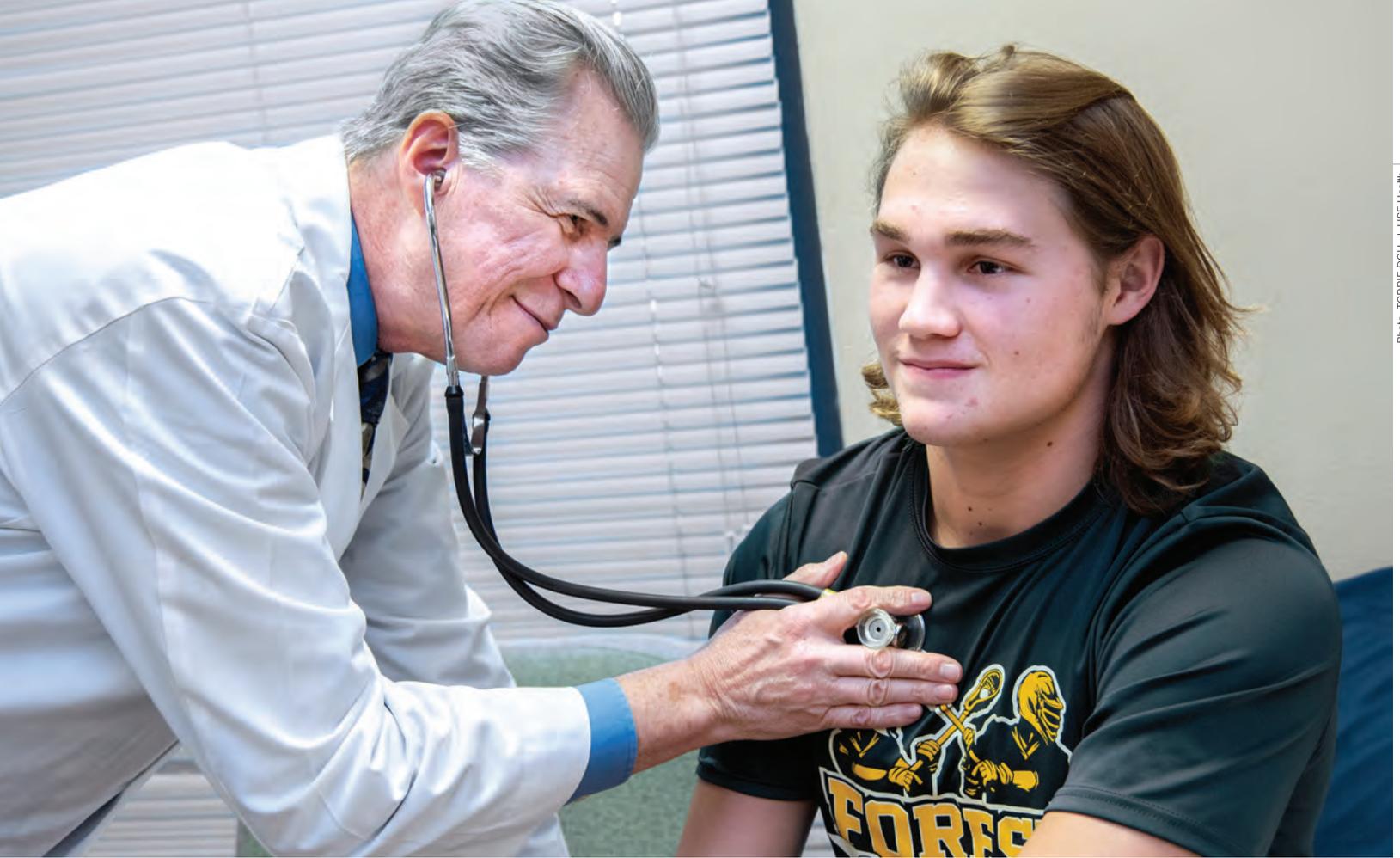


Photo: TORRE DOLL | USF Health

USF HEALTH RESEARCH

Peanut allergy breakthrough

WITH THE *New England Journal of Medicine's* recent publication of positive Phase 3 clinical trial results, a breakthrough oral immunotherapy for peanut-allergic children and adolescents is one step closer to becoming the first FDA-approved treatment for this potentially life-threatening food allergy.

The USF Health Morsani College of Medicine contributed to the long-anticipated PALISADE study – the largest randomized clinical trial to date for severely peanut-allergic patients looking for a preventive treatment to protect against accidental, possibly dangerous, exposures to peanuts.

USF Health was one of only two Florida sites that tested the safety and effectiveness of the investigational peanut allergy drug known as AR101. The biopharmaceutical company Aimmune Therapeutics developed AR101 – tiny, precisely measured amounts of powdered peanut protein held in pull-apart capsules until mixed in food – and makes the drug at its manufacturing plant in Clearwater.

If approved by the FDA, the therapy could be available for use in children ages 4 to 17 by late 2019.

For the PALISADE study, researchers at 66 sites across the United States, Canada and Europe evaluated whether gradual, controlled exposure peanut proteins triggers allergic reactions could desensitize highly allergic children and adolescents, building up tolerance over six months and then continuing daily exposure thereafter.

According to Dr. Thomas Casale, a USF Health allergist/immunologist, “AR101 significantly improved peanut

tolerance and was largely safe.” Casale, who was the lead investigator of the PALISADE study in Tampa Bay, was a co-author of the journal paper and serves on Aimmune’s scientific advisory board. He is a professor of medicine in the division of allergy and immunology, USF Health Morsani College of Medicine.

There were some side effects – a few severe, but most mild to moderate, with gastrointestinal symptoms among the most common.

“With appropriate administration, the AR101 immunotherapy can protect against accidental peanut exposures leading to costly emergency room visits and occasional fatalities,” Casale says. “You still can’t chow down on a bag of peanuts at a baseball game, but it’s the accidental exposures that cause most problems. A treatment option that curtails risk and reduces allergic reactions could alleviate anxiety for these young patients and their parents.”

Currently, strictly avoiding peanuts is the only way to prevent a severe allergic reaction, and refills of costly auto-injectable epinephrine must be kept nearby and given within minutes to counteract hives, swelling of the tongue and throat, difficulty breathing, abdominal cramps and other unpredictable, harmful effects. Despite parents’ best efforts, children may be accidentally exposed to peanuts when they swap snacks, consume

ABOVE: Dr. Thomas Casale, a co-author of the *New England Journal of Medicine* paper, is a professor of medicine in the division of allergy and immunology, USF Health Morsani College of Medicine. He’s examining 16-year-old Carter Grodi, one of the first participants in USF’s arm of the PALISADE study.



an unsuspected ingredient in food, use a utensil with microscopic bits of peanut butter, or even inhale peanut particles from shells discarded in an enclosed baseball stadium.

Carolee Grodi is an Ocala pharmacist whose 16-year-old son Carter was one of the first participants in USF's arm of the study.

Carter experienced an adverse allergic reaction, including hives, coughing and gasping for air, after eating a small peanut butter cracker as a toddler. His mother has been vigilant about screening any type of peanut or peanut product out of his diet ever since. She has been so vigilant that Carter had virtually no other allergic reactions as he grew, and she worried that as an increasingly social teen faced with peer pressure, her son might not think about the risks.

"Accidental ingestion of peanuts was a constant worry whenever we went out to eat, or he attended a birthday party," Grodi said. "Although this treatment is not a cure, it definitely helps guard against accidental exposure and offers our family some peace of mind."

Even though Carter experienced sweating and mild nausea in reaction to his initial PALISADE peanut challenge, he was eager to participate in helping test the new therapy. The challenges are carefully monitored with auto-injectable epinephrine always nearby.

"I wanted to see if I could build immunity so I wouldn't have to worry so much about getting sick if someone with peanut butter on their hands bumps into me, or always have to be so cautious with every food label reading, 'May contain peanuts,'" he said. "From my perspective, it's been an extra layer of protection."

In early November Carter was on a 300 mg. daily maintenance dose of AR101 – equivalent to one peanut – which he mixed with applesauce. He is now part of an Aimmune extended safety study.

At the start of the one-year PALISADE study, all 496 highly allergic participants, ages 4 to 17, tolerated a challenge test of no more than 30 mg. of peanut protein (equal to one-tenth of a peanut kernel) before experiencing symptoms. At the exit challenge, more than 67 percent of patients receiving active treatment (AR101) tolerated at least a single dose, 600 mg., of peanut protein – equal to two peanuts – compared to 4 percent of those receiving placebo. Half of the active treatment participants could eat a 1,000 mg dose – equal to three to four peanuts – in the exit food challenge.

USF Health continues to participate in studies to learn more about dosing of AR101 and long-term safety and effectiveness of peanut allergy immunotherapy, which may need to be maintained for years.

– ANNE DELOTTO BAIER '78 | USF Health



Photo: JESSICA SAMANIEGO | College of Nursing

HIGH-DEMAND TRAINING

Pact paves the way for nursing program at USF St. Petersburg

A NEW AGREEMENT BETWEEN the city of St. Petersburg and USF St. Petersburg will provide space for research and a highly sought-after nursing program on campus starting in fall 2019.

The St. Petersburg City Council voted unanimously to allow USF St. Petersburg to lease the Port Terminal Building at 250 8th Avenue SE, next to the USF College of Marine Science. The 10,713-square-foot building will be used for classroom, office and laboratory space.

"Nurses continue to be in high demand in our region and we're pleased to help fill that workforce need while providing our students with exciting career options," USFSP regional chancellor Martin Tadlock says. "This is also a terrific example of the ongoing partnership between our university and the city of St. Petersburg, where we work together to improve lives and create opportunity."

The move is an example of how the ongoing USF System consolidation process will provide expanded access to programs for students and will help meet the needs of each community the university serves in the Tampa Bay region. The USF College of Nursing is joining with USF St. Petersburg to provide an accelerated second-degree nursing program on the USFSP campus, allowing students with a bachelor's in another field to complete a nursing degree in less time. A similar arrangement is planned for USF Sarasota-Manatee.

All coursework will be taught by USF Nursing faculty. Lecture courses will be held at the Port Terminal Building, with clinical experiences in other locations throughout Pinellas County. Some travel to the USF Tampa campus will be

required for students to participate in high-fidelity simulation and interprofessional learning, as well as utilizing some USF Health services.

Employment of registered nurses is projected to grow 15 percent from 2016 to 2026, much faster than the average for all occupations, according to the Bureau of Labor Statistics. At the same time, the Florida Center for Nursing also predicts a nursing shortage in Florida of over 50,000 by 2025.

"This is a wonderful opportunity to fill the high employment demand for nurses in the Tampa Bay region and throughout Florida," says Victoria L. Rich, dean of the USF Health College of Nursing and senior associate vice president of USF Health. "The program enables students who already have their first bachelor's degree to apply their knowledge to the academic and clinical rigor of the baccalaureate nursing degree."

The Port Terminal Building's location makes it an ideal fit for the nursing program, according to Magali Michael, dean of the College of Arts and Sciences at USFSP. Its proximity to the university will give nursing students an on-campus experience, she adds.

"The nursing students can walk over and instantly be a part of our campus community," Michael says. "They can participate in student activities and have a true campus experience."

The opportunity to interact with nursing students on campus will also create more excitement among undergraduates about the new nursing program, Michael says.

"They will serve as a great example of the opportunities available to students with an undergraduate degree in biology or health science," she says.

The agreement with the city of St. Petersburg allows USF to lease the Port Terminal Building for two years at a cost of \$44,820 per year. The building previously housed the Marine Exploration Center.

– CARRIE O'BRIEN | USF St. Petersburg

ENGINEERING + HEALTH

Preeminence helps create new medical engineering program

LED BY FUNDING EARNED through the state of Florida's preeminence program, the department of medical engineering is adding nationally prominent researchers, opening a new facility and training more students in high-demand fields.

The department – a collaboration between the USF College of Engineering and USF Health Morsani College of Medicine – has opened new lab space to allow students to gain more hands-on experience and benefit researchers. The facility provides opportunities for students to conduct experiments in several areas, including biomedicine, regenerative medicine and tissue engineering. Students and faculty are also able to work with electronic equipment to design and build medical devices.

"The new medical engineering facility houses a unique, interdisciplinary program and is a shining example of the things that happen when we combine our strengths and work together," USF System President Judy Genshaft says. "This new department is already making an impressive impact, and it shows what we can achieve through preeminence."

The Florida Board of Governors designated USF as the state's third Preeminent State Research University in 2018, allocating more than \$6 million in new funding this year from the Florida Legislature. This funding is invested in priorities such as enhancing research in strategic areas, student success initiatives and attracting nationally regarded faculty.

Professor Huabei Jiang was recruited from the University of Florida, where he served as the

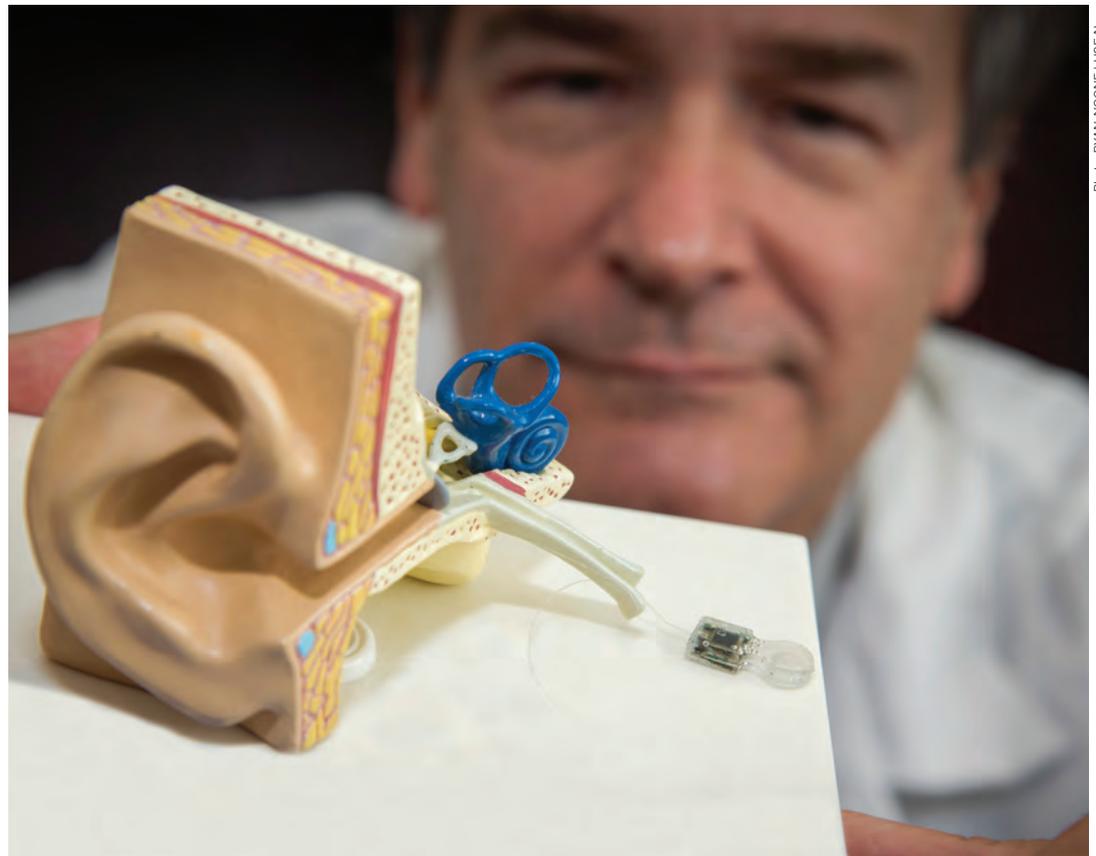


Photo: RYAN NOONE | USF News

endowed professor of biomedical engineering. Professor George Spirou comes to USF from West Virginia University, where he was director and endowed professor of neuroscience. The two professors bring with them a combined \$5 million in grants from the National Institutes of Health, adding to the portfolio that helps USF rank as one of the nation's top 25 public research universities, according to the National Science Foundation.

"Preeminence funding was critically essential," Robert Frisina, the chair of the department, says. "We wouldn't have a new department. We wouldn't have an undergraduate biomedical engineering major without preeminence funding."

USF is one of only a few universities with a medical engineering department, and just one of four in Florida to offer a bachelor's degree in biomedical engineering. Currently, 105 undergraduate students are enrolled, 45 are pursuing their master's degree and 20 are

working toward a doctorate.

"Biomedical engineering is the fastest growing area of engineering and one of the top job fields in the United States if you look out over the next 10 years. We were able to fill a critical gap in Florida's State University System for training biomedical engineers," Frisina said.

There are many career options for graduates, such as in drug development and medical device technology. Current demand is especially high due to our aging population and changes needed within the health-care system.

The launch of USF's department of medical engineering comes at an important time as the USF Health Morsani College of Medicine and Heart Institute is slated to open in downtown Tampa in late 2019. The project will allow for better synergy between biomedical engineers and their colleagues at USF Health and Tampa General Hospital.

— ADAM FREEMAN | USF News

ABOVE: Department chair Robert Frisina and colleagues are developing a micro-pump that delivers drugs into the ear.

PATIENT-CENTERED PRACTICE

Pamela Muma Women's Health Center opens

WOMEN IN THE TAMPA BAY REGION who seek a more personalized, navigated style of health care now have a new option, as USF Health opened the Pamela Muma Women's Health Center in February.

Located at the USF Health South Tampa Center for Advanced Healthcare, across from Tampa General Hospital, the 5,600-square-foot facility provides a relaxing environment for high-quality primary and preventive care exclusively for women. The patient-centered practice, with a low doctor-to-patient ratio, offers priority access for urgent, acute and chronic health-care needs, and tailors to the needs of each individual.

The center features six spacious exam suites, as well as spaces for a doctor to review lab results and other medical information one-on-one with the patient. Members gain regular and after-hours access to a health-care navigator and a physician, who will be able to arrange diagnostic testing and same-day lab testing results when possible and can expedite filling prescriptions and coordinating follow-up care with specialists.

The facility became possible through a \$2 million gift from philanthropist Pamela Muma, who envisioned a better solution for women after experiencing her own personal challenges navigating the health-care system.

"This will be a godsend to women. It's been a dream of mine, a passion, to build a center of excellence that will treat the primary health-care needs of women of all ages in a relaxing and comforting setting," Muma says. "This center will provide annual physicals and other services in one facility, where our goal is to provide same-day results for diagnostics and imaging."



Photos: SANDRA C. FOA; RYAN NOONE | USF News



Pam and Les Muma are USF's largest benefactors, helping to advance the university's mission through generous gifts of more than \$56 million to benefit numerous programs in academics, athletics and health.

"This new women's center complements the broad range of care offered by USF Health, providing even more options to access the benefits of our preeminent academic medical center," USF System President Judy Genshaft says. "We are grateful for Pam Muma's transformative gift and pioneering vision that made the center possible. It will make an impact on the lives of thousands of women throughout the Tampa Bay region."

USF Health is Tampa Bay's only academic medical center and serves as the region's leader in advanced multispecialty care. The Muma center is the newest in a range of USF clinical programs improving the health and well-being of women – including a program attuned to physiological gender differences affecting the diagnosis, treatment and prevention of heart disease in women, and a maternal-fetal medicine team equipped to provide the best possible outcomes for high-risk pregnancies.

"Pam not only envisioned creating a center of excellence for personalized and navigated women's health care in the Tampa Bay region, she persevered in working with USF Health to make it a reality," Dr. Charles J. Lockwood, senior vice president for USF Health and dean of the Morsani College of Medicine, says. "I am confident this innovative center will prove to be a model worthy of national emulation. We are extremely grateful to both Pam and Les for their significant investment to advance women's health and for their steadfast support of USF Health and the Morsani College of Medicine."

The center expects to serve a full capacity of 600 to 700 patients, about a third of a typical primary care office. To learn more, visit the center's website (<https://health.usf.edu/care/pamela-muma-center>) or email pammumacenter@health.usf.edu.

— ADAM FREEMAN | USF News

ABOVE: (From left) Dr. Charles Lockwood, President Judy Genshaft, and Pamela and Les Muma get ready to cut the ribbon for the new women's health center.

LEFT: Dr. Denise Edwards, MD '01, is the lead physician at the health center.

COMPETITIVE FACULTY

Faculty again No. 1 in U.S. for Fulbright Scholars

USF IS THE NO. 1 producer of Fulbright Scholars in the United States for 2018-2019. With 12 faculty members earning the highly competitive awards, USF finished ahead of other major research institutions including Florida State University, University of Arizona, Michigan State University, Ohio State University, UCLA and Notre Dame.

The *Chronicle of Higher Education* first announced the top producers, highlighting USF as the only university in America to have 10 or more scholars this academic year. This is USF's second time leading the nation, having finished No. 1 in 2016-17.

"This is a magnificent accomplishment," Roger Brindley, USF System vice president for USF World, says. "As the top producer for the remarkably competitive Fulbright Awards, USF has repeatedly demonstrated that it is one of the most globally engaged universities in the United States. Thanks to the dedication of our faculty, USF's global footprint is consistently expanding, fostering the growth of our students as global citizens."

Recipients of the prestigious Fulbright Awards earn the opportunity to teach and conduct research abroad with the goal of cultivating mutual understanding between the United States and other countries. Upon returning, faculty integrate their experiences into USF classrooms through their curricula.

USF's 12 Fulbright Scholars traveled to 11 different countries,



and represent a wide range of research backgrounds, such as big data, mental health, nursing and family law reform. Of the scholars, four are from the USF Muma College of Business, including dean Moez Limayem, who received an Administrative Fulbright Scholarship to study the higher education system in Japan.

"I can say from my own personal experience that the opportunity to travel and conduct impactful, insightful research with partners around the world not only adds an enhanced understanding of cultural collaboration, but also provides a rich and nuanced texture to our own careers and lives," Limayem says. "In the long run, building these global relationships with other institutions benefits our faculty, students and the Tampa Bay region at large."

Launched in 1946, the Fulbright Program has provided over 390,000 participants — chosen for their academic merit and leadership potential — with the opportunity to exchange ideas and contribute to finding solutions to shared international concerns. More than 800 U.S. college and university faculty and administrators, professionals, artists, journalists, scientists, lawyers and independent scholars are awarded Fulbright grants to teach and/or conduct research annually.

The Fulbright U.S. Scholar Program operates in over 125 countries. It's a program of the U.S. Department of State, funded by an annual appropriation from Congress to the Bureau of Educational and Cultural Affairs, and supported in its implementation by the Institute of International Education.

— RYANN GAVIN | USF World



Cami Wilson, Freeman ASIA recipient in China

STUDY ABROAD

Education Abroad Inclusion Initiative earns recognition

USF HAS EARNED A NATIONAL AWARD for its efforts to increase the number of minority and multi-racial students who participate in study-abroad programs.

USF was selected from 1,300 eligible colleges and universities around the country as the recipient of the 2019 Institute of International Education (IIE) Andrew Heiskell Award for Innovation in International Education in the category of access and equity. The award recognizes innovative programs and services that make study abroad and international programming accessible and equitable for a broader student population, with a special emphasis on specific efforts that led to a strong increase in study-abroad participation.

Since launching the USF Education Abroad Inclusion Initiative in 2014, the program has generated a 34 percent increase in study-abroad participation by Hispanic students, a 49 percent increase in participation by multi-racial students and a 55 percent increase in black student participation.

USF provost and executive vice president Ralph Wilcox

noted that the racial, ethnic and socioeconomic distribution of study-abroad students mirrors the overall student population.

"We are extremely proud of our track record in supporting diversity among our study abroad student population, of the access we are able to provide to our students, and of our innovative approach to embedding curriculum offerings that have opened study abroad opportunities to a new population of students along their pathway to academic and career success," he says.

The USF Education Abroad Inclusion Initiative is a system-wide endeavor to increase participation in credit-bearing international experiences by students who are traditionally under-represented in study-abroad programs, including minority, Pell Grant-eligible and transfer students.

On March 5 of this year, USF was also recognized by IIE for greatest growth in racial and ethnic minority students receiving the Benjamin A. Gilman International Scholarship, a study abroad award funded by IIE for students with limited financial means. USF's total number of Gilman Scholars increased significantly from 16 in 2016-17 to 37 last year. Of the 37 recent recipients, 29 (or 78%) were racial or ethnic minority students.

In 2017, USF won the Diversity Abroad's Excellence in Diversity & Inclusion in International Education (EDIIE) Award.

— ALTHEA PAUL | USF News

STUDENT SUCCESS

Recent graduate named Gates Cambridge Scholar

RECENT USF GRADUATE SHAWN ZAMANI is one of a select few from around the country named a Gates Cambridge Scholar for 2019, earning a scholarship for post-graduate studies at the University of Cambridge. Zamani is one of only 34 U.S. students to earn the honor this year and only the second USF student ever to win a Gates Cambridge award, one of the most prestigious international scholarships in the world.

“I am thrilled to study at Cambridge alongside fellow Gates Cambridge Scholars, all of whom are from such a diverse mix of cultures and backgrounds,” says Zamani ‘18. “It’s a unique and incredible opportunity to work with so many talented students who all share a mission of improving lives around the world.”

Funded by the Bill and Melinda Gates Foundation, the scholarship is for intellectually outstanding students who have a capacity for leadership and a commitment to improving the lives of others.

Zamani’s achievement is even more remarkable considering he emigrated with his family to America from Iran in 2012 knowing little English. He entered classes at Gaither High School after arriving in Tampa. “I learned the language through immersion,” he says. “It was sink or swim.”

After earning an associate degree with a 4.0 GPA from Hillsborough Community College, Zamani transferred to USF in 2016 thanks to a Jack Kent Cook Scholarship. This award is the nation’s only prestigious transfer scholarship and provides funding and support for top community college students seeking to complete their bachelor’s degrees at selective four-year colleges or universities.

Once at USF, Zamani began working on research projects tied to reshaping smoking policies on campus. He has published research on the effects of these policies, and has additional research related to risk factors for various cancers, scheduled to be published soon. He was accepted into the highly competitive Amgen Scholars Program (which has an acceptance rate of less than 3 percent) for the summer

of 2018, which allowed him to conduct epidemiological research on upper gastrointestinal cancers at the National Cancer Institute in Bethesda, Md. Zamani was named USF’s Outstanding Graduate in December 2018, an award given to a graduating senior each semester by the USF Alumni Association. A member of the USF Honors College, he earned a bachelor of science degree from the College of Public Health with a 3.97 GPA.

Zamani is currently a research assistant in the department of cancer epidemiology at Moffitt Cancer Center and serves as director of public health at the BRIDGE Healthcare Clinic, a student-run free clinic located on USF’s campus.

His studies at Cambridge will begin this fall and he will work with professor Rebecca Fitzgerald, a global expert in the field of esophageal cancer. After obtaining his doctorate, Zamani hopes to work for the U.S. Department of Health and Human Services in cancer prevention and policy.

“I am very proud of Shawn’s passion to improve human health and wellbeing and his dedication to research and community engagement,” Ralph Wilcox, USF provost and executive vice president, says. “I’m grateful to our faculty mentors and to our Office of National Scholarships for helping him compete for this prestigious award. He is well prepared to enter the ranks of Gates Cambridge Scholars and continue his studies at such an elite university.”

The Gates Cambridge program was established in 2000 by a donation of \$210 million from the Bill and Melinda Gates Foundation, the largest-ever single donation to a UK university. Applicants must be accepted into Cambridge University before being considered for the Gates Cambridge Scholarship. While at Cambridge, Scholars pursue full range of subjects available at the university and are spread through its departments and colleges. The program aims to build a global network of future leaders committed to improving the lives of others.

— AMY HARROUN '05 | Honors College



LEFT: USF grad Shawn Zamani is one of only 34 U.S. students to earn a Gates Cambridge scholarship this year.



LEFT: Lukas Oest, class of 2019, center, was one of 26 students who participated in USFSM's first 'reverse' career fair.

PHOTO: Alexandra Bayer

MAKING CONNECTIONS

USFSM campus 'turns the tables' on career fairs

JOB FAIRS ARE SUPPOSED TO BE opportunities to shine and open doors to new careers, but that's not always the case, especially when the rush is on for that one special job. Just ask recent USF Sarasota-Manatee graduate Vernice Gumbs-Crunk.

"Most of the time, you can't even have a conversation [with the recruiter] because there's someone else at the table trying to talk to them, and then there's someone behind you trying to talk to them," she says. "How are you supposed to make an impression?"



This event redefined how college career fairs can work. It's about the students."

– Lukas Oest, class of 2019

The accounting grad ended up making a connection and finding the position she wanted at Sarasota-based accounting firm Miles & Thirion, but it happened through an event that offered a twist on the usual fair scenario. She attended a "reverse career fair" at USFSM.

Reverse career fairs are gaining popularity as colleges look for creative ways to connect students and employers. Unlike typical career fairs where harried job seekers drop off résumés and move to the next table, reverse fairs enable students to act as interviewers to ask about open positions

and highlight their abilities. Employers benefit by being able to focus on candidates who meet their needs.

Because of this inverted dynamic, USFSM called its fair Turn the Tables. Staff from the campus' Career Services Office spent weeks prepping the students and polishing their resumes and "elevator speeches" to get them ready for the event. Then the office reached out to local companies that corresponded to the students' majors.

Three months later, USFSM officials say they're excited by the results. Twenty-two of the 26 students who attended responded to a follow-up email from the office, with nine replying they had accepted internships as a result of the fair. Five others said they received full-time employment.

"By any measure, those are outstanding results for a career fair," USFSM internship coordinator Ben Heins, one of the fair's organizers, says.

Scheduled for two hours inside the campus' Selby Auditorium, the fair featured rows of tables where students arranged resumés, business cards, candy and other enticements to draw employers' attention. Many also set up tri-fold displays to post photos and snippets about their education and personal histories.

Dressed in business attire, the students took up positions behind the tables or alongside them. Marketing major Lukas Oest, set to graduate in May, donned a blue suit and put out peanut butter cups next to a photo display. He stepped from behind the table to connect with employers. Sixty-two showed up to the fair. Oest says he collected more than 20 business cards and received multiple interview requests.

He says he's weighing his options. "I liked that I was able to connect with employers in a meaningful way. The employers knew who they wanted to talk to and the students knew what to say, which made the conversation much easier. This

event redefined how college career fairs can work. It's about the students."

Another student, Yshua Machado, '18, called the reverse fair "life changing." A manager at a call center prior to the fair, Machado says the event helped him land a full-time job as a billing supervisor at FCCI Insurance Group in Lakewood Ranch.

"Skill-wise, it's very similar to what I was doing before, but it's been a life-changing career move as far as the level of income and opportunity for advancement," Machado, who started at FCCI in early February and graduated with a business management degree last spring, says. "I'm very excited. It's such a big step and change in opportunity. It's a huge deal."

Like others, Machado planned beforehand how to stand out from the crowd. He hit on a novel approach: Instead of a photo display and candy, he put out a bowl of paper fortune cookies that he and his wife made the night before. Inside each of the creations, the couple inserted slips of paper with personal facts about Machado.

"I picked four or five things about me that weren't on the resumé and inserted those into the fortune cookies, thinking this could make a good icebreaker or conversation starter, and it worked," he says. "Once word got out, I had people who weren't necessarily interested in my skill set stopping by to check out my table."

He says he collected more than 20 business cards and engaged in three "meaningful" conversations with recruiters, including an FCCI representative who lined up a round of interviews. At a regular job fair, he would have considered one conversation with a recruiter a success.

"The event itself, for me, was a lot more comfortable than a regular job fair because I was interviewing them, so I could showcase what I could offer and my education," he says. "It was a much more comfortable experience."

For employers, too, the experience offered benefits. Heins says he gleaned from their feedback that they appreciated the ability to focus on certain students, while also having a chance to meet those who showed creative flair, like Machado with his fortune cookies.

"I met some very promising candidates that I'm excited to present to our hiring managers," Trista Kelly, a recruiter and outreach professional for Sarasota County, says. "It was so refreshing to speak to engaged students who know what they are looking for, and also to gain their perspective on the recruiting process."

A month before the November 2018 fair, the employers received students' resúmes and were briefed about the format. Heins, who organized the fair with Bart Stucker, coordinator of orientation and recreation programs, says the two are already thinking about another event in the fall.

"After hearing all of the amazing student success stories and receiving universal praise from employers, we're exploring ways to grow the concept," Heins says. "Our community wants more."

— RICH SHOPES | USF Sarasota-Manatee



NPHC

Plaza symbolizing diversity and inclusion opens

USF has unveiled a new National Pan-Hellenic Council (NPHC) Commemorative Plaza. The plaza features nine plots with elevated plaques, which represent each of the historically black Greek-letter organizations that comprise the governing NPHC. USF is the only Preeminent institution in the state and the first non-Historically Black College in Florida with this type of physical representation.

"The University of South Florida System has always been proud to be a place that is open and inclusive to students from a broad range of backgrounds, especially those from underrepresented populations," USF System President Judy Genshaft says. "Our diversity makes us stronger, as our community is enriched with a wider range of perspectives, experiences and ideas."

The USF NPHC Commemorative Plaza will



Photos: AARON HILF | USF News

serve as a welcoming space for reflection or to meet with friends, and is open to students, faculty, staff, alumni and the public. It also aims to celebrate and honor the achievements of NPHC members, along with their contributions to educational institutions and communities. The NPHC uses plots as a symbolic representation of their belonging to campuses across the nation.

In addition to the USF NPHC, several other university organizations were involved in the plaza's development, including Student Government and the Mobilizing the Dream Initiative, a collaboration between students and administrators designed to facilitate dialogue about diversity issues on campus related to the black student experience.

"It makes me feel proud that we now have this new space. The process has been years in the making and it's not only an achievement for the NPHC, but for all of the black students on campus," USF NPHC president Jamal Robinson says.

According to The Education Trust, USF is the No. 1 school in Florida and sixth best in the country for black student success. In recent years, USF has also received national recognition for eliminating the achievement gap by race, ethnicity and socioeconomic status, a rare achievement in higher education.

The USF NPHC Commemorative Plaza is located in between the USF Federal Credit Union and the USF Post Office.

— ALTHEA PAUL | USF News

University Athletics



Photos: USF ATHLETICS

Rise of men's hoops

SECOND-YEAR USF HEAD COACH BRIAN GREGORY has led the Bulls to one of the top turnarounds in college basketball this season. After winning 10 games in 2017-18, USF sported a 19-12 overall record heading into the conference tournament. At that point, the Bulls were one win away from the program's fifth 20-win season and three wins away from tying the USF season record. Early in AAC action, USF extended its winning streak to five games in league play for the first time since the 1991-92

season in the Metro Conference. The Bulls have put together two five-game winning streaks this season, a feat the program last accomplished back in 1990-91. Redshirt junior guard Laquincy Rideau and sophomore guard David Collins made program history after the regular season as the first two Bulls ever to be named all-conference in The American. Both were third-team selections while forward Alexis Yetna earned a spot on the AAC All-Freshman Team.



Softball hosts team Japan

USF gained a world of experience on Feb. 11, as more than 1,000 fans filled USF Softball Stadium to watch the Bulls host Team Japan in an exhibition game. USF paid tribute to Japan and the United States in a pregame ceremony by playing both national anthems. USF vice president of athletics Michael Kelly threw the first pitch alongside USA softball chief executive officer Craig Cress. The teams also exchanged gifts as tokens of gratitude on an unforgettable night in Tampa.

Baseball's big win over Florida

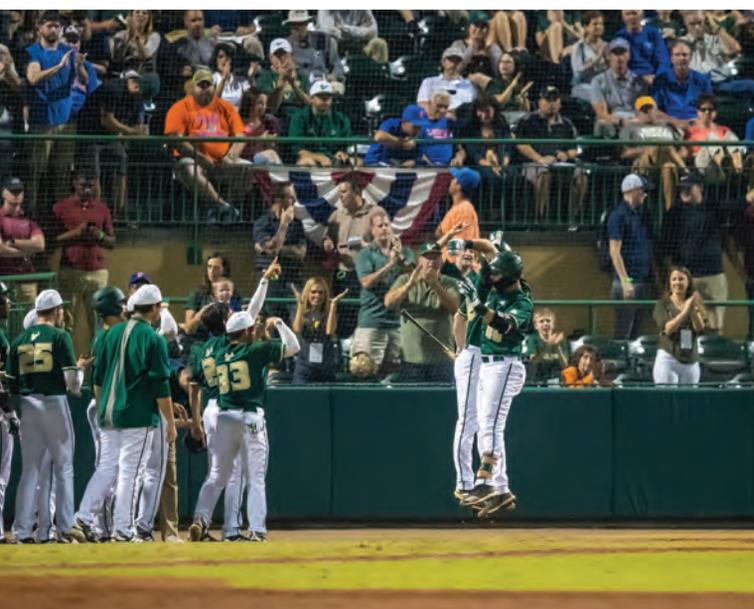
Head coach Billy Mohl's second season leading the program got off to a great start. The Bulls took two of three from Samford before 2,363 fans packed USF Baseball Stadium and watched USF upset then-No. 5 Florida, 6-1, on Feb. 19. Sophomore right-hander Baron Stuart and four other USF arms combined for a two-hitter in the Bulls' first win over Florida since 2017. USF was recognized nationally for its big win by being named D1Baseball.com's Team of the Day on Feb. 20. Watch the Bulls this spring as they look to book their fourth NCAA Regional trip in the past five seasons.





USF Athletic Hall of Fame returns

The USF Athletic Hall of Fame will induct its sixth class in the fall, 10 years after its first class was announced. The USF Athletic Hall of Fame currently has 22 individuals and one team among its honored members with the last class being inducted in 2013. "The Hall of Fame is such a great way to honor the achievements and people that have made USF Athletics so special, and we feel strongly that the time is right again to honor that tradition with a new class of Hall of Fame inductees," says vice president of athletics Michael Kelly. The 2019 Hall of Fame induction ceremony will coincide with a home football game weekend and further details will be announced at a later date.



Football is coming

FRESH OFF THE PROGRAM'S fourth straight bowl game appearance, head coach Charlie Strong's Bulls are ready to gear up for another exciting season of USF football.

USF began its run of 15 spring practices on March 19 and the Bulls look forward to showing their program progress during the spring game that returns to Corbett Stadium on April 13 at 1 p.m. The spring game, which has drawn capacity crowds to Corbett the past four seasons, is free to the public and will cap off a day filled with on-campus entertainment that begins with a street festival at 11 a.m. outside the stadium.

The Bulls have been busy this off-season, adding 19 new players during the early signing period in December before Strong completed the new-look coaching staff for his third season at the helm of the program.

Strong made a big splash in January by hiring Kerwin Bell as the Bulls' new offensive coordinator/quarterbacks coach. Bell, a former standout quarterback and SEC Player of the Year at the University of Florida (1984-87), arrived at USF after 12 seasons as a successful head coach, leading programs at Valdosta State (2016-18) and Jacksonville University (2007-15), and a 14-year playing career in professional football. Most recently, Bell guided Valdosta State to the 2018 NCAA Division II championship with the nation's No. 1 ranked scoring offense in the division (52.0 ppg).

Strong completed his staff in February, officially adding one more offensive coach and three defensive coaches. New offensive line coach Jeremy Darveau reunited with Bell after serving on the Valdosta State staff the past four seasons. Kade Bell and Andrew Robustelli, both standout players for Bell at Jacksonville University, will serve as quality control analysts for the USF offense.

On the defensive side of the ball, Strong promoted Bryan Hill to safeties coach after Hill's two-year run in a quality control position for the USF defense. New defensive backs coach Steve Ellis and defensive line coach Paul Spicer, an assistant D-line coach for the Tampa Bay Buccaneers the past four seasons, will bring more valuable experience to the Bulls' staff while current assistant Sean Cronin will now coach outside linebackers. Albert Boone has been promoted to director of football operations.

USF has released its 2019 season schedule that features seven home games at Raymond James Stadium, starting with a test against Wisconsin, a perennial preseason top-25 program, in the season opener on Aug. 30. The Bulls also will host BYU (Oct. 12) and the home slate includes three straight November games against conference contenders – Temple (Nov. 7), Cincinnati (Nov. 16) and Memphis (Nov. 23). Season ticket members can renew their tickets by visiting USFBullsTix.com or calling 1-800-Go-Bulls. New season ticket sales will begin March 25.

Stories by TOM ZEBOLD | USF Athletics

CULTIVATE. INSPIRE. GROW

By MELISSA
WOLFE '13,
LIFE MEMBER

ON A QUIET MORNING, you can find Miriam Horton outside her home in the country – pulling weeds, pruning flowers and planting seeds.

Planting a seed, nurturing it, and watching as it takes root and thrives brings a special joy to her heart.

Miriam's a third-generation farmer, but unlike her father and grandfather, her goal isn't to cultivate a crop that sustains the body. Rather, Miriam and her husband, Oscar, sow seeds that nourish the mind and yield a harvest of empowered and educated young men and women.

Through their investment in education – both at USF and private middle school Academy Prep – the Hortons are paving a pathway to success and helping grow both the academy and university to be as big as their students' dreams.

"Education is everything," says Oscar. "It changes lives, one kid at a time."

Although they grew up hundreds of miles apart, Miriam and Oscar come from strikingly similar backgrounds. Raised in Arkansas by entrepreneurial parents, they saw firsthand the risks and rewards of owning a business.

It was clear to them: strong values, hard work and a generous heart set the stage for achievement.

"My mom ran a community store," Miriam says. "People told me how they would come in with no money, but my mom still made sure they ate that day. Taking care of others was just part of who she was and something she ingrained in her children."

It's a lesson that Miriam and Oscar instilled in their children, too.

Sun State International Trucks (SSIT), a full-service truck dealership owned by the Hortons, is a family business and a vehicle for their philanthropy.

"Giving is baked into our business plan," said Oscar, CEO and president of SSIT. "As we develop our daughters to run the business, we want them to have the right spirit and give from the heart, too. A large part of our success is because we've given back to the community."

It's a community the Hortons are proud to take an active hand in cultivating. After years of supporting a wide variety of charities around the Tampa Bay region, the couple decided to focus their time and philanthropy on just two organizations – USF and Academy Prep – in order to increase their impact on education.

At Academy Prep, a rigorous private middle school that serves economically and socially disadvantaged students, the Hortons are known as "community angels" whose donations support tuitions for the 130-child school.

"When I walked onto the campus, I knew those kids," says Miriam. "I can put myself in their shoes. By putting them on the right track now, we are giving them a leg up to get into college and work toward their goals."

As a member of the Board of Trustees for both USF and for Academy Prep, Oscar has an eagle's eye view of how the education pipeline flows from fifth grade to college graduation.

"Being involved with both schools lets me fill the gap to make sure what they are learning in middle school is giving them the right foundation to get into a university like USF," says Oscar. "If we prepare this generation, they will pass it on to their children. It's the circle of life."

Within USF, the Hortons are taking a more business-minded approach. Through their support of USF Athletics, the couple are expanding what Oscar sees as the front door of the university.

A former collegiate basketball player, Oscar recognizes the impact sports facilities and scholarships have on student-athlete recruitment and the ability to build a strong athletics program.

In 2008, the Hortons made their first significant gift to USF, contributing \$100,000 to the construction of the USF Pam and Les Muma Basketball Center. In the years following, the pair have continued to give to USF men's golf and the Bulls Club Annual Fund, which supports athletics' scholarships, operational needs, and more.

Recently, the Hortons pledged \$200,000 toward the construction of the 160,000-square foot USF Football Center, which will provide a state-of-the-art home for the entire football program. The Football Center will be a real game changer for USF Athletics. In addition to greatly enhancing the university's ability to recruit student-athletes eager to play and practice in the best facilities possible, it will also have a positive impact on academics. By giving the football team an indoor practice field, USF is effectively shutting out the weather that routinely delays practices and enabling student-athletes to better manage their academic schedules and tutoring sessions.

"When we first came here, the football coaches were working out of double-wide trailers," says Oscar. "We've watched this university advance so much, and in such a

University Philanthropy



Photo: KERRICK WILLIAMS

short window of time, that it's almost unbelievable. You feel proud when you are part of something like that."

Much like the flowers in their garden, Miriam and Oscar find pleasure in watching as the educational institutions in their backyard flourish.

At USF and Academy Prep, the cycle of giving continues as scholarship students are empowered to pursue their higher education dreams and inspired to pay forward the gift of education.

"Being accepted into Academy Prep changed my entire life," says first-generation USF student Sheriean Carroll. Carroll, who attends USF on the Women in Leadership

and Philanthropy/Triad Foundation and Academy Prep Center of Tampa Scholarship, credits her success to the private scholarships she received. "I wouldn't be at USF if it wasn't for the donors who believed in me. It's a blessing that I hope to be able to pass on once I get started in my career."

Philanthropy continues to have a transformative impact on the Tampa Bay community and USF. Thanks to the support of passionate and generous donors like Miriam and Oscar Horton, they've watched the university, once considered an underdog, blossom into a thriving Preeminent institution on a path to becoming one of the top schools in the nation. ■

USF Trustee Oscar Horton and his wife Miriam, Life Members, visit the Martin Luther King, Jr., Plaza at USF.



“

After years – decades – of working to raise the profile of our research, student success, teaching and community impact, we are making major strides across every unit, in every measure.

– USF System President Judy Genshaft, Fall Address 2018

‘A TRUE FORCE OF NATURE’

A retrospective of President Judy Genshaft’s 19 years of leadership

By TOM WOOLF

STORIES ABOUND ABOUT THE POSITIVE IMPACT USF System President Judy Genshaft has had over the past 19 years – at the university, throughout the community, nationally ... even on a mountaintop thousands of miles from the Tampa Bay region.

The mountaintop anecdote stems from a recent trip to Peru to visit a USF partner institution. Here is how Moez Limayem, the dean of the Muma College of Business, describes the visit:

“Each year, Judy accompanies the provost, myself and other Muma College of Business staff to attend graduation ceremonies for students at our partner institution, the Universidad San Ignacio de Loyola in Lima, Peru. Recently, some of us decided to hike around Machu Picchu [mountaintop icon of Inca civilization, 7,970 feet above sea level]. Well, while we huffed and puffed making that steep climb, we looked up to see Judy way ahead of us on the trail, seemingly unfazed by the altitude or the exertion, urging us on. And none of us was surprised at this. That’s just who she is.”

Constantly reaching for new heights. Leading by example. Inspiring others. These are just a few of the traits that have marked Dr. Genshaft’s approach to guiding the university. When she became president in 2000, USF was a highly regarded regional institution. But the new president was determined to drive the university to greater heights, a journey that involved faculty, staff, students, alumni and the community working together to build a premier national research institution.

As she prepares to step down on July 1, USF has become the university that Dr. Genshaft envisioned and worked tirelessly to achieve: A Preeminent State Research University that regularly earns national and international recognition for student success, research and innovation, fundraising and economic development.

Over the past 19 years, the university’s enrollment has grown by 40 percent while its four-year graduation rate has tripled. Particularly noteworthy is the fact that all USF students now graduate at the same rate, regardless of race, ethnicity or family income level. In 2017, USF became just the third public university in the country founded since 1956 to complete a \$1 billion fundraising campaign. The university’s endowment has grown from \$254 million to \$480 million.

During Dr. Genshaft’s presidency, USF’s research activity has tripled to more than \$568 million in expenditures, positioning USF as one of the nation’s top 25 public universities for research. USF also now ranks as America’s fifth leading public university in generating new U.S. utility patents.

On the pages that follow, you will find a selection of highlights from throughout Dr. Genshaft’s presidency, as well as reflections shared especially for this issue by admirers from within and outside of the university.



ABOVE: During her Feb. 23, 2001, inaugural address, Dr. Genshaft listed her goals for USF, which included 'being one of the preeminent universities.'

RIGHT: The president, husband Steve Greenbaum and their two sons at their first Homecoming celebration.



↑ 2000

ABOVE: Among the president's many activities during her first day on the job – which lasted 17 hours – was a tour of various campus construction projects with Steve Gift, USF's architect at the time, including the expansion of the Moffitt Cancer Center.

↑ 2001

REFLECTIONS:

Peter McPherson

PRESIDENT, ASSOCIATION OF PUBLIC AND LAND-GRANT UNIVERSITIES

THROUGHOUT HER CAREER in higher education, Judy Genshaft has relentlessly pursued ways to deliver an affordable, high-quality, and globally focused education to students from all different backgrounds. During her time at the University of South Florida, Judy always thought big. She is an unquestioned leader, tracing some of the broadest and most path-breaking work in internationalization. Her leadership in building a truly international campus has proven indispensable — not just at the University of South Florida, but as a model to be emulated across the country.

She used her role as chair of APLU's Commission on International Initiatives to help drive

campus internationalization efforts more broadly, always with an eye on the benefits such efforts provide students in an interconnected world and global economy. Those of us at APLU have been fortunate enough to also be on the receiving end of her wisdom as a member of our Board of Directors for many years. She is always so giving with her time, thoughts, and energy as she works to improve the quality of public higher education at USF and beyond. I wish her much happiness in retirement and know that the legacy of her accomplishments will carry on.



REFLECTIONS:

MONEER KHEIREDDINE

STUDENT BODY PRESIDENT, 2017-2019
MEMBER, USF BOARD OF TRUSTEES

FOR STUDENTS AT USF, President Genshaft is an icon. When you mention her name, people know who you are talking about. In my role, I've had the opportunity to visit a lot of other campuses, and that just isn't common. At most other institutions, students don't know who their president is. And when she talks about her love for this university, it resonates with those around her. I've never seen another leader who consistently demonstrates her empathy and her compassion for others, as well as her love for the university. You need someone, regardless of the circumstances, to continually show their willingness to serve. President Genshaft has been here for this long because she wants to be, because she wants to inspire this university to be the best that it can be. Was USF a great university when she arrived? Most people would say yes. But people also saw greater possibilities and she is the one who has pushed us to the greater heights we have achieved.

RIGHT: USF's inaugural Board of Trustees: (From the top, left to right) Connie Mack; Dr. Margarita R. Cancio '79, MD '82; Michael Griffin '03; the late Steven G. Burton '84, John B. Ramil '78, MCE '00; Gus A. Stavros; Ann Wilkins Duncan '87; Richard A. "Dick" Beard III; Rhea F. Law '77; Chris T. Sullivan; Dr. Genshaft; H. Patrick Swygert; Robert L. Soran; and Lee E. Arnold Jr. '74.

(Life Members: Cancio, Griffin, Ramil, Stavros, Law and Genshaft)



ABOVE: *USF Magazine* introduced President Judy Genshaft to the USF community, winter issue 2001.

Highlights by the numbers: 2000-2019

Four-year graduation rate:

2000: **20%**

Current: **60%**

Total alumni:

2000: **167,210**

Current: **340,000**

Total student head count:

Fall 2000: **35,728**

Current: **50,755**

Economic impact:

\$1.8 billion annual budget

\$4.4 billion annual impact

on the Tampa Bay Area

and Florida

Annual research expenditures:

2001: **\$172 million**

Current: **\$568 million**



RIGHT: The USF Research Park opened in 2005. It is home to a network of innovation-based companies, research, government resources and business development tools.



↑ 2003

ABOVE: President Genshaft, Athletics Director Lee Roy Selmon and a large crowd of supporters celebrate the announcement USF had been invited to join the Big East Conference. Selmon joined USF as associate athletic director in 1993. The president promoted him to athletics director in 2001, a position he held until 2004, and student-athletes flourished in the classroom and in competition under his leadership. USF's athletics center is named for the man affectionately known as "the father of football" at the university, who passed away in 2011 at the age of 56.

REFLECTIONS: **Mark A. Emmert**

NCAA PRESIDENT

JUDY GENSHAFT IS A DEDICATED LEADER on her campus and in higher education. Her commitment to student success is evident through the initiatives she has helped shepherd during her time at the University of South Florida. When you arrive at USF, you instantly feel the connection between students and the campus, which Judy has helped foster. Her time spent building great relationships with students has enriched their experiences, but also the school as a whole.

Judy has also been an advocate for the integration of college athletics and education. Her service on the NCAA Division I Board of Directors helped initiate significant changes in college sports, including several that focused on centering the student-athlete experience. She also helped pave the way for others by serving as the first female chair of that committee. I am grateful for Judy's service to our mission and for her tireless work to support students on her campus.

↑ 2005

REFLECTIONS: **Paul R. Sanberg**

USF SENIOR VICE PRESIDENT FOR RESEARCH, INNOVATION & KNOWLEDGE ENTERPRISE

WHEN JUDY GENSHAFT ARRIVED at the University of South Florida in the summer of 2000, we were in a very different place as a university. We had taken our first steps toward becoming a research university, but we were still a long way from understanding what it meant to be an institution with a strong focus on applied research, technology transfer and faculty innovation. President Genshaft changed that with her interest in integrating USF into the economic fabric of the Tampa Bay Region. By encouraging innovators and inventors to take their discoveries to the next step through patents and licensing and startups, she opened the door for our faculty and students to explore the full



ABOVE: The patent wall in the Research Park. Today, USF is the nation's fifth leading public university in generating new U.S. utility patents, and ranks 12th among universities worldwide in this key measure of innovation.



ABOVE: President Genshaft created Women in Leadership & Philanthropy in 2005 after her success in developing similar programs at Ohio State University and the University at Albany, State University of New York. WLP supports women and women's initiatives throughout the USF System and in local communities. Since its founding, the organization has distributed nearly \$1 million in scholarships and faculty research awards; scholarship recipients have a 97 percent graduation rate. Here, Dr. Genshaft is pictured with philanthropist Carol Morsani, the inaugural honorary chair who helped shape the program.

measure of their talents. Today, we pride ourselves on having created a culture of innovation that supports, celebrates and elevates innovators and inventors. Without her support, a number of efforts to recognize and honor academic inventors on a state and national level – such as the National Academy of Inventors and the Florida Inventors Hall of Fame – would not have been possible. That's why under President Genshaft's leadership, USF has risen to become one of the nation's leading public universities in being granted new U.S. utility patents and stands among the national leaders in faculty-created spinoff companies.

President Genshaft inspired the USF community to see that the greatest impact we could have on the future is in applying the knowledge and technologies we create here in the USF System to helping solve the world's biggest prob-

lems. She envisioned USF faculty and students contributing to the economic prosperity of the Tampa Bay region, and that vision has been realized in the tremendous growth we have seen in our regional knowledge economy. Companies that are relocating to the Tampa Bay Region always cite USF Tampa, USF St. Petersburg and USF Sarasota-Manatee as important factors in their decision to come here. As an institution we are now known for valuing and recognizing inventive talent and will continue to attract individuals who will build on that reputation for generations to come. USF's eagerness to engage in the world and be a positive force for change is part of President Genshaft's enduring impact on this institution and the larger Tampa Bay region.



TOP LEFT: Residence Hall One opened at USF St. Petersburg in 2006, followed by the 2012 opening of the University Student Center. A third residence hall, with 375 beds, is expected to open in July 2020. It will increase the number of beds on campus by nearly 70 percent. The six-story building will include a full-service dining hall, a first for the campus.

BELOW: The Mediterranean-style Crosley Center, a 100,000-square-foot facility, opened in 2006 to accommodate new programs and students at USF Sarasota-Manatee.



↑ 2006

↓ 2007

2008 →

ABOVE: Together with Dr. Genshaft and Rocky, three former USF presidents returned to campus to celebrate the university's 50th anniversary. From left: Betty Castor, the late Cecil Mackey, and Francis T. Borkowski, all Life Members.



ABOVE: Construction on C. W. Bill Young Hall, home to the Joint Military Leadership Center, began in 2007. Here, Brig. Gen. Luis Visot, executive director of the center, looks on as President Genshaft accepts 9/11 artifacts that will be displayed in the center, which houses USF's four ROTC programs. The late Congressman Young sponsored the \$6 million federal grant that helped fund the center.

RIGHT: The new Phyllis P. Marshall Student Center opened in 2008. The hub of student life on the USF Tampa campus, it includes a food court, a 1,200-seat ballroom, meeting spaces and lounges.

REFLECTIONS:

Martin Tadlock

REGIONAL CHANCELLOR, USF ST. PETERSBURG

PRESIDENT GENSHAFT IS AN INSPIRATIONAL leader who has impacted my life significantly in the short time since my arrival in the USF System. She is an advocate for progress and never settles for the status quo. The exceptional growth at USF St. Petersburg is a direct outcome of her ability to build partnerships and engage the community to expand university programs, facilities and networks.

Under her leadership, USF St. Petersburg transitioned from a small regional campus to a full-fledged regional university as part of the USF System. Her drive, her energy, and her commitment to USF fuels where we are going at USF St Petersburg and will continue to influence decisions we make for years to come.

REFLECTIONS:

Karen Holbrook

REGIONAL CHANCELLOR, USF SARASOTA-MANATEE

THE UNIVERSITY OF SOUTH FLORIDA has been privileged to have such a remarkable leader for 19 years. Dr. Genshaft has many strengths as a leader. I admire greatly her unwavering focus on student success and her ability to build teams of the right people to accomplish ambitious goals. She has the ability to empower others to succeed by providing the vision, necessary resources and autonomy for them to use their energy and talents to the fullest. Few university presidents have led the kind of growth and success USF has experienced during her tenure. This is a tribute to her indefatigable energy and engagement on campus, in the community, nationally and internationally. Judy understands the importance of the vast array of stakeholders and makes every one of them feel that USF is theirs. I treasure my long relationship with Dr. Genshaft as a colleague and friend, and will greatly miss her at the helm of the University of South Florida.



USF: UNSTOPPABLE



USF announced the fundraising campaign, with an ambitious goal of raising \$600 million.

↑ 2009

↓ 2010

President Genshaft served a one-year term, 2009-10, as chair of the board of the American Council on Education, placing USF at the heart of the national discussion on the importance of higher education and scientific research. ACE represents more than 1,700 college and university presidents and the executives at related associations. In 2017, ACE presented Dr. Genshaft with its annual Donna Shavlik Award, which honors an individual who demonstrates a sustained commitment to advancing women in higher education. In March 2019, ACE presented USF with its "Institutional Transformation" award for achievements in student success.



Genshaft served as chair of the NCAA Board of Directors



REFLECTIONS:

Ralph Wilcox

USF PROVOST AND EXECUTIVE VICE PRESIDENT

PRESIDENT GENSHAFT IS A TRUE FORCE of nature who, over the past 19 years, has brought unparalleled leadership and a tireless commitment to transforming the University of South Florida into one of the nation's most dynamic top-tier public research universities. Throughout that time, it has been her laser-like focus and dogged pursuit of strategic

excellence, along with an unwavering dedication to our students and determination to best serve the needs of our campuses and broader community that I have come to most admire. It is clear to anyone who knows her that this commitment and dedication is more than a mere professional obligation but rather a deeply personal mission. It has been both a pleasure and honor to work alongside, and to learn from, such an admired and talented university leader.



2012: USF opened CAMLS – the Center for Advanced Medical Learning and Simulation – in downtown Tampa. The 90,000-square-foot building provides a state-of-the-art clinical environment, with 60,000 square feet dedicated to surgical skill labs, operating trauma suites and patient exam rooms, plus more than 25,000 square feet of meeting and conference space. CAMLS specializes in providing a realistic training environment for health care providers.

The Yuengling Center – previously known as the Sun Dome – re-opened in 2012 after a \$35.6 million renovation project. That was a year after the completion of improvements to the Athletics District, which included new baseball, softball and soccer stadiums, football and basketball practice facilities, and upgrades to the tennis facility.

2011

ABOVE: In 2011, President Genshaft and her husband, Steve Greenbaum, created the Genshaft/Greenbaum Passport Scholars Fund through a \$1 million endowment dedicated to supporting USF students who want to study abroad. Here, they are pictured with the first two recipients, Christopher Smith and Thu Can.



RIGHT: Dec. 8, 2011, was a historic day for USF. Frank and Carol Morsani, pictured here sharing a laugh with the president, donated \$20 million to USF Health, at the time the largest individual donation ever received by the university. That resulted in the renaming of the medical college to the USF Health Morsani College of Medicine. The gift brought the Morsanis' total donations to USF Health to \$37 million, and a total of \$43 million to the university.

LEFT: The Interdisciplinary Sciences Building, which is LEED-certified, was completed in 2011. It includes two 300-seat auditoriums, classrooms and research labs.

2012



REFLECTIONS:

Roger Brindley

USF SYSTEM VICE PRESIDENT, USF WORLD

DR. GENSHAFT'S DEVOTION to global education has transformed USF into an internationally engaged and globally focused university over the past 19 years. At home, the USF System has welcomed and cared for ever-increasing numbers of international students, scholars and faculty who have enriched and contributed to campus life in ways that reflect the President's deep dedication to a diverse and inclusive academic community. Around the world, USF students broaden their global competence and multiple perspectives while faculty influence positive societal change through transformational research.

Dr. Genshaft, with her husband Steve, have led this institutional commitment by example. Their legacy of Genshaft-Greenbaum scholarships will allow students to touch their world and have the kinds of transformative experiences that shape their entire lives. Today, as a result of her single-minded focus, the global profile of USF is unquestioned. Colleagues all over the world value and appreciate their partnerships with USF. We will always be profoundly grateful to Dr. Genshaft for her global leadership!

REFLECTIONS:

Moez Limayem

DEAN, MUMA COLLEGE OF BUSINESS

USF President Judy Genshaft is the best president I have ever worked with – or even known – and I've been in academia for three decades and studied and taught on four continents. She genuinely cares about the students and the students know that. Why? Because she always makes time to talk to them, to find out what they're about, to encourage them, to motivate them. She is the essence of leadership: a visionary with a human side whose energy is boundless and whose passion for her work, contagious. I have learned so much from just being around her, not only about the quality of leadership, but about dignified human interaction. She calls you on your birthday and if you have a challenge, either personal or professional, she's ready to give you some sage advice. I could not be prouder to tell my colleagues around the world that I draw inspiration from her and I'm so honored to call her my friend.

It's no secret that Judy exudes a level of energy that is unparalleled and her soaring spirit touches all those around her. I often run into her at breakfast functions – 7 or 8 a.m. – and I watch in amazement as she works the room. Everybody gets a handshake and a smile and a bit of conversation. Twelve hours later, I find myself at an evening function, weary from the long day, and there she is, tireless, still smiling, chatting with people.



↑ 2013 ↓ 2014

USF joined the American Athletic Conference.



LEFT: Businesswoman and local philanthropist Kate Tiedemann, Life Member, (second from left), donated \$10 million to USF St. Petersburg, the largest gift in school history, which led to the construction of the College of Business that carries her name.



ABOVE: Pam and Less Muma '66, Life Members, pictured with business students, donated \$25 million, the single largest individual gift in USF history, in 2014, leading to the renaming of the business college to the USF Muma College of Business. The gift brought the couple's total giving at the time to \$41.2 million.



REFLECTIONS:

Paul Dosal

VICE PRESIDENT FOR STUDENT AFFAIRS AND STUDENT SUCCESS

WHEN DR. GENSHAFT ARRIVED at USF in 2000, she had a vision – she saw a nationally ranked, public research university dedicated to student success. Few of us at the time would have thought it possible to attain the record-breaking levels of accomplishment of our university today. Our six-year graduation rate climbed from 38 percent to 73 percent and, perhaps more importantly, we have eliminated the achievement gap by race, ethnicity and income. Few, if any universities in the country, can boast of such a spectacular rate of improvement.

USF could not have achieved any of this without the firm, unwavering commitment of President Genshaft. Under her leadership, student success became the primary focus of senior administration. Many universities have implemented similar programs, practices and policies to elevate the performance of their students, but few of them produced the gains our students recorded. I attribute this success to the institutional culture that Dr. Genshaft created to support our student success movement.

↕ 2015

ABOVE: USF Trustee Jordan Zimmerman '80, Life Member, pictured with Dr. Genshaft and students, donated \$10 million to the School of Advertising and Mass Communications, leading to the renaming of the college in his honor. Zimmerman, the founder and chairman of Fort Lauderdale-based Zimmerman Advertising, had previously endowed a scholarship for advertising students and established an endowed professorship in advertising.



ABOVE: Barron (Barry) Collier III, '80, Life Member, and his wife, Dana Collier (pictured next to the president), donated \$10.85 million in 2015 to name a unit within the Muma College of Business that focuses on student success and career preparedness programs. With the gift, the unit was renamed the Collier Student Success Center. The Collier family is a longtime supporter of the college, particularly student scholarships and the Corporate Mentor Program.

↕ 2016



Eduventures Student Success Ratings for 2016 ranked USF as the nation's top performer in Overall Student Success among public research and doctoral universities. Eduventures, a leading independent higher education research and advisory firm, analyzed graduation and first-year retention data – two key indicators of student success – from 2004 to 2014 from more than 1,100 colleges and universities in the U.S. to develop its ranking.

REFLECTIONS:

Joel Momborg

SENIOR VICE PRESIDENT OF ADVANCEMENT AND ALUMNI RELATIONS AND USF FOUNDATION CEO

THERE IS NO BETTER PARTNER in the world of academic fundraising than my boss, Judy Genshaft. She does her homework before meeting with potential donors, speaks with passion about what we do and listens to them talk about their vision. They love her. Our community knows that Judy is truly the brand and the soul of USF.

She walks the walk ... giving of her time and talent and treasure as one of the most philanthropic presidents of any university in the nation.

Judy is the reason I'm here. Working with her over the past 10 years has been one of the highlights of my life.

She will be greatly missed.

More than 800 people gathered at Amalie Arena the evening of Nov. 11, 2017, to celebrate reaching the \$1 billion goal of the USF: Unstoppable fundraising campaign. The event included a surprise announcement by Pam and Les Muma that they were making an additional gift of \$15 million to the university. The Mumas, who remain the largest individual donor to USF with a total of more than \$56 million, explained to the crowd the purposes for their gift: \$5 million to the Muma College of Business, \$2 million to establish the Pamela Muma Women's Health Center, and \$8 million to USF Athletics – \$5 million of which was designated for the construction of a new USF Football Center. Only two other U.S. public universities have raised \$1 billion in a single campaign since 1956, and both of those are in California.

↑ 2017

RIGHT: In 2016, a \$5 million gift from Lynn Pippenger MBA '88, Life Member, (left) to USF St. Petersburg led to the naming of the Kate Tiedemann College of Business building as Lynn Pippenger Hall. In 2015, Pippenger had donated \$10 million to the School of Accountancy in the Muma College of Business at USF Tampa, and the school was renamed in her honor. Pictured with her are Tiedemann (center) and USFSP donor Ellen Cotton, Life Member.





ABOVE: President Genshaft, Provost Ralph Wilcox and a crowd of enthusiastic Bulls react to the Board of Governors' vote in June 2018 affirming that USF met the requirements to become a Preeminent State Research University. The designation places USF in an elite class of universities alongside just two others in the state, each of which is more than twice USF's age.

NSF TOP 25



The
**PHI BETA
KAPPA**
Society

↑ 2018

Following a rigorous three-year application process, USF was awarded a chapter of the Phi Beta Kappa Society, the oldest and most prestigious national honor organization in the country. Only 36 percent of its member institutions are public.

A 2018 report from the National Science Foundation ranked USF 25th among public universities for research spending – a metric used to chart the level of research activity at U.S. institutions. Earning a spot in the top 25 nationally reflects USF's dramatic rise as a public research university during President Genshaft's tenure.

REFLECTIONS: Charles Adams

DEAN, HONORS COLLEGE

IT'S HARD TO IMAGINE today's USF without Judy Genshaft, but it's particularly difficult to think of the Honors College without her. From her conversion of a small honors program into a College until today, her vision to create a vibrant campus home for our very best undergraduates has informed every step of our growth. Her passion is for excellence in every aspect of life, so it's not surprising that she has taken a special interest in our most talented students, and has worked hard to ensure that they have the support that they need to succeed at the very highest levels. To borrow a phrase that I have often heard her use, she has given tirelessly of her time, talent, and treasure for honors students. She has visited the Allen Building often to speak to them about leadership,

and has taken time from her busy schedule to mentor individual students. The Genshaft-Greenbaum Scholarships and the Genshaft Global Presidential Scholarship, both of which support international education for honors students, have transformed literally thousands of students' lives by expanding their intellectual horizons and opening up new and exciting opportunities for growth.

In these ways and more, she leaves a legacy to the Honors College that is, like her broader legacy to the university, immense and incalculable. I know that I speak for Honors students, faculty, advisors – past, present, and future – in offering deep and heartfelt gratitude to her for all that she's done and will continue to do for the College. Go Bulls!



LEFT: With the completion of The Village in 2018, more students now live on campus than ever before. Three new residence halls opened in the fall, following the opening of the first two halls in the complex in fall 2017. Nearby, Publix opened a new store in December 2018 (below), the company's first location on a college campus. The grocery store is easily accessible to the more than 6,300 students living on campus.



USF marked a major milestone in the construction of the new Morsani College of Medicine and Heart Institute with a 'topping-off' ceremony in November 2018. In construction, the event is held when the last beam is placed, marking the completion of a building's structure. The facility is expected to open in late 2019. In the photo above, President Genshaft is pictured with Carol Morsani; in the photo at left, Dr. Genshaft is joined by Calvin Williams (left), vice president for Administrative Services, and Dr. Charles Lockwood, senior vice president of USF Health and dean of the Morsani College of Medicine.

REFLECTIONS:

Charles J. Lockwood, MD

SENIOR VICE PRESIDENT, USF HEALTH
DEAN, USF HEALTH MORSANI COLLEGE OF MEDICINE

THE UNIVERSITY OF SOUTH FLORIDA has emerged as a major international research university under USF System President Judy Genshaft's visionary and transformative leadership. Working with unwavering optimism and energy, she has propelled our university to earn the State's Preeminent Research University designation. She has an incomparable commitment to academic success, innovation and economic growth. Due in large part to her steadfast support of USF Health's pursuit of excellence, we have made great strides in our collective journey toward "Making Life Better." President Genshaft challenged us to identify new ways to expand our educational programs

across medicine, nursing, public health, pharmacy, physical therapy and other clinical areas to meet the needs of our students and of our region; to accelerate interdisciplinary discovery by conducting groundbreaking research and attracting world class scientists. Our clinical services provide the latest and best care to our patients and community. Dr. Genshaft boldly embraced the expansion of USF Health to the downtown Tampa Water Street district and helped us achieve an unprecedented level of collaboration with Tampa General Hospital. Every great university has a great leader, and I could not be more appreciative of President Genshaft's leadership.

REFLECTIONS FROM NEAR AND FAR

Jeff Vinik

CHAIRMAN AND GOVERNOR, TAMPA BAY
LIGHTNING

JUDY HAS DONE A TREMENDOUS JOB, as evidenced by the university recently achieving Preeminent status. The next president will have big shoes to fill, but inherits a university in terrific condition.



Ned Lautenbach

CHAIR, FLORIDA BOARD OF GOVERNORS

SHE IS A PASSIONATE ADVOCATE for the university at every level, but her legacy will be most defined by her absolute commitment to the success of her students.

Bob Buckhorn

MAYOR, CITY OF TAMPA

SHE HAS BEEN A GREAT partner to me and the entire business community. Leaving at the top of her game. Thanks Judy for believing in what this city and USF could be.



Professor Sir Steve Smith

VICE-CHANCELLOR AND CHIEF EXECUTIVE
UNIVERSITY OF EXETER, UNITED KINGDOM

WE SEND YOU OUR WARMEST CONGRATULATIONS.

Over 19 years you have made an extraordinary contribution to the University of South Florida and the communities in Tampa, St. Petersburg and Sarasota. Your vision, energy and leadership have been fundamental to the transformation of USF. It now ranks as a global leader among Young Universities; it is a Preeminent State Research University; is placed among the top 25 public universities for research expenditures in the United States; and is, more than ever, at the forefront of cutting-edge research delivering impact nationally and internationally in medicine, science, engineering and the arts.

This is an incredible story of success and a glowing testament to your inspirational leadership.

USF is a highly valued partner for the University of Exeter. It has been a genuine pleasure to work with you in building a productive relationship between our universities and I'm delighted to see new and innovative forms of collaboration shaping the partnership for the future. We thank you for your staunch drive and commitment to this partnership. From me, the University Council, our Senior leadership team and everyone at Exeter who has had the pleasure of working with you, our very warmest wishes to you for a happy retirement.

Joe Gruters

MBA '02 AND FLORIDA STATE SEN.
DISTRICT 23

PRESIDENT GENSHAFT HAS WORKED tirelessly to transform USF to the Preeminent university it is today. She's done a remarkable job during her tenure as President and USF has made incredible strides under her leadership.

Bill McCausland

MBA '96, LIFE MEMBER

EXECUTIVE DIRECTOR, USF ALUMNI ASSOCIATION

THE USF ALUMNI ASSOCIATION has grown exponentially thanks to the enthusiastic support of President Genshaft. She has been a true partner in the Association's mission to engage alumni and connect us to one another and to our great university so that each of us can contribute to USF's success. On behalf of 340,000 alumni worldwide, thank you President Genshaft for your leadership and for making our degrees appreciate in value every day.



Merritt Martin

'04 AND MPA '06 LIFE MEMBER

CHAIR, USF ALUMNI ASSOCIATION BOARD OF DIRECTORS;
MOFFITT CANCER CENTER DIRECTOR OF PUBLIC AFFAIRS

I HAVE NEVER KNOWN a University of South Florida without a President Judy Genshaft. My freshman year in 2000 was also the first in her incredible tenure.

Just like Rocky and Green and Gold, Dr. Genshaft has been my USF staple.

During my years as a student, I was able to watch her develop the vision that has created a truly Preeminent University. During my time on the Alumni Association board of directors, I have marveled at the president's talent in pushing USF to exceed expectations in so many capacities: academics, research, athletics, diversity, veterans' affairs, and her unwavering support for your Alumni Association.

I can assure you that the university that she and I walked into 19 years ago is not the same one that stands before us today. Due to her perseverance, USF has been eternally transformed and will be forever grateful.

Bill Galvano

FLORIDA SENATE PRESIDENT

SHE'S LEAVING A PREEMINENT UNIVERSITY

with so much to offer to the students who go there, as well as being a part of a system that continues to improve at all levels.



Patsy Sánchez

'95, MA '98

DIRECTOR OF DIVERSITY AND INCLUSION
OFFICE OF DIVERSITY AND EQUAL OPPORTUNITY

AS A TWO-TIME USF GRADUATE, I have seen much change in our campus. Without a doubt the Tampa campus has flourished into a beautiful gem that makes faculty, staff, students and community proud. But standing prominently beyond the beautification of the campus is what Dr. Judy Genshaft has accomplished while leading the University of South Florida for nearly two decades. Community. Bull Pride. Academic Excellence. Research and Innovation. Record Fundraising. And an unceasing persistence and perseverance. No single word can describe her legacy. For her legacy is still being realized.

James Buchanan

MBA '09 AND FLORIDA STATE REP. DISTRICT 74

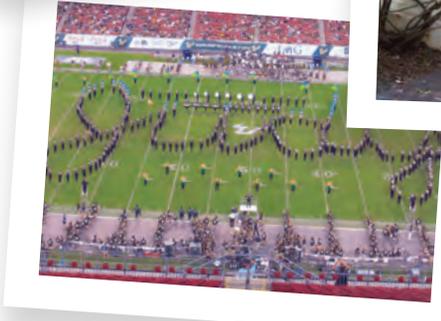
THE UNIVERSITY OF SOUTH FLORIDA is on a remarkable trajectory thanks to President Genshaft's leadership. She has left a real legacy on the university and the entire Tampa Bay region.

Jackie Toledo

'00 AND FLORIDA STATE REP. DISTRICT 60

PRESIDENT GENSHAFT HAS been transformative for USF as well as my district and the entire Tampa Bay Region. She's had a tremendous influence on so many individuals and her impact on this region will be felt for generations to come. All of this while always looking flawless in green and gold!





REFLECTIONS:
Cindy Visot

ED.D. '00, LIFE MEMBER
 CHIEF OF STAFF, ASSISTANT CORPORATE SECRETARY

Having a front row seat to Dr. Genshaft's presidency since 2000 has been exhilarating and empowering. Watching Dr. Genshaft enhance the university's stature throughout the region, state, nation and world through her collaborative approach — in spite of many obstacles — should be a model for all leaders. She is a rock star among the students due to her energy and passion. One of my favorite memories will be walking across campus with "President Judy." We would have to stop every few steps for student selfies! Her integrity, authenticity, humility and empathy for others will be ingrained in her legacy.



THE PERSONAL TOUCH

Alumni share photographs and memories of a leader who's 'part of the family'

By PENNY CARNATHAN '82, Life Member

WHETHER SHE'S CHEERING ON the Bulls at a sporting event, celebrating USF at Homecoming festivities, or simply stopping for a bite to eat on campus, President Judy Genshaft relishes engaging with students and alumni on a personal level. Those exchanges – often warm, sometimes funny, always genuine – become cherished lifelong memories for many a Bull.

Such encounters have also led to a new USF tradition: selfies with the president.

President Genshaft's inauguration in 2000 predated the soaring popularity of smartphones, and as cell phone cameras proliferated, Bulls increasingly asked her to "take a selfie with me?" Her willingness to lean in for a snap made photos with the president, selfies or not, must-have keepsakes.

"I think we've taken enough photos with President Genshaft to consider her part of the family," says Jim Harvey, '88, Life Member and former USF Alumni Association chair. "She's always welcoming and ready for a 'Go Bulls!'"

LEFT: Joel Raney, '11, and then-Alumni Association board chair April Monteith, '01 and MBA '03, Life Member, with the president at the 2018 USF Fast 56 Awards.

MY THIRD YEAR AT THE USF FAST 56 ceremony
I really wanted to do something different to capture the excitement of the event. President Genshaft always brings the level of fun up when she's on stage, so when I was called up on stage as one of the top 25 businesses, it was an opportunity I could not pass up.

This photo has special meaning for me because the president has represented everything USF for as long as I have been involved with the school.

JOEL RANEY, '11, LIFE MEMBER
CEO OF RANEY'S, INC., OCALA, FLA.



PRESIDENT GENSHAFT WAS ALWAYS AN

inspiration to the USF Sarasota-Manatee Ambassadors. She was the perfect example of USF pride, grace, and lifelong commitment to education. My fellow Ambassadors and I were always grateful to President Genshaft for having dinner with us once a year at Lifsey House, and to the USF Alumni Association for supporting our program.

HANNAH VEITKUS, '16, LIFE MEMBER
REALTOR, SARASOTA

WHEN MY WIFE AND I WERE ATTENDING A

reception in the Marshall Student Center in the Top of the Palms Restaurant, President Genshaft noticed that we had just arrived. She came over, chatted for a moment, then asked if we would like a glass of wine. We said "yes," and she brought us each one in just a few minutes! That is so typical of her belief in the personal touch that connects people to each other and to USF.

Having been at the university for 48 years, I have seen presidents and administrators come and go. But I have never seen anyone with the dedication and abundant energy poured into USF as Dr. Judy Genshaft has shown.

Recently, I told her that there would be many puddles of tears when she left. She turned and said, "And some of those puddles will be mine."

RICHARD E. DUTTON, LIFE MEMBER
PROFESSOR EMERITUS (1963-2011), TAMPA

ABOVE: Ayesha Johnson, PhD '16, left, and fellow volunteer Sterlyne Juste, '16 and '18, with the president at the special-needs hurricane shelter in the former USF Sun Dome.

ONE OF MY FAVORITE MOMENTS WITH PRESIDENT

Genshaft was after Hurricane Irma. I was working at the special-needs shelter at the USF Sun Dome [now the Yuengling Center]. I felt very proud to be a USF alum because of the care given by the Sun Dome staff. And then, to top it off, President Genshaft visited to provide comfort at a difficult time for Florida residents.

AYESHA JOHNSON, PHD '16
SENIOR HEALTH RESEARCHER,
FLORIDA DEPARTMENT OF HEALTH, TAMPA



RIGHT: Then-students, clockwise from left, Haley Johnson, '17, Brielle Manuel, '18, Claire Strickland and Jordan Lohmeyer, with the president at The Hub.

I WAS A RESIDENT ASSISTANT AT

Cypress Hall in fall 2017 when The Hub opened on campus. It was very busy and packed, and we noticed President Genshaft sitting a few tables away from us. It was my fourth year and I had not yet taken a picture with her. Mustering my courage, I asked her to take a picture with me and my residents, and she agreed! After that, I was the coolest RA on campus.

BRIELLE MANUEL, '18
MEDICAL TECHNOLOGIST, BROOKSVILLE, FLA.

MY HUSBAND, ANDREW, '11, LIFE MEMBER, and I met on campus at USF back in 2007. We are very involved in alumni activities and love showing our school spirit. Last year when we saw there was a football game in Chicago, we were thrilled to drive over from our home at the time in New York City and bring our 8-month-old to his first football game. Having Charlie meet Dr Genshaft, someone so important to our family, was amazing. She has made such an impact in our lives, and we will greatly miss her.

MELISSA JONES, '12, LIFE MEMBER
VIDEO RELAY SERVICE INTERPRETER, TAMPA



ABOVE: Melissa Jones, '12, with Charlie Jones and the president in 2018.



ABOVE: Lauren Henry, '16

I STARTED IN THE FIRST FRESHMAN CLASS AT USF Sarasota-Manatee and, as a student Ambassador, I had the great honor of attending an annual dinner with the president. She was so kind, friendly, and passionate about students; we all treasured the moments we got to chat with her.

I set the goals of becoming a King O'Neal Scholar by achieving a 4.0 grade-point average and being a 2016 Outstanding Graduate. I visualized myself getting my picture taken on graduation day with President Genshaft and the medals. Sure enough, it happened!

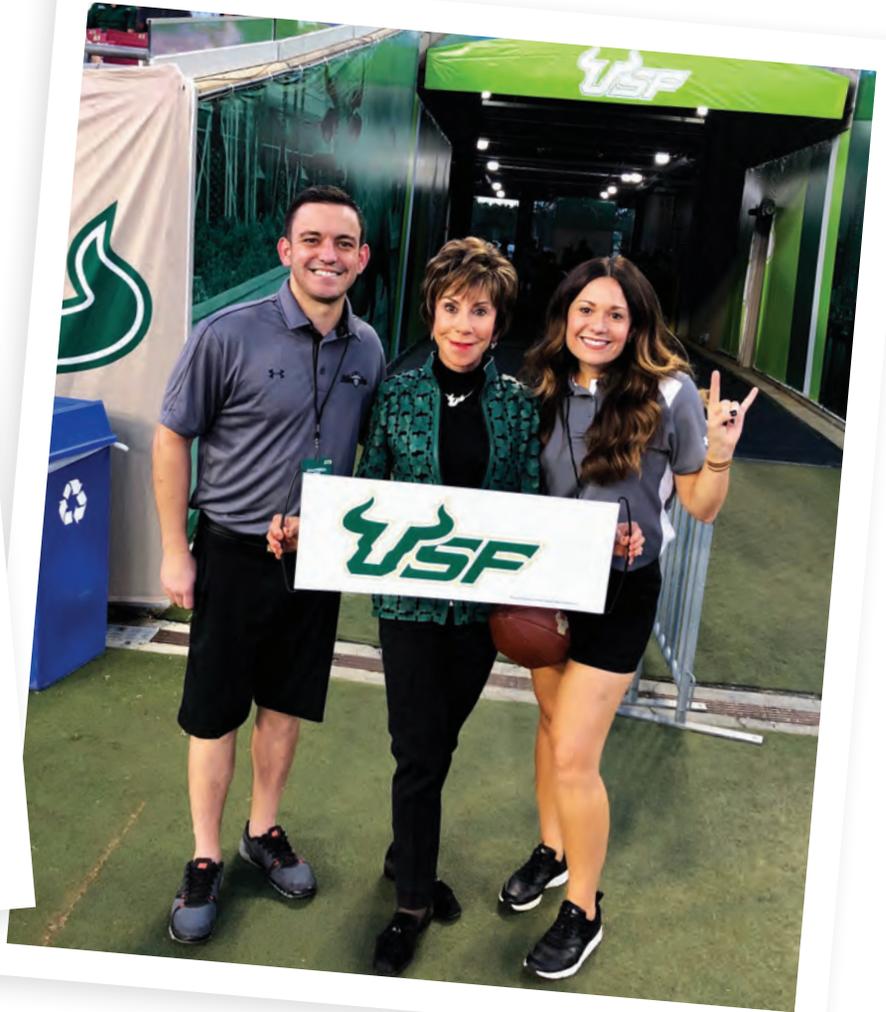
LAUREN HENRY, '16, LIFE MEMBER
CO-FOUNDER OF ARETIOS, LLC, SARASOTA

DURING MY STUDENT GOVERNMENT PRESIDENCY in 2010-11 and thereafter, President Genshaft and her husband treated my sister, Adriana Diaz, '14, and my parents (all Life Members) like family. We exchanged holiday cards and always remembered to bring the president a Bull souvenir when we traveled. President Genshaft, you will always be a part of the Diaz family!

MATTHEW DIAZ, '13, LIFE MEMBER
ATTORNEY, COLUMBUS, OHIO



ABOVE: Herb Perkins, '99, with the president at the 2018 Bulls Block Party.



MATTHEW MANURI, '09, AND STEPHANIE MANURI, '09, Life Members, with the president at Raymond James Stadium in 2017. "As we were walking through the tunnel, I noticed her with the banner," Matthew writes. "I decided to introduce us both to President Genshaft and asked if she would mind taking a quick pic."

MATTHEW MANURI, '09, LIFE MEMBER
SENIOR ACCOUNTANT, BOCA RATON, FLA.

STEPHANIE MANURI, '09, LIFE MEMBER
SENIOR ACCOUNT MANAGER, BOCA RATON, FLA.



Flag-lowering Ceremony
September 11, 2002

PRESIDENT GENSHAFT ATTENDS THE FIRST TRULY JOINT ROTC event at USF. Students in the Army, Naval and Air Force ROTC gather for a ceremonial flag lowering in observance of the Sept. 11, 2001 terrorist attacks.

NAVY CMDR. (RETIRED) JOHN SARAO, MEd '02, LIFE MEMBER
DIRECTOR OF THE USF JOINT MILITARY LEADERSHIP CENTER, TAMPA

"We have all been so blessed to have benefitted from Dr. Judy Genshaft's outstanding dedication to the university. She truly embodies the spirit of USF and has left a legacy that will always be admired."

LAUREN HENRY, '16

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5 minutes with MERRITT



My fellow Bulls,

WHAT A RARE OPPORTUNITY we Bulls have had, to witness history in the making and to help make it. Among us are alumni who remember when just five buildings comprised our great university. As students, some of us set the course for renowned programs such as the University Lecture Series, and popular traditions, like Bull Market and University Reading Days.

This year we again get front-row seats to historic events in USF's amazing evolution and the chance to help steer our alma mater into the future.

In 2019, plans will be finalized for consolidating the USF System into a single institution with one accreditation, a process notably led by a former student government president, Mike Griffin, '03, Life Member. (Mike also happens to be a former Alumni Association chair.)

And our beloved President Genshaft will leave us this year. She has been at the helm of this univer-

sity since my freshman year – the only president I've ever known. Her leadership and commitment have inspired me since day one and, after reading the loving alumni memories of her (pg. 44-48), I know I'm not alone. When she steps down July 1, we will welcome our first new president in 19 years.

How perfectly apropos that, even as USF enters a new epoch, we celebrate a golden milestone with fond nostalgia. This year, your USF Alumni Association turns 50! On Nov. 4, 1969, after several years of organizing alumni banquets, recognizing outstanding graduates and publishing a newsletter, your Alumni Association incorporated.

We had just a few hundred members – 400 in 1966. They'd given an average donation of \$5 each (the equivalent of about \$40 today) to become "active members" and start building the base of alumni support essential for any institution's success. What a dedicated group of early Bulls! By 1969, they had established a Senior Class Endowment and the King O'Neal Scholar Award for the graduate with the highest GPA, among other achievements.

We're celebrating this anniversary year with an ambitious campaign – "50 in 50." Our goal? Hit the 50,000 members mark in our 50th year. That's a lot of new members, but we're Bulls. We can do this!

If you're reading this magazine, it's likely you're already a member – a subscription to *USF* is one of the perks. If that's the case, please encourage your friends, family and colleagues to help USF continue to transform lives through world-class education and research by becoming a member of your Alumni Association through membership. They don't have to be alumni to join, they just need to want to support our great

University, like my husband, Rick Lindstrom, a proud Alumni Association Life Member who never took a class here.

If you're reading this and not a member, you know what you need to do! Visit usfalumni.org/membership and become a member today. Not sure whether you're already a member? Email alumni@usf.edu and ask.

Another way to make a difference is by advocating for USF during the Florida legislative session March 5-May 3. Join me in standing ready to let our lawmakers know how valuable USF is to us, the Tampa Bay region and the state.

Your Alumni Association makes this easy. Just visit www.usfalumni.org/advocate and sign up to become a Bulls Advocate. You'll be notified when action is urgently needed, and you'll be provided the tools to quickly and easily make your voice heard.

Our family of Bulls is a special group. Many of us were first-generation college students who will be forever grateful for the opportunities USF gave us. To the hundreds of you who gave back by attending or contributing to the first Green & Gold Gala in February, thank you! Your Alumni Association's new signature fundraiser at The Florida Aquarium was a tremendous success and a magical, memorable evening.

As students and as alumni, we've grown accustomed to setting the bar ever higher. As we've shown, yet again, we may not be able to reach it on our own, but together, everything is possible.

MERRITT MARTIN, '04 AND MPA '06
Chair, USF Alumni Association Board of Directors
Life Member No. 2327



Photo: PENNY CARNATHAN '82 | USFAA

Meet your **2018-19** USF Alumni Association Board of Directors

Front row, seated from left: Bill McCausland, MBA '96, Association executive director; April Monteith, '01 & MBA '03, past chair; Merritt Martin, '04 & MPA '06, chair; Braulio Colon '03 & MPA '10, chair elect; Vicki Ahrens, '73 & MA '75, treasurer

Second row: Brigid Merenda, '97; Maggie Fowler, '93; Dr. Chinyere Okpaleke, '08 & MS '10; Andrew Ketchel, '10 & MPA '12; Sandy Pettit, '94, MCHE '10 & PhD '14; Andrew Jones, '11; Bruce Van Fleet, '73; Gina Rotunno, Ambassadors president; Justin Geisler, '04 & MBA '06; Shaquille Kent, student government

vice president; Maribel Garrett, MA '95; Monique Hayes, '01, secretary; Karla Stevenson Mastracchio, '03

Back row: Bill Mariotti, '15; Jose Valiente '73; Dr. Michael Perry, '81; Fadwa Hilili, '13 & MAcc '15; Arian Marquez, '01; Philip Amuso, '73, MA '75 & PhD '00; Brian Goff, '13; Arthur Bullard Jr., '74

Not pictured: Judy Genshaft, USF System president; Joel Momberg, senior vice president for USF Advancement and Alumni Affairs

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

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

USF Alumni Association 2018 Annual Report Summary

Fiscal year July 1, 2017, through June 30, 2018

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

to all the Association members – alumni, students, staff, faculty and friends – for helping your Alumni Association continue to grow and make a difference in 2018.



Association members – 42,353

That's 5,361 student members
31,811 annual members
5,181 Life Members



Scholarships \$293,916 to 123 students



Net assets – \$5,548,124

Revenue – \$3,316,288

Membership	19%
USF Foundation support	22%
License plates	14%
Affinity partnerships	20%
Investment income	6%
Contributions	6%
Event revenue and other	13%

Expenses – \$2,681,086

Administration costs	15%
Membership	16%
Programs and events	18%
Student programs	15%
Alumni groups	13%
Communications	16%
Development	7%

Social media followers – 237,995

Facebook	220,359
LinkedIn	7,931
Twitter	8,633
Instagram	1,072



Alumni Association members and your 2017-18 board of directors, led by April Monteith, should take great pride in their contributions to USF's success. In fiscal year 2018, we grew programs, alumni volunteer opportunities and scholarships to students, all of which made a direct and significant impact on our great university.”

– Bill McCausland, MBA '96
USFAA executive director





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Becoming a 'REEL LEGEND'

Lea Szymanski, '02,
brings Bealls stores'
Florida-themed
apparel to life

By KIM FRANKE-FOLSTAD

WHEN SHE WAS A GIRL, Linnea “Lea” Chapman Szymanski drew puppies, flowers and rainbows for her friends – and thought she was pretty good at it. Other kids and adults seemed to think so, anyway. And art was her favorite class in school.

But when it came time for college, she pursued finance. “I loved to work and earn and save money,” she says. “So it seemed like a good fit.” She’d visited the Ringling College of Art and Design in Sarasota, which had not seemed like the place for her. “I saw kids with mohawks, tattoos and piercings,” she says. “I’m so vanilla. ... I wasn’t that confident in myself or my art back then.”

Twenty years later, thanks to supportive friends and family and lessons learned dealing with financial clients, Szymanski has a thriving second career in art. And her work is on display throughout Florida and beyond. The girl who used to sketch dogs and cats now mostly draws fish and other sea creatures as the featured artist for Reel Legends, the largest of Bealls department stores’ exclusive brands.

“I’ve had to pinch myself many times,” says Szymanski, 38, a Florida native who lives in Apollo Beach, a community on the shores of Tampa Bay. “It’s like, is this really real? Even now, it’s been a few years, but it’s like a dream come true. A dream that I never knew I had.”

Her work can be found on men’s, women’s and boys’ apparel, handbags, framed artwork and pillows sold at Bealls’ 72 Florida department stores, says Karen Filipis, company spokesperson.

“Linnea’s artwork evokes a true sense of realism and serenity,” Filipis says. “The micro details she is able to capture in the subject matter are quite captivating. She delivers authentic Florida artwork, which is perfect for Florida’s No. 1 fishing brand.”

After graduating from USF in 2002, Szymanski moved to Jacksonville, where she worked as a mortgage-pricing analyst with Chase Manhattan Bank (now JP Morgan Chase Bank). After a few years, she moved back to the Tampa area, still working with Chase, then married, and later became a stay-at-home mom.

But she never put her sketching pencils away – or her love of art. It wasn’t long before she had a little side gig, sewing napkins, baby clothes and table runners for sale on Etsy, the online marketplace for handmade and other unique items. Then a neighborhood friend asked if she wanted to join in an exhibit at a local restaurant. “My first art show ever,” Szymanski says. “As I was drawing for that, I felt like, ‘This is what I want to do.’ ”

At about the same time, she began posting some of her drawings on Facebook. About three years ago, friend Matt Beall (yes, one of those Bealls – he’s president of Bealls Stores,



Working from her Apollo Beach, Fla., home, Linnea “Lea” Szymanski sketches a new design for Bealls department stores. After earning a USF degree in finance and spending years working in that field, she gained the confidence to pursue a second career in art.

Photo: Courtesy of Bealls Stores, Inc.



Forever Bulls

Inc.), asked if he could show her work to the Bradenton-based chain's art team.

Um ... sure?

The team responded: Could she draw fish?

Szymanski admits she's never been interested in actually getting on a boat and fishing. She goes out occasionally with family and friends – she lives in Florida, after all – but her catches are with a camera, much better suited for referencing when she draws.

The folks at Bealls send her a list of what they want every few months, she says. "Occasionally, I'll throw something else in there. I threw in a little seahorse named Sugar. They loved her, so they put her on some bags."

Szymanski works at home, usually with her feet propped up and a poster board on her lap. She still works with the same inexpensive Bic mechanical pencils she discovered in high school, when a staff member commissioned her to draw a turkey he'd shot and stuffed. "I wanted to get all the little details, and I was using standard pencils. I had to keep sharpening them because they'd get dull, so the lines weren't even."

The work is time-consuming – partly because all those fish scales take focus. A single design can take up to 20 hours.

But, oh, the payoff.

For a musician, it's when you hear your song on the radio. For a writer, it's when you see someone reading your book. And for an artist like Szymanski, it's when you walk into a store and see your work on a shirt.

Her 7-year-old daughter and 10-year-old son are her biggest fans. "They love it," she says. "My son, in the very beginning, if he saw someone wearing my shirt, or saw the shirts in the store, he was like, 'Hey, that's my Mom's shirt!' And I would cover my eyes. It was kind of embarrassing."

But she's more sure of herself now that she's older.

"Occasionally I'll go up to somebody wearing one of my designs and say, 'Hey, I'm the artist who drew the fish on your shirt.' They think it's pretty cool."

Now that she's found her perfect fit, does Szymanski regret her long-ago decision to pursue finance instead of art?

Not a bit. The classes she took, mostly at "amazing" USF St. Petersburg, equipped her for a rewarding career with Chase. That, in turn, gave her the self-confidence she relies on in all aspects of her life. Each step along the way helped get her to this work she loves, she says.

"I think everything worked out the way it was supposed to." ■

Szymanski's popular designs appear on several of Bealls' private brands. She's the featured artist for the largest, Reel Legends.



Photos: Courtesy of Bealls Stores, Inc.



What Will Your USF Legacy Be?



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A Service of the University of South Florida

Salute to 2018's new Life Members

Recognizing all U Club donors, 2018 Circle of Excellence donors and those who became Life Members in 2018*

AMONG THE MOST committed proponents of higher education in general, and USF in particular, are Life Members of the USF Alumni Association. With 90 percent of Life Membership dues deposited in an endowed fund, these alumni and friends of USF will support programs that enrich students and alumni in perpetuity, building a powerful network of support for the university.

We gratefully acknowledge all of our Life Members with a tribute page at usfalumni.org/LMhonor. By making the complete Life Member Honor Roll permanently visible to the public, we recognize your generous contributions.

The names of the 358 Life Members who joined this elite group in 2018 are published here. Thank you!

In our Circle of Excellence, we recognize Life Members who made additional unrestricted annual gifts in 2018, as well as all 29 donors in the prestigious University Club. U Club alumni and friends have made a significant impact on USF through endowments of \$25,000 or more.

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

Life Member Circle of Excellence Donors

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

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

Timmer Ahrens, #2140
Vicki Ahrens, #2139
Jean Amuso, #3112
Philip Amuso, #3111
Angela Brewer, #594

James Brewer, #850
Anne Craft, #3985
Wilson Craft, #608
Daniel Dennison, #1935
Nancy Dennison, #1934
Patrick Feldman, #2133
Daniel Harper, #1954
Mary Harper, #1953
Ben Heugel, #1421
Lisa Provenzano Heugel, #1420
Ricky Jacobs, #1901
Anila Jain, #132
Kailash Jain, #1060
Mona Jain, #631
Roy Jewell, #755
April Monteith, #1422
Glen Nickerson, #1795
Betty Otter-Nickerson, #1796
Michael Perry, #2718
Michele Perry, #2717
Jeffrey Reynolds, #810

Patricia Reynolds, #809
Robert Switzer, #3836
H. Monty Weigel, #1495
MaryAnn Weigel, #2881

Diamond Level Donors of \$1,000+

Michael Allocco, #2408
Cynthia Amor, #458
Jack Amor, #457
Jeb Bjorn, #4397
Stephen Blume, #1832
Joie Chitwood III, #4048
Victor Connell, #1356
Joseph Cuteri, #2624
Jodi Dodge, #1669
Sara DuCuennois, #1334
William Eickhoff, #80
Brandy Fishman, #3081
Jeffrey Fishman, #3080
Margaret Fowler, #1207



My time at USF changed my life, so becoming a Life Member of the Alumni Association was a no-brainer for me. I contribute to Circle of Excellence and have made preparations to contribute through my estate as a way of giving back and paying forward the blessing I received. Geaux Bulls!

PERRY SHOLES, MBA '94
PRESIDENT, PROGRESSIVE HR STRATEGIES, INC.
AND NEW ORLEANS ALUMNI CHAPTER LEADER

*Life Members who joined Jan. 1 through Dec. 31, 2018

Jennifer Gonzalez, #1348
 Shannon Gonzalez, #1349
 Melanie Griffin, #3070
 Michael Griffin, #973
 James P. Harvey, #2027
 Sonya Harvey, #2028
 David Hilfman, #263
 Scott Kilbourne, #2670
 Jennifer Leavengood, #1833
 Richard Lindstrom Jr., #4961
 Dean Martin, #2003
 Merritt Martin-Lindstrom, #2327
 Anne McCausland, #2332
 William McCausland, #2331
 Barbara Harken Monsour, #2361
 Roger Monsour, #2360
 Timothy Pariso, #2593
 Michael Peppers, #1774
 Valerie Riddle, #2388
 Beda Rojas, #4398
 Kimberly Ross, #642
 Bill Smith Jr., #2799
 Jeffrey Spalding, #925
 Sara Spalding, #926
 Jeanne Whalen, #1907

Emerald Level

Donors of \$500 - \$999

Michael Boorum, #2676
 Mack Cooley Jr., #993
 Myra Cooley, #992
 Harold Costello Jr., #1367
 Karen Fedyszyn, #2333
 Liana Fox, #125
 Brenda Freebourn, #3683
 Richard Freebourn Sr., #3682
 Judy Genshaft Ph.D., #1697
 Ann Marie Gibson, #3761
 James Gibson III, #3760
 Steven Greenbaum, #1995
 Janet Kelly, #1395
 Brad Kelly, #971
 Christopher Lake, #4658
 Carol Long, #2457
 John Long, #2456
 Carleton Lum III, #1726
 Deborah Lum, #1725
 Deborah Momborg, #1694
 Joel Momborg, #1693
 Jay Oklu, #2036
 Charlotte Oneal, #4916
 Tommy Oneal, #4915
 Marc Ostroff, #1595
 Donna Parkin-Welz, #4373
 Christopher Prentice, #2306
 Kristen Prentice, #2307
 Randall Reder, #3710
 Melissa Schaeffer, #3203
 George Schultz, #2224
 Virginia Schultz, #2225
 Lisa Spagnuolo-Oklu, #2037



I'm proud that I was one of the first 100 alums to join as an Alumni Association Life Member, No. 66, to be exact! Now that USF has Preeminent status, I feel that initial, modest investment was a very smart one. And I continue to want to invest in my college, Arts and Sciences. I'm setting up an endowed scholarship through a legacy gift for students with financial need.

THE HONORABLE JUDGE CATHERINE PEEK McEWEN, '79
 U.S. BANKRUPTCY JUDGE, MIDDLE DISTRICT OF FLORIDA AND
 2016 USF DISTINGUISHED ALUMNA

Bettina Tucker, #128
 Jose Valiente, #1267
 Lourdes Valiente, #2431
 Bruce Van Fleet III, #4169
 Dawn Van Fleet, #4170
 Judy Wallace, #860
 Lew Wallace, #859
 R. James Welz Jr., #421

Gold Level

Donors of \$250 - \$499

Emily S. Adams, #730
 Valerie Agostini, #3011
 Lorraine Angelino, #1453
 Gregory Ashley, #1089
 Donna Brickman, #1403
 Michael Brickman, #1404
 Aleasha Burnell, #3577
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“

For me, it wasn't about what I'd get out of it; it's a way to stay connected to my university.”

– Cameron Weed '17

Photo: PENNY CARNATHAN, USFAA

Life Member No. 5,000 represents a growing millennial trend

AS A USF STUDENT AMBASSADOR, CAMERON WEED enjoyed working alumni events and hearing all the older Bulls talk with such enthusiasm about their alma mater.

“They'd talk about the growth, the changes and improvements since they were students, about how much they still loved their university 20 years after they graduated,” says Weed, '17. “Seeing their passion fed mine. I wanted USF to be a part of my life forever. Once a Bull, always a Bull!”

So last fall, while attending his first Homecoming Welcome Home Party as an alumnus, Weed and a handful of friends took the plunge. At the Alumni Association membership tent, they became Life Members.

Thus, Weed made history. He is Life Member No. 5,000.

“Cameron epitomizes our Life Members. They're an exceptionally committed group of alumni and friends of USF who fervently believe in higher education in general, and USF in particular. They're people who give back,” says Bill McCausland, MBA '96, Life Member No. 2,331, and executive director of the Alumni Association.

“What's special about Cameron being No. 5,000 is that he represents a new trend among our Life Members. Increasingly, they're

younger grads who aren't waiting until they've had successful careers and raised families to support their university.”

Weed, a 25-year-old chemical engineer at The Mosaic Co., says he has a particular appreciation of the Alumni Association. He was a member of all three Association-sponsored student organizations: Ambassadors, Student Alumni Association and Order of the Golden Brahman. (He remains a member of the latter, which includes alumni.)

“The networking and connections I made were so valuable. I got to meet and talk to a lot of alumni. They gave me advice on getting a job after graduation. They gave me their business cards. I still keep up with some of them today.”

He also received the Association's Judge Raymond O. Gross Scholarship, which provided much-needed help during a financially challenging semester. “That was a big deal to me, a big weight off my shoulders,” he says.

Today, Weed is a member of the Association's Engineering Alumni Society and on the board of the American Institute of Chemical Engineers, both of which raise money to support students. By becoming a Life Member of the USF Alumni Association, he has also contributed to an endowment that will support Association programs and activities for generations to come.

“For me, it wasn't about what I'd get out of it; it's a way to stay connected to my university,” he says. “When you invest in your university, it's an investment in yourself. I feel strongly about that.

“When the university does well, it reflects well on you.”

— PENNY CARNATHAN, '82, Life Member

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Becoming a Life Member was an easy decision. As both a USF alumna and an employee, it gives me the opportunity to unify my personal and professional connections to the university. I care deeply about supporting the Alumni Association so current students may have the wonderful experience I did.

ARUPA GOPAL, '07
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The honor roll reflects each Life Member's Circle of Excellence donor designation as well as his or her individual ordinal Life Member number. This number serves as a source of pride in commemorating a Life Member's unique place in this prestigious group.

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

Are You on the List?

Be recognized in next year's Salute to New Life Members by becoming a Life Member of your USF Alumni Association today. It's a great year to make the commitment: 2019 marks the Association's 50th anniversary. We're celebrating all year with a "50 in 50" membership drive – 50,000 members in our 50th year. Visit www.usfalumni.org/membership.

Already a Life Member? Get your name published in the spring 2020 Salute by becoming a Circle of Excellence donor. Visit www.usfalumni.org/COE.

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 It's a chilly spring break for Rocky, **Frank Maggio**, '93 and MAcc '94, Life Member, and **Lora Maggio**, '95 and MAcc '96 Life Member, as they pay their respects at the Martin Luther King, Jr. Memorial in Washington, D.C.

b There's nothing like a visit to the Great Wall of China in Beijing to celebrate your 60th birthday! Rocky tags along to help **Jacki Jackson**, '80, Life Member, blow out all those candles.

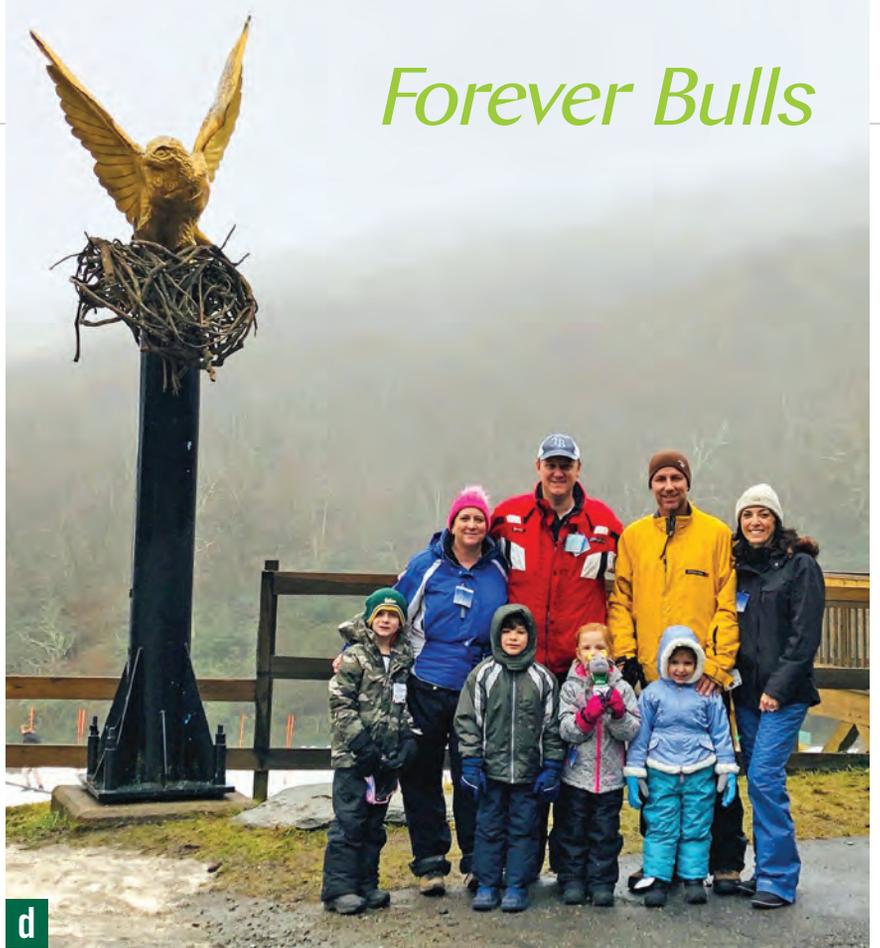
c Ever a Star Wars fan, Rocky hoped to join **Barbara Miller**, '90, for a cruise to the remote island of Skellig Michael, where scenes from the lost planet Ahch-To were filmed for *The Force Awakens*. Alas, the seas were too rough, so they satisfied themselves with the spectacular views from the Ring of Kerry.

d Future Bull **Audrey Bever**, front center, helps Rocky stay warm during a visit to the Hawksnest Snow Tubing Park in Banner Elk, N.C. The two were

Forever Bulls



c



d



e



f

joined by fellow future Bulls, from left, **Cameron, Landen** and **Emilia Bever** and, back row from left, **Alexis Fatolitis Bever**, '00; **Damian Bever**, '01 and MBA '08; **Jason Bever**, '02; and **Jill Aidelbaum Bever**, MEd '04.

e Former graduate teaching assistants from the USF School of Accountancy count themselves lucky as they reunite at the border of Tanzania and Kenya in Africa's Masai Mara National Reserve. They are, from left, **Jillanne Smith** '88 and MAcc '93; **Ann Wolfe**, '88 and MAcc '91, Life Member; **Alistair Cooke** '88 and MAcc '89; **Greg Smith** and **Ben Wolfe**.

f **Connie Johnson-Gearhart**, '00 and MCE '12, Life Member, and Rocky scratch an item from her bucket list: visiting Lambeau Field, home of the Green Bay Packers. The two got to take the Lambeau Leap, with help from a bronze sculpture commemorating the beloved Packers tradition of football players hopping into the stands after they score a touchdown.

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

Chapters & Societies

a



A record 23 alumni chapters and societies around the country – 24 if you count your USF Alumni Association staff – joined the 2019 USF Stampede of Service in celebration of Martin Luther King Jr. Day. Volunteers gave their labor and love to a host of charitable causes, from sprucing up Habitat for Humanity Homes and USF Botanical Gardens to helping a drum and bugle corps at its first band camp.

Alumni groups make it easy to connect with other Bulls and become a part of a social and professional circle of people with a strong shared bond. Whether they're working on a project, cheering on their favorite college sports team or raising money for today's students, group members are key to USF's success.

a Ben Wadsworth, '09, and a contingent of Raleigh, N.C., Alumni Chapter construction workers put the finishing touches on a Habitat for Humanity of Wake County home days before "delivery" to its new owners.

b Beth Granucci-Espinoza, '00 and MA '03, and her husband, Eric, sort perishable goods at Feeding South Florida, which provides food to individuals and families in four counties and is part of the Feeding America network of food banks. The two joined other volunteers from the Broward County (Fla.) Alumni Chapter. Photo credit: Ruth Rogge, '74, Life Member.

c Tina James, '00, Life Member, lets the Trinity Café 2 maître d' know that she has room for four at her table. James and other members and friends of the Black Alumni Society served breakfast, bussed tables and poured gallons of coffee at the free Tampa restaurant. Photo credit: Amaria McGee, Class of '22, USFAA.

d Marcy Butz, '13, left, and Megan Nunan cuddle puppies at Canine & Company. Chicago Alumni Chapter volunteers gave their day helping turn rescue dogs into specially trained therapy animals.

e Rugby Alumni Society members and current players put teamwork into action as students Prince Iglar, bottom left, and Murray Alford hoist Trevor Brueningsen and his paint roller. The players spruced up buildings for the Hillsborough County Parks & Recreation Department in Tampa.

f Charlotte, N.C., Alumni Chapter volunteers, including, from left, future Bull Ashley Andrews, Kara Kester, and Katherine Leach Andrews, '93, Life Member, take over the kitchen at Hope Haven, a residential support community for people recovering from chemical addictions and their families.

Forever Bulls



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

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
Tyrone Gray
tgray@usf.edu

Architecture Alumni
David Hunter
David.Hunter@morganstanley.com

Black Alumni
Erica Daley
usfblackalumnisociety@gmail.com

College of Behavioral and Community Sciences
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
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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
cwarner1@health.usf.edu

Music Society
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Patel College of Global Sustainability
Julie Cornwell, Arnel Garcesa
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Pharmacy Alumni
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Psychology Alumni
Kim Read
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Public Administration Alumni
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Public Health Alumni
Natalie Preston-Washington
npreston@health.usf.edu

Rugby Alumni Society
James Callihan, Sean Masse
usfbullsrugbyalumni@gmail.com

USF St. Petersburg
Heather Willis
hlwillis@usfsp.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



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GEOGRAPHICAL GROUPS

Asheville, N.C.
Chad Johnson
USFAshevilleBulls@gmail.com

Atlanta
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Austin, Texas
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Broward County
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Alan Steinberg
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Casey Plastek
USFTampaAlumni@gmail.com

Thank you

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THANK YOU for joining us at the 2019 Green & Gold Gala. We hope you had a night to remember while connecting with fellow USF alumni and friends in support of our great university.



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Class Notes

1970s

JIM CONGELIO SR., Accounting '76, Life Member, has joined Sterling Seacrest Partners commercial insurance brokerage to lead its expansion into Florida. Congelio is running the firm's new Tampa office. He previously worked for Chubb Insurance.

SUSAN KETTERER, Social Work '79, Life Member, retired after more than 35 years as a social worker with Hillsborough County Social Services.

JOE TOMAINO, MA Distributive and Marketing Education '71, Life Member, USF Distinguished Alumnus, received the Dean's Lifetime Achievement Alumni Award from the USF College of Education. His roles with the university have included assistant director of USF's Career Center, executive director of the USF Alumni Association, director of development for USF and director of major gifts for the College of Education and USF Athletics.

JOSE VALIENTE, Accounting '73, Life Member, board member for USF Foundation and Alumni Association, received the 2018 Tampa Hispanic Bar Association E.J. Salcines Spirit of Tampa Award for his extraordinary contributions to the Hispanic community of Tampa Bay. He is also the 2017 USF Donald A. Gifford Service Award recipient.

1980s



STEPHEN BARDY, Marketing '87, was named an Orlando 2018 CEO of the Year by the *Orlando Business Journal*. He is the executive director of Pet Alliance of Greater Orlando.

DR. RICHARD CAESAR, MD '85, joined Pen Bay Urology in Rockport, Maine, to provide general adult and pediatric urologic care. He previously served on the medical staff at Eastern Maine Medical Center.

MARGARITA GONZALEZ, Mass Communications '85, was honored by the NFL and Tampa Bay Buccaneers with the national Hispanic Heritage Leadership Award. She is an honorary chair of the Hispanic Professional Women's Association and a former USF Alumni Association board member.

CHRISTOPHER HOLLEY, MPA '81, is the new city administrator of Pensacola, Fla. Holley recently served as the economic development director for Gulf County, Fla.



DR. COREY HOWARD, Biology '86 and MD '90, was elected president of the Florida Medical Association after serving as speaker and vice speaker. He is also chair of Florida's delegation to the American Medical Association.

ANNA KRAJNA, MS Management '87, was named human resources leader for Kaiser Permanente health care company's Marin-Sonoma, Calif., service area. She was previously the human resources leader for Kaiser Permanente Santa Clara, Calif.

DIANA MICHEL, General Business Administration '88, USF Sarasota-Manatee, Life Member, is an affiliated sales associate with Coldwell Banker Residential Real Estate in Longboat Key, Fla. She is a former USF Alumni Association board member.

ANNA PRENTISS, Anthropology '82 and MA '86, was named the University of Montana's 12th regents professor. She is an archaeologist and anthropology professor, and has written and co-authored six books.

1990s

KELLI CHICKOS, MA Adult Education '98, was named CEO of the Humane Society of Pinellas in Clearwater, Fla. She was previously the director of learning and performance, talent management, at PODS (Portable On Demand Storage) in Clearwater.

RICK FATHAUER, Accounting '90, was named partner and vice president of finance for Pinnacle Community Association Management, which provides management services to homeowners and condominium associations in southwest Florida. He is a member of the Florida Institute of Certified Public Accountants.

MICHELLE FISHER, Elementary Education '98, received the 2017-18 STEM Alliance Elementary Math Teacher of the Year Award for Orange County public schools. She teaches at Eagle Creek Elementary School in Orlando, Fla.



JOANNA FOX, English Education '99, was awarded the Maya Angelou Teacher Award for Poetry by the Penguin Random House Foundation. She has worked at Booker Middle School in Sarasota for 18 years. She is a 2017 USF College of Education's Dean's Lifetime Achievement Alumni Award recipient.

MARY BETH HUDSON, Psychology '93 and MA '97, joined Coldwell Banker Residential Real Estate as the new branch manager of the company's Siesta Key, Fla., office. She was previously a new home consultant with Arthur Rutenberg Homes.

AMABEL MCCORMICK, Psychology '93 and MPA '04, joined the USF Alumni Association as its assistant director of development and sponsorships. She was previously a Bulls Club development officer.

DR. ALICIA G. ROSSITER, MS Nursing '96 and DNP '15, was named a fellow to the American Academy of Nursing. She started and heads the USF College of Nursing V-CARE program, which helps veterans earn an accelerated bachelor's degree in nursing.



DR. CRAIG SINGER, MD '98, has published his first novel, *More Than Bones* (Twin Rabbit Books, 2019), a suspenseful and humorous coming-of-age story about a medical school graduate.



**Send
us your
class
notes!**

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



REP. ROSS SPANO, History '94, was elected to represent Florida's 15th congressional district in the U.S. House. He previously represented the state's 59th district.

CHRISTINE TURNER, Public Relations '97, Life Member, was promoted to executive vice president, principal, of ChappellRoberts advertising agency in Tampa. She is also a board member of the Greater Tampa Chamber of Commerce and the Tampa Downtown Partnership.

MARION YONGUE, Accounting '91, Life Member, was promoted to associate vice president of development at USF. He has worked at USF since 2011 and previously served as assistant vice president of development.

2000s

WILLARD BLAIR, Psychology '03, was elected to the advisory board of the Alliance of Merger & Acquisition Advisors. He is a partner at the Tampa office of Shumaker, Loop & Kendrick, LLP.

CHRIS CUTCHENS, Accounting '00 and MAcc '01, Life Member, was named chief operating and financial officer of DirectView Holdings. He was a *Tampa Bay Business Journal* 2015 CFO of the Year.

MIKE GRIFFIN, Marketing '03, Life Member, was selected to lead the USF Consolidation Task Force. Griffin previously served as leader of the task force subcommittee for student success, academic programs and campus identity. Griffin is a former USF Alumni Association board chair and two-term USF student government president. He is the senior managing director of Savills Studley Occupier Services.

REED HAMMOND, Business Administration '04 and MBA '08, was promoted to CEO at Frankfort Regional Medical Center in Frankfort, Ky. He was previously COO of the facility.

The logo for Painters on Demand (pd) is a white circle containing the lowercase letters 'pd' in a sans-serif font, with a trademark symbol (TM) to the upper right. Below the logo, the text 'painters on demand' is written in a lowercase, sans-serif font. A horizontal blue bar below the logo contains a sequence of icons: a smartphone, a checkmark, a truck with a 'pd' logo, a checkmark, a house, a checkmark, a paint bucket, a checkmark, and the word 'RELAX'.

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Class Notes



DUSTIN HOLBROOK, Management Information Systems '03, was named director of market intelligence for PulteGroup Inc.'s West Florida Division. He has worked at PulteGroup home

construction company for six years.

WILLIAM HUTSON, Communication '09, received the Arabian Business Mentor of the Year Award. He is the founder and CEO of LMTD, a creative agency based in Dubai, UAE.

PAM IORIO, MA History '01, USF Distinguished Alumna, Life Member, was one of *People* magazine's 25 Women Changing the World. She is president and CEO of Big Brothers Big Sisters of America and a former mayor of Tampa.



CORIN LA POINTE-ATCHISON, English '07, USF St. Petersburg, and MA '13, joined the law firm Galanda Broadman as an associate in the firm's Seattle office.

He received his law degree in 2017 from the Lewis and Clark School of Law and served as president of the Native American Law Students Association.

ALEX LA SPINA, Elementary Education '09, received the Young Educators Alumni Award from the USF College of Education. She is a fifth-grade teacher at Learning Gate Community School in Lutz, Fla.

JASON LEVY, Social Science Education '03, was the keynote speaker at the Holocaust Museum Houston's opening of its new exhibit to honor the 80th anniversary of Kristallnacht. He is a social studies teacher at Steinbrenner High School in Tampa.



KRISTEN LIVENGOOD, Mass Communications '05, Life Member, is the public information officer for Monroe County, Fla. She previously worked for *The Weekly Newspapers*

as a writer and social media specialist.

RUTH NELSON, Music Education '07 and MM '13, founded Young Voices of New Port Richey, a choir for fourth- and fifth-grade students in West Pasco County, Fla. She is the music director at the First United Methodist Church of New Port Richey and the director of choral activities at Hillsborough Community College in Tampa.



RYAN ORGERA, French '05 and MA '07, was named CEO of the Sanibel-Captiva Conservation Foundation in Sanibel, Fla. He was previously an officer at the Pew Charitable Trusts,

where he worked on marine conservation projects around the world.

DEIDRE ORRIOLA, MPH '06, received a USF Hispanic Heritage Award presented by the USF Status of Latinos Committee. She is an instructor at USF's College of Public Health. She traveled to Puerto Rico in 2017 following Hurricane Maria to help with disaster relief efforts.

ANDREW PRILLIMAN, Marketing '07, was promoted to president and CEO of the National Christian Foundation's Tampa office. Before joining the foundation in 2009, he served in the U.S. Marine Corps, where his unit was awarded a Presidential Unit Citation.

LUZ RANDOLPH, Communication '06 and MEd '08, Life Member, was promoted to assistant director of diversity initiatives for the USF Foundation. She was previously a development officer for University Advancement. She has been inducted into the USF Fraternity and Sorority Hall of Fame and received the 2018 USF Ally of the Year Award.

MELISSA POMEROY RICKHEERAM, Management Information Systems '05, was appointed associate director of the emergency room at Oak Hill Hospital in Brooksville, Fla. She was previously manager of emergency services at Regional Medical Center Bayonet Point.

BROOKE SIMPSON, Accounting '04, was named a partner at BlumShapiro, the largest regional accounting, tax and business advisory firm based in New England. She joined the Boston office. She has been an adjunct professor at the University of Massachusetts since 2009.

JASON STRICKLAND, MPA '03, Life Member, was named director of stakeholder relations for the Veterans Health Administration Office of Community Care. He was also recently selected to be a 2018 Leadership VA Fellow, one of only 50 chosen from more than 1,000 applicants.

CHERYL VAMOS, MPH '05 and PhD '09, received USF College of Public Health's inaugural Dean's Excellence in Teaching Award. She is an assistant professor of maternal and child health at the college.

FRANK YIANNAS, MPH '03, joined the Food and Drug Administration as deputy commissioner for food policy and response. He was previously vice president of food safety for Walmart, Inc.

2010s

MARIA BABAJANIAN, Accounting '12 and MBA '13, USF St. Petersburg, joined Smolker, Bartlett, Loeb, Hinds & Thompson, PA as an associate attorney. She previously clerked for Judge Robert N. Opel II in the U.S. Bankruptcy Court for the Middle District of Pennsylvania.

JESSICA BRASSEUR, Studio Art '17, has joined USF's Women in Leadership & Philanthropy as a staff assistant.

SHAWNA BROWN, General Studies '15, joined Halfacre Construction Company as an assistant project manager at the company's Lakewood Ranch, Fla.-based office. She has worked in procurement management for more than nine years.

OMONIGHO BUBU, PhD Public Health '17, is a postdoctoral research fellow at NYU Langone Health, Center for Brain Health, Department of Psychiatry and the Center for Healthful Behavior Change, Department of Population Health. He is also an adjunct faculty member at Wheaton College in Illinois.

EVAN BURROUGHS, Finance '13, is a senior consultant at Booz Allen Hamilton, a management and information technology consulting firm in Washington, D.C. He recently began studies at American University's Washington College of Law.

STACEY DAVILA, Theatre '15, is a costume supervisor for Ballet Hispánico in New York City. She was previously an intern for the ballet.

MONICA EDWARDS, Political Science '15, USF St. Petersburg, has been recognized by the Charles B. Rangel International Affairs Program as a 2019 Rangel Fellow. The graduate fellowship promotes diversity and excellence in the U.S. Department of State Foreign Service. She is an English teacher at the Korea Poly School in Daejeon, South Korea.

JASON GARCIA, PhD Public Health '18, Life Member, joined Arthrex as an industrial hygienist in Naples, Fla. He was previously a graduate teaching assistant and graduate research assistant at USF.

TATIANA GARCIA, Management and Marketing '15, was promoted to senior product manager at Tech Data, based in Clearwater, Fla. She was previously a product manager for Cisco Solutions Group.

DEVIN HEALY, MS Nursing '18, received the DAISY Award for Extraordinary Nurses. He is a registered nurse at Tampa Community Hospital.

LISA HEDMAN, MS Nursing '16, is a clinical practice instructor for nursing at the University of Colorado Colorado Springs. She previously worked as an adjunct nursing instructor and clinical instructor for the university.

KAYLA JACOBSON, Marketing '14, has joined Community Health Centers of Pinellas County as a marketing and business development specialist. She is a former Muma College of Business 25 Under 25 honoree.

ARJUN KADIAN, MS Business Analytics and Information Systems '18, received the 2018 USF Abdul Kalam Postgraduate Fellowship. He worked for Infosys before attending USF and has a bachelor's degree in electrical engineering from the University of Pune in India.

NATASHA KURJI, MPH '17, placed as a finalist in the Florida Blue Health Innovation Pitch competition. She is a USF College of Public Health doctoral student and serves as vice president of the Hillsborough National Alliance on Mental Illness.

JASON LANCASTER, Environmental Science and Policy '96 and MPH '04, was appointed a principal in Cardno, Inc.'s Peachtree Corners, Ga., office. He is a leading environmental consultant and permitting specialist with more than 20 years of experience in the environmental permitting field.

AMANDA LEWIS, MS Nursing '17, joined Watson Clinic South in Lakeland, Fla. She is a nurse practitioner and her areas of expertise include comprehensive adult and family primary care services.

ANTHONY LOVE, Communication '10, is a territory manager for ConvaTec, an international medical products and technologies company. A former USF football player, he is a past board member for the USF Orlando Alumni Chapter.

ANGELA MANN, Nursing '11 and MS '11, joined the endocrinology department of Lakeland, Fla.-based Watson Clinic as a registered nurse practitioner. She is a member of the American Academy of Nurse Practitioners, American Association of Critical Care Nurses and Polk County Advanced Practice Nurses Association.

LISA MARTINO, PhD Curriculum and Instruction '17, joined the University of Central Florida as lecturer and career and technical education (CTE) programs coordinator. She has been a CTE teacher educator since 2012.

ADAM MATHIEU, Studio Art '16, co-founded Separate Checks, a new Tampa artist collective. He is also a graphic designer for Xcenda, a pharmaceutical consultancy.

DIANA KANZLER MISLE, International Business '14 and MS Marketing '17, joined the Association to Advance Collegiate Schools of Business as a marketing and communications associate. She previously worked as a marketing operations coordinator at Revcontent in Sarasota.

WE'RE BULLISH ON USF.

Students and alumni, we're with you in the pride we feel for USF. Our hometown university improves our hometown every single day. Thanks, Bulls!



Class Notes

MORGAN MUMBAUER, Marketing '17, has joined the Lakeland (Fla.) Police Department as an officer. Her father is a sergeant with the department and her uncle served as a detective.

WILNELLY ORTIZ, Management and Marketing '11, was named to Billboard's 40 Under 40 list of music's top young power players of 2018. She is the director of marketing and partnerships at Roc Nation entertainment company.

TRAM PHAM, Nursing '14, won first place and \$10,000 in the Florida Blue Health Innovation Pitch Competition for the invention she co-founded, The Natural Nipple. She is a doctoral student at USF's College of Nursing and a registered nurse at Tampa General Hospital.

BRIAN ROTHENBERGER, Mass Communications '15, is the broadcast and communication director for the Quad City Storm, a minor league hockey team in Moline, Ill. He was previously a live event operator for BEK Communications in Bismarck, N.D.

LAUREN SHUMATE, Criminology '10 and MA '14, joined Gunster, a statewide Florida commercial law firm, in the business litigation practice group. She previously served as an intern to Judge James D. Whittemore of the U.S. District Court and Judge Raymond O. Gross of the Florida 6th Judicial Circuit Court.

JACOB WEIL, Political Science '15, opened Weil Law Group, P.A. in Fort Lauderdale, Fla. He is president of the firm.



KELLY SINGLETON WILKINSON, Accounting '13, became a licensed CPA in January 2017. She has worked at Marcy Singleton & Associates CPAs, P.A., since 2003.

LAUREN WRIGHT, Nursing '14 and MS '17, won first place and \$10,000 in the Florida Blue Health Innovation Pitch Competition for the invention she co-founded, The Natural Nipple. She is a doctoral student at USF's College of Nursing and a clinical research nurse at Tampa General Hospital.

In Memoriam

MICHAEL J. BAGGS, English '82, Oct. 12, 2018
MILDRED ANN BISHOP, English Education '70 and MEd '82, Nov. 12, 2018
KATHERINE BOYES, MA Library & Information Science '95, Nov. 18, 2018
MARGIE BUTLER, MS Nursing '94, November 2018
GRETCHEN (HUTTO) CASTELLANO, Elementary Education '85 and MEd '96, Oct. 11, 2018
CAROL CLOBRIDGE, MS Audiology '74, Oct. 1, 2018
TERRENCE CONWAY, Mass Communications '74, Oct. 18, 2018
LOIS K. COTTRELL, Elementary Education '67, Dec. 28, 2018
GUILLERMO CUÉLLAR, Art '73 and MA Rehabilitation Counseling '76, Oct. 20, 2018
FAYETTA DAVIS, MA Library & Information Science '77, Oct. 3, 2018
OPHNI DESAMOUR, Chemistry '97, Oct. 18, 2018
DEBORAH YOUNG DUBOIS, Criminology '77, Nov. 16, 2018
RICK DURAN, Industrial Arts-Technology Education '90, Oct. 19, 2018
BETTY EDENFIELD, MA Reading Education '77, Nov. 12, 2018
JOHN F. EVENHOUSE SR., Marketing '76 and Geology '87, Oct. 25, 2018
WILLIAM W. GROSS III, Physics '89 and MS '98, Nov. 10, 2018
MIKE HAMMILL, Finance '66, Oct. 20, 2018
DANIEL R. HARKINS, Mass Communications '15, Oct. 26, 2018
LANCE W. HENDRIX, Accounting '86, Sept. 24, 2018
PHILIP C. HENRY, ME '68, Jan. 1, 2019
DORENE HINELINE, MA Elementary Education '73, Nov. 2, 2018
CARTER S. JUNKIN, Elementary Education '74 and MA '78, Oct. 14, 2018
ROY R. "ROBIN" LEWIS III, MA Zoology '68, Sept. 24, 2018
MILTON LINNAS, Political Science '17, Oct. 11, 2018
MARVIN L. LITWILLER, Industrial Arts-Technology Education '79, Sept. 6, 2018
JAMES "MAC" MACALUSO, Marketing '70, Nov. 25, 2018
KATHLEEN (JONES) MACLAREN, General Business Administration '89, Sept. 30, 2018
RUSSELL MANLEY, Mass Communications '76, Oct. 6, 2018
GABRIELLE MICHAELIS-CIFONI, Mathematics Education '95 and MA '01, USF Sarasota-Manatee, Oct. 31, 2018
KATARINA MOLLER, Mechanical Engineering '16, Nov. 15, 2018
CAROL ANN PARTINGTON, MA Special Education '78, Nov. 24, 2018
EUGENE A. POOLE, Physical Education '70, Nov. 27, 2018
JOHN A. SHOUSE, Physical Education '85, Oct. 21, 2018
EMMANUEL "MANNY" SUAREZ, EdS '71, Oct. 23, 2018
WILLIAM "BILL" SWALES, EdS '86, Oct. 12, 2018
MICHAEL SWITZER, English '66, Nov. 12, 2018
GORDON MACCRAE WILSON, Physical Education '66, Nov. 25, 2018
WILLIAM L. WOODRUFF JR., Sociology '69, Oct. 11, 2018
KATHRYN YTTRI, MA Special Education '83, Sept. 11, 2018

Staff and Faculty

SIDNEY AXINN, Courtesy Professor, Department of Philosophy, Sept. 25, 2018
EMANUEL "MANNY" DONCHIN, Distinguished University Professor, Department of Psychology, Oct. 10, 2018
AUGUST FREUNDLICH, former Dean of USF's College of Fine Arts, Oct. 24, 2018
ETHEL D. LEVITSKY, Social Work '84 and MA '91, Budget Administrator, Sept. 29, 2018
MARTHA (RODRIGUEZ) PEARCE, USF Library Acquisitions, Oct. 23, 2018
ROBERT L. SHANNON, Professor, College of Education, Dec. 5, 2018
KENNETH D. STANTON, MA Art Education '68, former Director of Instructional Media, Sept. 26, 2018
RAYMOND H. WIDEN, Microbiology '76 and PhD '81, Assistant Professor, USF Morsani College of Medicine, Nov. 18, 2018
MARKEYSHAY "KEYSHA" WILLIAMS, Office Manager, University Communications and Marketing, Dec. 24, 2018

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