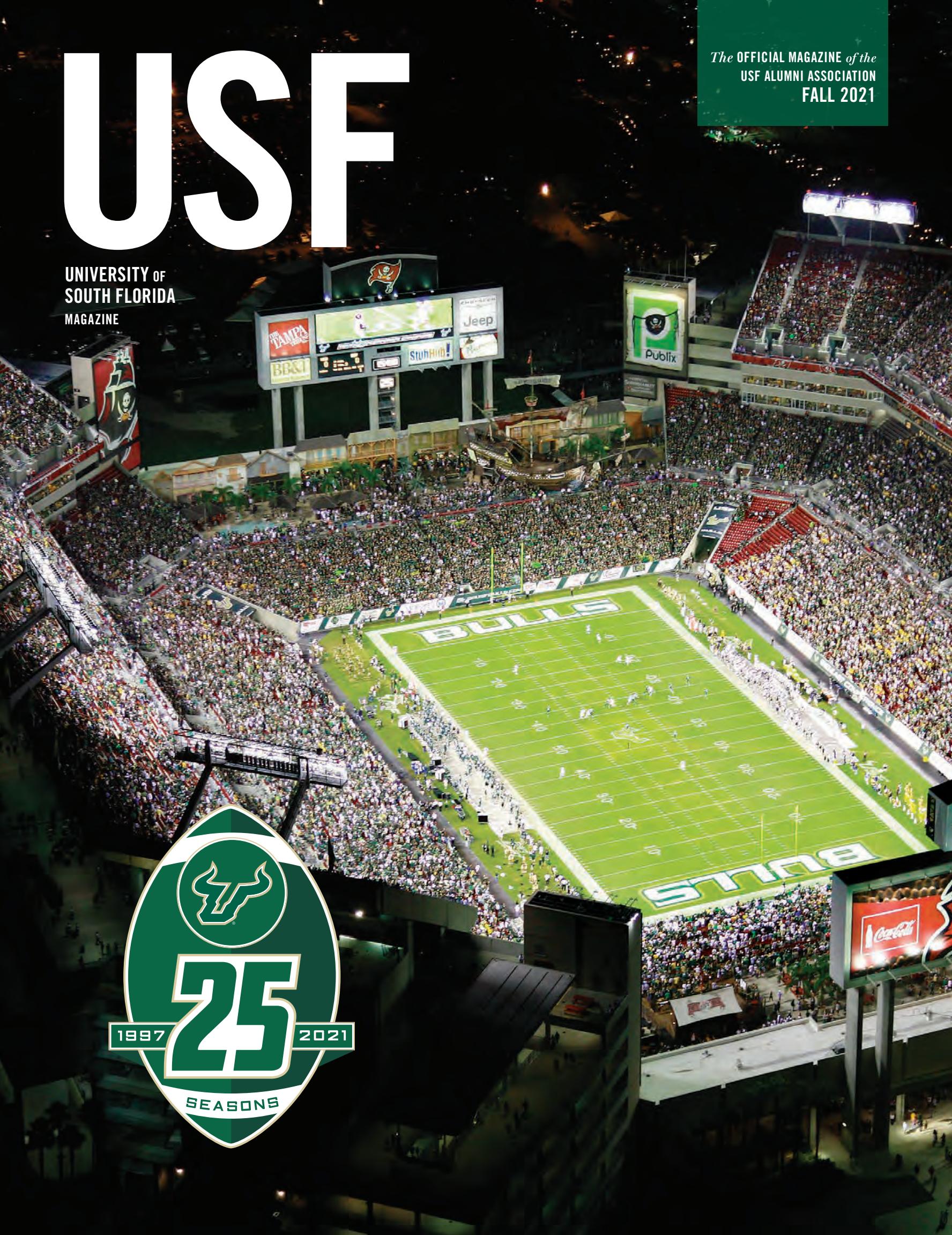


USF

UNIVERSITY OF
SOUTH FLORIDA
MAGAZINE

The OFFICIAL MAGAZINE of the
USF ALUMNI ASSOCIATION
FALL 2021



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USF

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FALL 2021

UNIVERSITY OF SOUTH FLORIDA MAGAZINE

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ABOUT THE COVER: With 67,000 fans looking on at Raymond James Stadium, USF upset No. 5 West Virginia, 21-13, in 2007. The victory propelled the Bulls to the No. 2 ranking nationally.

Photo courtesy of USF Athletics

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From the President



Photo SANDRA C. ROA | USF News

Dear alumni, friends and supporters of USF:

I AM DELIGHTED to have this opportunity to reach out to you through USF Magazine — one of many ways I hope we will connect in the coming weeks and months.

USF has been a part of my life for most of my life, going back to my days as an undergraduate majoring in management. Serving in many different capacities at USF over the years, one of my great joys has been the relationships I've developed with so many of you — our loyal alumni and supporters.

Together, we have watched our university grow and evolve into a dynamic powerhouse of knowledge, innovation and impact — the fastest-rising university in the country. And together, we have watched USF shape our region and infuse Tampa, St. Petersburg, Sarasota-Manatee and beyond with energy, talent and possibility.

USF is a university with a history of bold ambitions, one that is driven by an optimistic vision of what's possible. The cover package for this issue, on the 25th anniversary of our football program, is a wonderful example. The stories that begin on page 26 chronicle the many challenges USF had to overcome and the tremendous progress we have made in a relatively short period of time. That includes ongoing improvements to our facilities, thanks to our very generous donors.

On a related note, you'll find details about Homecoming 2021, Oct. 31-Nov. 6, on page 48. The USF Alumni Association has plans for a memorable celebration, and I look forward to seeing many of you to reminisce as well as to talk about the future we are building together at USF.

There is another story, beginning on page 40, that also speaks to our history of bold ambitions: the 50th anniversary of the char-

ter class of the Morsani College of Medicine. The charter class students, faculty and staff took quite a gamble. When classes began in September 1971, they were held in a 30-foot by 40-foot room on the fourth floor of the Science Center, on the Tampa campus; the facilities for what would become the Health Sciences Center and USF Health did not exist. Today, we can proudly say that USF's program is one of the top producers of physicians in Florida.

I also hope you will read the story on page 14 about the 27th Brunch on the Bay, which is scheduled for Nov. 7, at USF's Sarasota-Manatee campus. Thanks to the generosity of so many wonderful supporters, this signature event has raised scholarship funds for nearly 1,900 students during its 26-year history. We are grateful to the title sponsor, the USF Federal Credit Union, our many other sponsors and the participating restaurants and caterers. Please join us for this very worthwhile and fun event.

Every member of our university community plays a role in our success. In recent weeks, I have been reaching out to various stakeholders to introduce myself, to listen and to learn about our opportunities as a community, including on our St. Petersburg and Sarasota-Manatee campuses. Thanks to our faculty, staff, students and you — our devoted alumni and supporters — those opportunities are exceptional. Like you, I care deeply about the University of South Florida and can credit much of my own personal and professional success to the impact USF has had on my life. I am honored to help play a part in USF's next chapter.

Thank you for all that you do for our university and our students.

RHEA LAW, PRESIDENT

USF engaging pillars of the Tampa Bay region

By Elizabeth Hodge-Freeman

AS A FOURTH-GENERATION Tampa native, my return to Tampa nearly 10 years ago to work at USF has been filled with a sense of nostalgia and unexpected surprises. My old neighborhood of West Tampa, a historically working-class African American and Latino neighborhood, has progressively undergone “revitalization.” Many of the old mom-and-pop corner stores, including my grandfather’s local store, have long since fallen victim to the economic downturn. I was devastated to learn just recently that the 4th of July Café, known for serving the best cup of Cuban coffee in the city, is no longer in operation.

Nowadays, West Tampa is the home of soaring condominiums and new real estate developments for more economically advantaged residents. Across town, the Seminole Heights neighborhood of Tampa has fully embraced its more artsy-bohemian character. Even the city of St. Petersburg, previously known as “God’s waiting room” (due to its aging population) has transformed into a bustling metropolitan area that is attracting younger professionals and a flourishing art scene.

The history of USF is closely tied to the challenges and opportunities that come with a shifting urban and demographic landscape. In recognition of the importance of understanding the significance of space and place, members of the Mayor’s Hispanic Advisory Council (MHAC), including Donna Parrino (former reference librarian at USF) and Paul Dosal (USF’s vice president for student success), invited USF administrators on a tour of Ybor City. During this tour, Parrino discussed the city’s rich cultural history, including the intersecting lives of Anglo-Saxon, Cuban, Italian and Chinese immigrants and African Americans. Bringing history to bear in the present, the MHAC has been advocating for increased access, economic opportunities and representation of Hispanics across Tampa.

USF administrators, in addition to facilitating informative tours of local neighborhoods and businesses, have also met with the Tampa Organization of Black Affairs to discuss supplier diversity, organized meetings with all three chapters of the NAACP, and participated in local radio shows and virtual interviews with African American leaders. It has been critical for USF leaders to do so



because both the approving perspectives and the harsh critiques from the community are necessary for us to build an inclusive and sustainable future together.

The insights gleaned from these external stakeholders are most useful because they are placed in conversation with the expertise of members of the USF Presidential Advisory Committees. These include the Status of Latinos Committee, Committee on Black Affairs, the Latin Community Advisory Council, Committee on Issues of Sexual Orientation and Gender Identity, Women’s Status Committee, and Status of Men Committee, among others. Through our continued advocacy and support for programming organized, in part, by the committees, including the renowned Latino Scholarship Program (celebrating its 29th anniversary this year), the Kente Community and Scholarship Awards, and Pride luncheons and graduation events, the diversity and inclusion office is advancing an expansive approach to community outreach and promoting inclusive excellence.

All in all, what I have come to realize is that the old adage is true: “You can’t go home again.” Given the certainty of change, rather than dream of returning home, our greater calling is to co-create a new sense of home and belonging to be shared among all members of the USF community. After all, this is the One USF way!

(Elizabeth Hodge-Freeman is the interim vice president of institutional equity, senior advisor to the president and provost for diversity and inclusion, and an associate professor of sociology.)

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Vice President for Communications and Marketing
Kim Hill, MBA '18

USF Alumni Association
Vice President and Executive Director Bill McCausland, MBA '96

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Melissa Seixas, MA '96

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

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

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Photo: © US Sailing Team / WILL RICKETSON

Olympic Alumna

CLEARWATER NATIVE and USF St. Petersburg campus alumna Paige Railey, Management '10, competed in her third Olympics in Tokyo this summer as a member of the U.S. Sailing Team. While Railey didn't bring home a medal this year, she has amassed an impressive array, including a gold from the Sailing World Championship and two from the Pan American Games. Railey, who's been sailing since she was 8, participated in the Laser Radial, an endurance sport that entails long races over six days. The one-person Laser dinghy is a single-handed sailboat created for lighter-weight sailors.



First Look

Bulls' own crown jewels

THE YEAR JASON "MUTT" HUBBARD GRADUATED USF with a degree in studio art, the Alumni Association released its first collectible members-only Homecoming bead.

Hubbard joined the association that year, so he got the bead. And every one that followed. Today, he and his signature necklace, hand-crafted from 17 years' worth of unique beads, is such a familiar sight that for some grads, it's not Homecoming until they spot him.

"We're a little dopey for USF Football," admits Hubbard, Life Member, an art teacher at Tarpon Springs High School in Pinellas County. "I have a tattoo and everything."

The Alumni Association's Homecoming beads feature a new design each year and are only available, free of charge, to paid members. The only thing better than snapping up his 2021 bead, Hubbard says, would be being the guy who designs it.

"I'm an artist!" he notes. "I'd love to draw something up!"

- PENNY CARNATHAN, Life Member, '82 | USF Alumni Association





University

LEADERSHIP

New president has strong ties to USF and the Tampa Bay region

RHEA LAW, '77, Life Member, whose appointment as interim president was unanimously approved by the USF Board of Trustees Aug. 2, has deep ties to the university and the Tampa Bay region.

She earned an undergraduate degree in management from USF, putting herself through school while working as the university research project administrator for the Office of Sponsored Research. She then earned her terminal degree in law at Stetson University College of Law, where she later served as chair of its Board of Overseers, helping to select both a dean of the College of Law and president of the university. She is one of the founding members of the USF Board of Trustees, where she spent five years as vice chair and four years as the first and only female chair, contributing significantly to USF's growth and evolution as a Research 1 public university. She served on the Presidential Search Advisory Committee for USF's last two presidential searches.

Law is the former chief executive officer and chair of the board of Fowler White Boggs, a Florida law firm. She led the merger of Fowler with a national firm, Buchanan Ingersoll & Rooney, in 2014. She was a founding member of the board of directors of the USF Law Alumni Society, served as a member of the USF Research Foundation Board and was named a 2018 Distinguished Alumna by



the USF Alumni Association. She also chaired the board of directors for the Health Professions Conferencing Corporation with the USF Center for Advanced Medical Learning and Simulation (CMLS). In 2018 she was inducted as an honorary member of the USF Chapter of the National Academy of Inventors in recognition of her support of research and innovation at USF. In 2013, she was granted an Honorary Doctor of Medicine Degree from the USF Morsani College of Medicine. She formerly served on the board of directors for the Tampa Bay Technology Forum and the H. Lee Moffitt Cancer Center and Research Institute Board of Directors and currently serves on Moffitt's National Advisory Board.

She has extensive connections across Tampa Bay. She was the first honorary commander of the 6th Air Mobility Wing at MacDill Air Force Base and thereafter served as the chair of the inaugural MacDill Support Council, where she continues to serve as a member. She is a member and a past chair of the Florida Council of 100, where she currently serves on the executive committee and chairs the Economic Competitiveness Committee. She has also chaired the Tampa Bay Chamber of Commerce and Tampa Bay Economic Development Council, and she twice chaired the Tampa Bay Partnership, which during her tenure represented an eight-county span across Tampa Bay. She has also served as a member of the Hillsborough County Business Advisory Group and the Pasco County Business Advisory Group - among many other leadership positions within the community.

The Florida Board of Governors was scheduled to vote on confirmation of Law's appointment at its Aug. 31-Sept. 1 meeting. She previously announced that she will not apply for the permanent president position.



Photo: USF

Law, seated at left, pictured with the USF Board of Trustees in 2006. She was elected chair of the board on June 1 of that year.

PRESTIGIOUS HONOR

College of Education grad wins Florida Teacher of the Year

USF ALUMNA SARAH ANN PAINTER, Elementary Education '02, has been named the Florida 2022 Teacher of the Year by the Florida Department of Education.

Painter is a fifth-grade teacher at Eisenhower Elementary School in Pinellas County. In her more than 18 years of teaching, she has organized common planning and collaboration for fifth-grade teachers throughout Pinellas County Schools and created an open-door policy for colleagues to observe her instructional practices.

Outside of the classroom, Painter is the chairperson for the School Advisory Council, the representative for English language arts and the Connect for Success liaison at her school. In addition to her bachelor's degree from USF, she has a master's degree in curriculum and instruction from the University of Florida.

As the Florida 2022 Teacher of the Year, Painter will serve for one year as the Christa McAuliffe Ambassador for Education. In this role, Painter will travel throughout the state to recognize and honor the contributions of Florida's teachers and create greater public awareness of Florida's exceptional teachers and the profession.

"The Florida Teacher of the Year award is a highly prestigious honor and Mrs. Painter is well deserving of

this recognition," says R. Anthony Rolle, professor and dean of the College of Education. "Mrs. Painter's ability to 'find joy' during such a challenging school year is a true testament to the dedication educators have for their craft and is an inspiration to pre-service teachers everywhere. We are extremely proud to include Mrs. Painter as a member of the USF alumni family and I look forward to our future conversations during her tenure as Florida Teacher of the Year."



Mrs. Painter's ability to 'find joy' during such a challenging school year is a true testament to the dedication educators have for their craft and is an inspiration to pre-service teachers everywhere."

— R. Anthony Rolle



University

SERVING OTHERS

Tillman Scholar focuses on veterans' mental health

USF PSYCHOLOGY STUDENT and U.S. Army veteran Josh "JB" Burnes is the recipient of a 2021 Tillman Scholarship from the Pat Tillman Foundation. Burnes is among a prestigious group of 60 U.S. service members, veterans and military spouses to earn this recognition. He is the only student from a Florida university in this year's class.

Burnes' desire to serve others started when he began working as an emergency medical technician after graduating from high school. In 2000, he decided to enlist in the Army and remained on active duty for 14 years. Burnes deployed three times to Afghanistan and once to Iraq, serving as a U.S. Army Ranger and then as a Green Beret with Special Forces.

Burnes is currently a senior working toward his bachelor's degree and is a psychophysiology lab research assistant. After completing his undergraduate education, Burnes plans to pursue a doctorate in counseling psychology to research improved treatments for combat and career transitioning veterans.

"I'm both humbled and honored to be recognized as a 2021 Tillman Scholar," Burnes says. "As a member of this elite community, I'll continue working to serve others and the community for the better. I believe my experiences will be beneficial in researching veteran mental health."

Burnes hopes to stay at USF for his doctoral program, noting the psychological research being conducted at the



university and its proximity to James A. Haley Veterans Hospital. Burnes originally chose USF because the university is consistently recognized as one of the most veteran-friendly schools in the United States.

"We are really excited to have Josh as our 2021 Tillman Scholar. He is an amazing veteran who has served our nation with honor and distinction and he will be a superb representative for USF in the Tillman community. I am looking forward to seeing the great things Josh does with his education," says Larry Braue, Life Member, director of the USF Office of Veteran Success.

Founded in 2008, the Pat Tillman Foundation has invested more than \$20 million in scholarships and named nearly 700 Tillman Scholars, who are selected based on their service, leadership and potential.

Since the first class of Tillman Scholars in 2009, 20 USF students have received the award.

- ALTHEA PAUL | USF News

STUDENT SUCCESS

USF-designed database to streamline Florida transfer student system

USF WILL DEVELOP AN INNOVATIVE NEW DATABASE that will help streamline the process for students transferring from the Florida College System into USF or other select state universities, potentially resulting in reduced costs, greater access and improved outcomes for students.

The database is part of a larger project supported by a four-year, \$1.25 million grant from Helios Education Foundation to the Florida Consortium of Metropolitan Research Universities, which consists of USF, the University of Central Florida and Florida International University.

The investment in the project allows the three universities to:

- Design a universal course equivalency and sequencing database designed to help students avoid double course credits, maximize applying prior coursework and provide greater opportunities for students to explore readiness for success with their preferred major.
- Create a transfer coaching and advising academy network to help ease "transfer shock" and focus on increasing major readiness for students through aligned training for state college and university professionals.

- Promote retention through targeted student supports identified by the Consortium's Transfer Success Network.

The success of transfer students, the majority of whom come from lower-income families or underrepresented populations, is a crucial piece to filling the talent pipeline Florida needs to grow the state's economy. Every fall nearly 20,000 transfer students enroll at either USF, UCF or FIU, which represents 63 percent of all transfer students in the State University System. However, transfer students have a 9 percent less chance of graduating than students who begin their college career at a university and they can also take up to a full year longer to graduate, which underscores the need for innovative new approaches.

As part of the new project, USF's Information Technology team will lead the development of the database, which will consolidate more than 200,000 approved courses offered at the three universities and 28 state colleges. The resulting dashboard will help to guide students and support staff with an academic planning tool for successful transfer.

The new database and coaching program will be valuable enhancements to the resources already in place for students transferring to USF. In addition to advising prospective and current transfer students, the university's Office of Transfer Student Success hosts several transfer student organizations, workshops and social events throughout the year, and works with all USF colleges and units to improve pathways to graduation.

REAL-WORLD RESEARCH

Even one night of sleep loss can impair daily functioning

ALL IT TAKES IS THREE CONSECUTIVE NIGHTS of sleep loss to cause your mental and physical well-being to greatly deteriorate. A new study published in *Annals of Behavioral Medicine* looked at the consequences of sleeping fewer than six hours for eight consecutive nights – the minimum duration of sleep that experts say is necessary to support optimal health in average adults.

Lead author Soomi Lee, assistant professor in USF's School of Aging Studies, found the biggest jump in symptoms appeared after just one night of sleep loss. The number of mental and physical problems steadily got worse, peaking on day three. At that point, research shows the human body got relatively used to repeated sleep loss. But that all changed on day six, when participants reported that the severity of physical symptoms was at its worst.

"Many of us think that we can pay our sleep debt on weekends and be more productive on weekdays," Lee says. "However, results from this study show that having just one night of sleep loss can significantly impair your daily functioning."

Data provided by the Midlife in the United States study included nearly 2,000 middle-aged adults who were relatively healthy and well-educated. Among them, 42% had at least one night of sleep loss, sleeping 1½ fewer hours than their typical routines. They recorded their mental and physical behaviors in a diary for eight consecutive days, allowing

researchers to review how sleep loss causes wear and tear on the body.

Participants reported a pile-up of angry, nervous, lonely, irritable and frustrated feelings as a result of sleep loss. They also experienced more physical symptoms, such as upper respiratory issues, aches, gastrointestinal problems and other health concerns. These negative feelings and symptoms were continuously elevated throughout consecutive sleep loss days and didn't return to baseline levels unless they had a night's sleep of more than six hours.

About one-third of U.S. adults sleep less than six hours per night. Lee says once that becomes a habit, it's increasingly difficult for your body to fully recover from lack of sleep, continuing the vicious cycle of worsening daily well-being, which could impact one professionally. A previous study led by Lee found losing just 16 minutes of sleep could impact job performance. Her previous findings also show that minor sleep loss can decrease daily mindfulness, which is a critical recourse for managing stress and maintaining healthy routines.

Lee says the best way to maintain a strong daily performance is to set aside more than six hours to sleep every night.

- TINA MEKETA | USF News



Photo: STOKKE/E | Envato

University



Scholarships helped Jennifer Eubanks fulfill her dream of earning her degree at USF's Sarasota-Manatee campus.

SIGNATURE EVENT

Brunch on the Bay provides needed scholarship funding for local students

WHEN JENNIFER EUBANKS DECIDED TO RETURN to college after working for 20 years as an executive in retail, she was faced with many uncertainties. As a wife and mother of a young child, Jennifer was concerned about how she and her husband would afford the cost of tuition and manage other expenses, yet she felt like the time was right to finally pursue her bachelor's degree.

"I was a non-traditional student who went back to school at age 37," she says. "After my father passed away while I was still in middle school, my mom worked hard to send my brother to college. I decided to go straight to work after high school in order to save for college and I started my retail career. I quickly grew within the company, and I kept saying 'I'm going to go back to school and earn my

degree someday.'"

Nearly 20 years passed before Eubanks' dream became a reality, and she certainly made the most of her opportunity at the USF Sarasota-Manatee campus, graduating Summa Cum Laude in April with a bachelor's degree in English with a minor in business. She also was enrolled in the Judy Genshaft Honors College, where she wrote a thesis on childhood food insecurity in Sarasota and Manatee counties.

"I hope my English major and business minor will enable me to grow in my current field, and that my experiences in the honors program will also help me to focus my volunteer work in serving children and families in our community," Eubanks says. "I feel there were many opportunities that I may have missed, or I was held back from, because I didn't have those (degree) requirements."

"Achieving a bachelor's degree was instrumental in helping me to grow, and scholarships have been an important part of my success. I couldn't be where I am today without them. Being able to take the stress of the financial burden away and truly being able to focus on my studies



The 27th Brunch on the Bay will be held on Sunday, Nov. 7. Guests will enjoy cuisine from leading local restaurants and caterers while helping students in our region attend college at the USF Sarasota-Manatee campus.

made all the difference in the world."

During the past 26 years, the USF Sarasota-Manatee campus has hosted one of the region's premier social events, Brunch on the Bay, raising scholarships funds for nearly 1,900 students, most of whom are from the Sarasota-Manatee region and remain in the community to live and work. Thanks to the generosity of Brunch on the Bay scholarship donors, students have earned college degrees and now give their time and talent back to the Sarasota and Manatee communities.

The 27th Brunch on the Bay will be held on Sunday, Nov. 7, at the USF Sarasota-Manatee campus. Guests will enjoy cuisine from leading local restaurants and caterers.

"We are very pleased that USF Federal Credit Union will be the title sponsor of Brunch on the Bay for the next three years, and Elizabeth Moore has agreed to serve as chairperson of the 2021 event," says USF Sarasota-Manatee Regional Chancellor Karen Holbrook. "We are thrilled to partner with an organization that consistently supports students and the communities in which they do business, and it's an honor to have Elizabeth Moore leading our planning team."

"It is an honor and privilege to give back to the university through these scholarships," says USF Federal Credit Union CEO and President Richard J. Skaggs. "After all, supporting the educational advancement of future leaders is one of the best investments we could make."

Moore has established herself as a prominent community leader since moving to the Suncoast from Massachusetts, where she helped run her family's catering business. As a philanthropist and environmentalist, she serves on several local boards, and immerses herself in supporting a variety of important local and global causes. She has a special passion for arts and culture and providing opportunities for others.

"I have attended Brunch on the Bay as a guest the past five years and loved it. There's a young, vibrant energy going on here," Moore says. "Workforce development in any community is vitally important to boost the economy. USF trains students to become outstanding professionals in our community and supports critical issues that impact our growth and future."

"Our local restaurants and caterers are remarkable supporters of this event as well," she adds. "In the midst of the pandemic, when many restaurants were struggling to keep their doors open, they agreed to support Brunch on the Bay. Supporting student scholarships is an important cause, and we are so grateful for their commitment."

Brunch on the Bay is presented by Mary Kenealy Events. To learn more about the event and how you can support student scholarships, please visit sarasotamanatee.usf.edu/brunch or call Pam at 941-359-4603.

- RICH SHOPES | USF Sarasota-Manatee campus

DEEP DIVE

Volunteers help kids curb 'summer slide' in reading

USF PLAYED A ROLE THIS SUMMER in a mentoring program to curb the "summer slide" in reading among some elementary school students in Manatee County.

The program, Dive into Reading, mentored second- and third-graders to prepare them for the fall semester. Faculty, staff and students from the Sarasota-Manatee campus joined others around Manatee as volunteer mentors for the program. They read to the students, helped the youngsters practice writing and encouraged them to read at home to improve their skills and reduce what experts call the "summer slide" in reading comprehension.

"At the end of the day, by volunteering to help a student stay at grade-level, that could, hopefully, help that student to someday become a college student, maybe even at USF," says Casey Welch, assistant regional vice chancellor of external affairs and government relations at the Sarasota-Manatee campus. "Also, as an employee of USF, I know that a core part of our mission is to be a community-engaged institution, which means participating in mutually beneficial programs such as Dive into Reading."



Cayla Lanier

Sponsored by the Anna Maria Oyster Bar and owners John and Amanda Horne, Dive into Reading connected students to volunteer mentors for a minimum of two hours per week over five weeks.

Welch mentored two Manatee students, one from Blackburn Elementary and one from Tillman Elementary. They met on Mondays and Tuesdays at the Anna Maria Oyster Bar restaurant in Ellenton. Welch says he was inspired to volunteer after hearing a presentation by Amanda Horne at a Manatee Chamber of Commerce retreat.

Also volunteering was Cayla Lanier, '03, campus director of the Judy Genshaft Honors College at the Sarasota-Manatee campus. Lanier mentored two students on Thursday mornings at the Bishop Museum of Science and Nature in downtown Bradenton.

She says the experience was rewarding, knowing that she helped the students engage more successfully in their education.



Casey Welch

"I'm thankful to John and Amanda Horne for putting this program together and allowing me to give back to the community in this way," Lanier says. "I'm an avid reader, and I hope to instill in the children the joy and wonder that books brought to me in my childhood. I love spending time with the kiddos and seeing their excitement each week."

Several of Lanier's students in the Honors College also served as mentors, as did others from USF, including Pam Gleason, executive administrative specialist in the Office of University Advancement, and Jay Riley, director of business outreach and community engagement, both from the Sarasota-Manatee campus.

- RICH SHOPES | USF Sarasota-Manatee campus

University



A modified Emergency Operations Center was activated and maintained over the July 4th holiday weekend and into the following week as Hurricane Elsa moved through the tropics and into Florida.

IN SELECT COMPANY

USF earns accreditation in emergency management

USF HAS BEEN RECOGNIZED FOR MAINTAINING a high-quality emergency management program, earning accreditation from the Emergency Management Accreditation Program (EMAP).

EMAP is a voluntary accreditation program that utilizes peer assessment from other emergency management professionals around the world to assess the strength of

chman, USF's director of emergency management, developed a needs assessment for the program. Fleischman identified numerous areas to build on to better align with the international standard that EMAP uses for assessments, which includes 16 main categories and 64 standard areas.

Emergency management programs include more than just emergency management department and staff. The programs encompass all activities that mitigate against, prevent, prepare for, respond to and recover from any type of disaster or emergency. At USF, thousands of employees are included in this program as essential personnel. University police, information technology, business and finance, facilities management, student success, academic affairs, housing, parking and transportation services and athletics are among the areas that played a part in securing this accreditation across all three campuses. The EMAP accreditation highlights the university's commitment to a safe and prepared campus.

"This accreditation is really the result of years of hard work from both the EM staff on all campuses and our emergency operations personnel," Fleischman says. "It showcases USF is prepared for what could come our way and should make the community feel safer and more confident while on our campuses."

USF will maintain the accreditation for five years, at which point a reaccreditation process will occur.

- COLTON MORGAN '17 | Administrative Services

This accreditation is really the result of years of hard work from both the EM staff on all campuses and our emergency operations personnel."

— Jennifer Fleischman

an emergency management program. USF now is one of fewer than 10 universities in the country with this national recognition for emergency preparedness, which generally is only obtained by state and local emergency management programs.

USF's Emergency Management Program began working toward this accreditation in 2015, when Jennifer Fleis-

SAVING LIVES

CUTR leads effort to reduce car crashes with state grant

SERIOUS INJURY AND DEATH FROM CAR CRASHES is a public health issue and Mahmooda Khaliq Pasha, assistant professor in USF's College of Public Health and research faculty for the Center for Urban Transportation Research (CUTR), aims to help address it.

She and her team have been awarded a contract from the Florida Department of Transportation (FDOT) Safety Office to assist with Target Zero, a statewide traffic safety campaign designed to eliminate fatalities and reduce serious injuries on all public roads.

"Daily there are eight fatalities and 49 serious injuries happening within the state of Florida," Khaliq Pasha, PhD '16, says.

Khaliq Pasha and team members at CUTR, part of the College of Engineering, are working in collaboration with the FDOT, a consultant engineering and research firm, and a marketing agency to achieve their goal.

"The main goal is to develop a communication or community-based initiative that changes behavior to create safer roads within the state of Florida so we see fewer fatalities and serious injuries," she says.

The team wants to better understand the specific human behaviors that could lead to crashes and to determine who is more likely to be involved in those serious fatal crashes.

Khaliq Pasha and team members at CUTR are providing technical assistance to the FDOT and giving input into the creation of the campaign.

She says the campaign is also going to involve a holistic approach to addressing crashes, and will examine engineering, enforcement, education and emergency response components as well.

"This is going to be focused on all the different spokes, but our specific focus right now is more on the behavior change and the communication and education perspective," she says.

There are certain types of behaviors that rise to the top when it comes to the root causes of serious crashes, according to Sara Hendricks, research faculty member at CUTR.

These include aggressive driving, distracted driving, drowsy driving, speeding, impaired driving and not yielding the right of way.

"One of the unique elements to this campaign is the social marketing approach. We're drilling down to understand who is involved in these crashes and what makes them predisposed to being in crashes," Hendricks says.

The team is going to start research in counties where crash rates are highest according to FDOT data and conduct a more in-depth analysis as to what could be causing the crashes.

"When we know what is happening, then that gives us more information to create messages that resonate with

that audience," Hendricks says.

Formative research began this summer. The team is going to finalize the analysis to identify behaviors and target audiences and develop a campaign that will start in late fall.

"We are overlaying crash data with marketing data to identify segments of the population from the whole and break them down into more specific groups who share common characteristics," Khaliq Pasha says.

She says joining this campaign will help the FDOT do more of a "deeper dive" into the data to really understand where this is more of an issue, to understand the people involved, and how they can layer that data with social marketing efforts to create a behavior change campaign.

"The public health impact is quite strong from an injury prevention perspective, but also improving quality of life by making where you live or work safer for walking, biking or driving," Khaliq Pasha says.

- ANNA MAYOR '09 AND MA '12, Life Member | College of Public Health



One of the unique elements to this campaign is the social marketing approach. We're drilling down to understand who is involved in these crashes and what makes them predisposed to being in crashes."

— Sara Hendricks



Photo: TWISTERPHOTO/Envato

Athletics



Photo Courtesy USF Athletics



INTERNATIONAL ATHLETICS

Eight with USF connections compete at Summer Olympics in Tokyo

USF WAS WELL REPRESENTED at the Tokyo Olympics, as eight former student-athletes, coaches or department staff members were part of teams competing at the games.

USF softball head coach Ken Eriksen '84 and team athletic trainer Michele Latimer were part of the USA Softball contingent competing in the games, with Eriksen serving as head coach. Bulls' track and field volunteer assistant Shadae Lawrence competed in the discus as part of Team Jamaica. Four former members of the women's soccer program competed for the national teams, including Eve-lyne Viens (Canada), Demi Stokes '14 (Great Britain), Olivia Chance '16 (New Zealand) and Christiane Endler (Chile). Paige Railey '10, a Clearwater native and former USF sailor, competed as a member of Team USA in the one-person dinghy event at the Games.

The Games of the XXXII Olympiad kicked off on July 23.

Eriksen guided the softball team to a silver medal at the 2020 Games. He was an assistant coach on the squad that took home the gold at the 2004 games in Athens. USA entered the games ranked No. 1 in the world by the World Baseball Softball Congress.

During his time as head coach of the team, he has helped guide the program to two World Championship titles (2016, 2018) and two silver medals (2012, 2014), as well as two Pan American Games gold medals (2011, 2019) and one silver medal (2015).

Lawrence competed at her second Olympic Games in 2021, following a 22nd place finish at the 2016 games in Rio.

Three of the women's soccer teams with USF representation played together in Group E (Great Britain (Stokes), Canada (Viens), Chile (Endler), while New Zealand (Chance) played in Group G with Sweden, USA and Australia.

Viens (USF, 2016-19) took home a gold for Canada.

Railey sailed in her third Olympic Games. She previously participated in the 2012 London Games where she finished eighth and the 2016 Rio Games where she finished 10th. In other international competitions, she's won five medals at World Championships. She's also taken home two golds and a bronze at the Pan American Games. Railey graduated from the USF St. Petersburg campus in 2010.

Chance (USF, 2012-15) led the team in goals in her sophomore, junior and senior seasons and assists in her junior and senior seasons. Endler (USF, 2012 and 2013) made 38 appearances in net, notching an .825 save percentage and a 0.904 goals-against average. Stokes (USF, 2011-14) played in 73 games, scoring 17 goals and recording 14 assists for 48 points. Viens (USF, 2016-19) had a historic USF career, breaking over 15 program or conference records. She tallied 73 goals, 169 points and 360 shots and became the program's first All-American in 2017 and went on to earn three total All-America honors on her career.

Left: USF softball head coach Ken Eriksen, surrounded by members of the U.S. softball team, at the summer Olympic games in Toyko. Athletic trainer Michele Latimer also was part of the USA Softball contingent.



CLASSROOM EXCELLENCE

Record 254 Bulls named to American All-Academic Team

CONTINUING THE MISSION of achieving excellence in the classroom, in competition and in the community, USF Athletics reached another new academic milestone with a department record of 254 student-athletes named to the 2020-21 American Athletic Conference All-Academic Team.

The 254 Bulls honored across AAC-sponsored sports helped USF shatter its previous record since entering the American, which stood at 237 student-athletes honored in 2019-20. This marks the fourth straight academic year the Bulls have had more than 200 honorees and the fifth time USF has accomplished the feat since 2015-16.

USF Athletics had a record 131 men's student-athletes named to the All-Academic Team and football led all programs with a team-record 49 honorees.

Including football, four men's programs set or tied records for the most American Athletic All-Academic team selections in their programs' respective histories. Coming off its historic Cinderella run to the Super Regional, head coach Billy Mohl's baseball team set a program record with 25 honorees, surpassing its previous best of 19.

Men's soccer, led by head coach Bob Butehorn, had a record 21 student-athletes honored, breaking the previous

mark of 18 set last year. Head coach Ashley Fisher's men's tennis team tied its top program mark of eight selections that was set during the 2019-20 and 2015-16 academic years.

Two women's programs set or matched program records for honoree totals. Head coach Erik Jenkins' track & field/cross country program posted a women's high – and team record – 34 honorees. Ken Eriksen's softball team surpassed a program-high mark of 25 honorees – set during the 2019-20 and 2018-19 school years – with 27 honored by the conference this year.

To be eligible for the All-Academic Team, student-athletes must have competed in an AAC-sponsored sport, attained a minimum grade-point average of 3.0 for the preceding academic year, and completed a minimum of two consecutive semesters or three consecutive quarters of academic work, with a total of 18 semester or 27 quarter credit hours.

USF extended its record streak of an annual department GPA over 3.0 to 13 consecutive semesters and six academic years.

Following the compilation of spring grades, 15 of 17 programs earned a 3.0 team GPA in the spring term and 14 programs logged an annual team GPA better than a 3.0. The Bulls' annual overall department GPA for the 2020-21 academic year came in at 3.23, just shy of the department record set last year (3.28) and above a 3.2 for the second straight year.

Athletics

CHAMPIONS

Bulls post highest Director's Cup finish in six years

BUILDING ON WINNING SIX CONFERENCE championship trophies and sending nine teams into postseason play, USF Athletics posted its highest finish in six years when the final 2020-21 Learfield Director's Cup standings were released.

Having collected the program's most conference championship trophies in 23 years, USF vaulted to No. 69 in the final Director's Cup standings, jumping 27 spots from the Bulls' previous finish (96th) and marking South Florida's highest finish since placing 66th in 2015-16 and just the Bulls' third top 70 finish ever (also 59th in 2000-01).

USF posted its third-highest finish ever in the Director's Cup and the Bulls' 286.5 points marked the program's most since posting 350 in 2015-16. It was just the Bulls' third time breaking 280 points in the Cup standings.

"The Learfield Director's Cup is a great indicator of a program's strength across the board and I was very pleased, but not surprised, by our finish this year," says Vice President of Athletics Michael Kelly. "You can feel the energy and success building across our program and it is contagious across our teams. We are committed and enthusiastic about building champions across all our sports and there are exciting times to come."

USF stood second among American Athletic Conference teams, with the league's top five being: UCF (57, 385.5), USF (69, 286.5), Houston (76, 249.0), Memphis (91, 175.0) and Tulsa (94, 169.0). The Bulls finished higher than six Power 5 conference programs.

USF collected six new American Athletic Conference team championship trophies by four programs in 2020-21. It marked USF's most since 1998 when six teams collected seven conference championship trophies in Conference USA. The Bulls' haul ranked second in The American by



one and was two more than any of the other nine conference programs collected in 2020-21.

USF saw the baseball, men's golf, women's basketball and women's soccer teams win conference titles – with the basketball and soccer programs claiming both regular season and tournament titles. The Bulls also claimed four individual conference championships with Albin Bergstrom (men's golf), Shaniya Benjamin (track, long jump and 4X400), Jae' Nisa Heckstall (400-meter hurdles and 4X400), and the women's 4X400 relay team (Gabrielle DesRosier, Benjamin, Patricija Roshofa and Heckstall) winning titles.

Women's basketball was one of nine programs to reach national postseason play, joining baseball, men's golf, women's soccer, softball, men's tennis, men's track and field, women's track and field and sailing. Three teams finished ranked in the top 25 nationally, including baseball, women's basketball and women's soccer.

Vice President of Athletics Michael Kelly with conference championship trophies.

The Bulls finished higher than six Power 5 conference programs when the final 2020-21 Learfield Director's Cup standings were released.



COMMEMORATIVE BOOK

The Silver Stampede chronicles USF football program for 25th anniversary

USF FOOTBALL SEASON TICKET MEMBERS received a nice surprise when "The Silver Stampede: 25th Anniversary of South Florida Football" arrived in their mailboxes as part of their 2021 season package. The 100-page book, full of photos and information culled from Athletics archives, also features the original writing of longtime sportswriter Joey Johnston, who chronicled the growth of the program from its inception as a then-sportswriter for the Tampa Tribune. Johnston, who now serves as the program's sideline radio reporter, tells the stories of the biggest moments, personalities and achievements of the program that played its first season in 1997 and will celebrate its 25th season in 2021. Read excerpts from the book on pages 26-38.

The book will be available for purchase throughout the year at the USF Bookstore and at Bulls' football games and events throughout the season.

A stampede of support for Women Athletes

By KILEY MALLARD

N 2021, THE USF WOMEN'S soccer team completed its first unbeaten regular season since 1998, making it to the second round of the NCAA championship and finishing in the top 25 nationally.

The softball team played in its seventh NCAA tournament in the last 10 seasons, reaching the regional finals for the first time since 2014.

Women's basketball won their first regular-season conference championship and first conference tournament championship, finishing the season ranked No. 12 nationally — an all-time high.

And those are just a few of the accomplishments of USF's women athletes in the 2020-2021 season.

A new initiative at USF hopes to push these outstanding women student-athletes to even greater heights.

The idea for Stampede for Women started germinating in the fall of 2019, and the initiative officially launched in February 2021.

The goal of Stampede for Women is to raise awareness and empower female student-athletes to overcome challenges through gathering community support of USF women's athletics programs.

Gifts support USF's 10 women's sports programs and more than 200 student-athletes and fund scholarships, career development opportunities and capital projects.

In turn, donors have inside access to teams, providing opportunities for student-athletes to build relationships with members of the community.

Helping to launch the effort is Michael Kelly, vice president for USF Athletics.

"I'm so excited about Stampede for Women, because it's high time we find ways to find more community support for our women student-athletes," he says. "Not only in terms of developing resources to continue our great tradition and success with women's sports and propel that even further, but also to build support in terms of attendance at our games, mentoring opportunities and other ways for women in the community to build relationships with the strong women we have here at USF."

Denise Schilte-Brown, who has served as women's soccer coach at USF since 2006, is a vocal advocate for pay equality in soccer. She became involved with Stampede for

Women to raise awareness of the issue and support women athletes at USF.

"I think the important thing to understand is men's athletics have generations on women. They've had the support of the media," Schilte-Brown says. "The more we can get the word out that women's sports need support, then we can catch up to where the men are."

Schilte-Brown says donors to Stampede for Women help the women athletes feel valued.

"These are tremendous women. They are killing it in the classroom. They are getting their volunteer hours in. These are doctors and engineers. They're doing a great job of winning and creating national exposure for USF," Schilte-Brown says.

Helping to get Stampede for Women off the ground is a group of four donors, including Sally Dee '94 and MBA '11, Life Member; Betty Castor, Life Member; Joanne Nelson; and Cindy Kane '76, Life Member.

Once a student-athlete herself, playing on USF's women's golf team from 1989 to 1993 and then on the LPGA tour from 1998 to 2002, Dee says the experience changed her whole life and ultimately gave her the confidence to start her own public relations firm, Playbook Public Relations.

"Women's athletics provides the foundation for great leadership, because as a student-athlete you learn things like time management, self-discipline, self-motivation and teamwork," Dee says.

Dee would like to see USF become a model for what can be in women's athletics. She also looks forward to seeing USF's women athletes thrive.

"I am part of the Stampede for Women, because I want to make a difference," Dee says.

Dee pointed to Title IX as providing opportunities for women who are now dominating on the world stage at the Olympics.

"Title IX was passed to ensure women had equal opportunities in college admissions. The positive unintended consequence was the meteoric rise of female athletes on a world stage," she says. "When, as a society, we create more equitable opportunities for women, greatness will follow."



Philanthropy



Photo: Courtesy USF Athletics

Philanthropy



Photo: Courtesy USF Athletics

Castor, who served as the university's first female president (1994-1999) and later executive director of the USF Patel Center for Global Solutions (2007-2009), is a dedicated women's basketball fan ... and softball ... and soccer ... and golf. Softball coach Ken Eriksen '84, who coached the Olympic team to a silver medal for the 2020 games in Tokyo, was hired during Castor's presidency.

"It's still really important to try to build support for the women's teams," she says.

Abby Ritter '15, Life Member, assistant athletic director for development for USF Athletics, and Kelly brought the idea for Stampede for Women to Castor. She chose to support the effort because she thinks it's important for young women.

"The discipline these women receive in their training is outstanding," she says. "They're good students. They're terrific role models for other students. And they've put us on the map, globally."

It's good to talk about the accomplishments of women athletes, especially when the conversation in the community is usually dominated by men's teams, Castor says.

"We need to build the diversity in athletics, too," she says, noting she's seen coverage increase for women's sports and hopes that will continue.

Stampede for Women is just getting started, and she's hopeful building this initiative will help USF compete for the best women athletes, Castor says.

Nelson's interest in USF's athletic programs was ignited five years ago when she and her husband, David Goldstein, Life Member, traveled with the men's and women's basketball teams to Spain. Her interest mushroomed from there, from going to a token game or two each year, to attending every game she can, home or away.

"I'm telling you, I have turned into someone I never thought I could be, and that's someone who is really interested in sports," she says.

When Ritter approached her with the idea for Stam-

pede for Women, she was happy to throw her support behind the effort and plans to start meeting with women business leaders in the Tampa Bay community who can make a meaningful contribution to Stampede.

She is hopeful Stampede for Women can help improve the quality of the experiences USF's women athletes have and give them a boost, knowing people care.

"It's the idea the athletes know there are people who care about them," she says.

Kane, who was the first donor to step up in support of Stampede for Women, didn't hesitate when Ritter asked her to join the effort.

"I am so passionate about USF and students in general, but specifically female athletes," says Kane, who played intramural sports as a student at USF in the early 1970s.

Kane is excited about Stampede for Women funding more scholarships and providing career development opportunities, such as bringing in motivational speakers.

"Anything out of the typical budget items that will enhance their ability to compete and grow," she says.

Kane is glad to be part of the core group of women who believe in the mission of this initiative. The committee has researched similar programs at other institutions that have had great success.

"There are great stories of how these initiatives have enhanced their student-athletes' experience and helped them grow on and off the golf course, on and off the court, on and off the field," she says.

With the help of Stampede for Women, USF's women athletes will be competing for championships, developing as leaders, breaking barriers and building a community around women's athletics for generations to come.

To learn more about Stampede for Women and how you can be involved, contact Abby Ritter, assistant athletic director for development, at abritter@usf.edu or 813-974-4223.

Taking the Next Step

T'S MORE THAN JUST A LOCKER ROOM. It's a commitment to the future.

On Aug. 3, the USF Bulls walked into the newly renovated football operations suite for the first time. Powered entirely by donors, the \$3.3 million renovations have dramatically transformed the space into a vibrant, ultramodern facility with a jaw-dropping "wow" factor.

From the coaches' offices and team meeting room to the players' lounge and locker rooms, the much-needed overhaul left nothing untouched. The dated cherrywood cabinets, faded beige carpeting and bright fluorescent lighting have been stripped away and replaced with a modern palette of clean white lines, striking green USF branding and programmable LED backlit panels.

"If you look at our program history and think about where we started from working out of trailers to where we are now, this is the next step," football head coach Jeff Scott says. "Being able to offer our student-athletes access to state-of-the-art facilities is definitely the next step on our journey."

Designed with culture-building in mind, the players' lounge features a comfortable seating area, nutrition station, two big-screen TVs, video game consoles and even pool and ping-pong tables.

"We are all looking forward to seeing the new space," says left tackle Donovan Jennings, a senior studying integrative public relations and advertising. "Having a fun and comfortable place to hang out after practice helps us build a better bond and create a stronger team."

The renovation marks the first major football facilities upgrade in the 17 years since the Lee Roy Selmon Center was built. It represents a major step in securing USF Athletics' competitive future against national programs with similarly upgraded facilities.

Recruiting the best and brightest student-athletes,

coaches and staff is crucial to USF football and the Bulls' other highly successful programs. The remodeled suite serves as a tangible and dramatic exclamation of the university's commitment to student-athlete success and achieving at the highest level.

"This sends a great message that our best is ahead of us," Scott says. "We are very proud of our 25-year history and everything that we've accomplished along the way. But this is a new day — and a new decade — we are stepping into. We want to make the next 25 years the best we can, and this is just an example of our unwavering commitment to that dream."

- MELISSA WOLFE '13, Life Member | USF Advancement



The recently completed state-of-the-art locker room was part of a \$3.3 million facility renovation made possible by more than 500 donors. Above, the players lounge, below, the locker room.

Read more about historic philanthropic support and future facility plans on page 38.



With 67,000 fans looking on at Raymond James Stadium, Carlton Mitchell scores on a 55-yard touchdown reception in USF's epic 21-13 upset of No. 5 West Virginia in 2007. The victory propelled the Bulls to the No. 2 ranking nationally.

Photos courtesy of USF Athletics

FOOTBALL turns



**Today's program is the result
of a 40-year odyssey**

By JOEY JOHNSTON, '81

THE BIG DAY WAS SEPT. 15, 1995. USF's Division I-AA football program was approved by Florida's Board of Regents by a 13-1 vote (Gainesville banker C.B. Daniel, a University of Florida alumnus, voted no). It was a successful conclusion to a four-year quest.

Or more like a 40-year odyssey.

When USF was founded in 1956, the original plans for the campus included a site for a football stadium at the intersection of Fowler Avenue and 30th Street, now Bruce B. Downs Boulevard. But USF's first president, John Allen, said no to football and was generally anti-athletics. USF's first intercollegiate program, men's soccer, grudgingly debuted in 1965.

USF football, though, was a subject that never really disappeared. After decades of grassroots committees, town-hall meetings and slipshod fundraising — with that ever-present question: "Why doesn't USF have a football program?" — things finally got serious in 1991.

It was on the radar almost instantly for two men — Paul Griffin, hired as athletic director in 1986, and Frank Borkowski, Life Member, who served as USF president from 1988 to 1993.

Both believed USF was poised to become one of the nation's top 25 public universities. And both felt that football would help that cause.

At the time, USF had 33,000 students, making it the second-largest school in America, behind the City College of New York, without a college football team. Meanwhile, Tampa was the largest metropolitan area without college football (the University of Tampa dropped its program following the 1974 season).

"Every single day I was at USF, someone mentioned football," says Borkowski, now retired in Banner Elk, N.C. "There was no middle ground. Either people were all for it or they had concerns, mostly due to the costs."

"I felt the time had come to look at where USF needed to be in the 21st century. It was time to ask these questions, once and for all. Was football a necessary part of our growth? Or could we move on without it? We needed to get those answers in a thorough, logical fashion."

Following the completion of USF's \$111 million capital campaign in 1991, Borkowski appointed a 40-person blue-ribbon committee of faculty, students, community leaders and alumni to study the feasibility of USF football. Griffin, too, felt the timing was appropriate. He inherited a \$650,000 athletic department debt upon his hiring, but that had been retired.

"We had to correct that first problem," Griffin says. "If you can't run an economically solvent program without football, you sure as heck shouldn't give serious thought to adding football."

USF ORACLE FAN POLL

The committee to study the prospect of football at USF will meet for the third time Thursday. Time is winding down on a decision, and it's time for you the student to give the committee the answer to the question "Do the students at USF want football?"

Do you want Intercollegiate Football at USF? yes no

Would you be in favor of financing part thru student athletic fees? yes no

Comments: _____

Mail or hand deliver to:
USF Oracle, CPR 469
Tampa, FL 33620



"But we stopped the bleeding. We were settled. We had success in all the other sports. USF, as an institution, was doing a lot of self-evaluating. It had identified who they perceived as 'peer institutions' and also the institutions they aspired to become. In every case, those institutions had a major college football program. It wasn't a coincidence. Football was part of a well-rounded puzzle that makes a university successful, prominent and prideful."

There was significant political opposition to USF football.

Charles Reed, chancellor of the state's university system, had reservations about a financial catastrophe. The University of Central Florida began football in 1979. Six years later, the program had rung up a \$1.2 million debt. Why would USF be any different?

Borkowski says he encountered dozens of politicians and government officials throughout the state — "all Gators and Seminoles, by the way" — who were against USF football. In his office, Borkowski still has a signed football from legendary Florida State University coach Bobby Bowden with the message: "We don't need another football team."

"I understand why some people might have felt a threat because the Tampa Bay Area was high recruiting territory for the Gators and Seminoles," Borkowski says. "USF football would cut into that. They knew, in time, the program would be successful."

"I felt football would add to the spirit on campus. We didn't have a lot of dormitories at the time. It would engage the alumni and bind everyone together."

Ultimately, after some contentious debate, the committee judged football to be feasible at USF. But what about the finances? Griffin established a \$5 million endowment goal before approval was sought, then \$5 million more would be pursued. Local legend Lee Roy Selmon, a Pro Football Hall of Fame member and former all-academic student-athlete, was hired to head up fund-raising efforts.

Working with a consultant, USF said it would debut at the Division I-AA level and work up to I-A as fast as community support would allow.

Finally, USF's football effort had momentum — after a history of false starts.

1962: USF President John Allen said he's concentrating on intramural sports and doesn't envision USF football in the foreseeable future. Does that mean never? "Well, I can't predict what will happen 100 years from now," Allen said.

1967: A group of USF students formed The Committee for Intercollegiate Sports. It distributed hundreds of tags and bumper stickers. But after meeting with Allen, the committee disbanded after six days. The committee co-chair-



Upper left: Since USF's beginning, students campaigned diligently to get a football team for USF. Pep rallies in favor of a football team were held and in 1980, a survey showed that 90% of students wanted a football program at USF.

The student newspaper polled often to gauge student support for the football program, especially in the early 1990s.

Center Left: The Bulls' first practice.

Bottom left: Photo taken in 1995 at the press conference announcing Florida State Board of Regents' approval to begin a football program. From left, Liz Lindsay, MBA '83, Life Member, regent from Sarasota; Dennis Ross, regent from Tampa; Lee Roy Selmon; President Betty Castor; and Paul Griffin.



men issued a statement that said, "We have come to realize that intercollegiate football and basketball at the University of South Florida is impractical at this time."

1972: USF President Cecil Mackey said, "I guess I've come to the conclusion that if the University of South Florida wanted to get into football, it should have done it before. We just don't have that kind of money. The time has passed. I don't see it in the future."

1980: USF President John Lott Brown allowed the Brahman Football Organization, a group of students, to start fundraising efforts. Brown said if the group raised \$100,000 in five months, he would consider a Division III (non-scholarship) program. The group got \$58,000 in pledges, but only \$3,900 was turned into bank deposits.

1987: Student body president Brian Tannebaum '91, started Touchdown 2000, designed to raise \$50,000 for USF football scholarships through the sale of T-shirts. The project grossed less than \$10,000.

By 1994, though, USF football had a sturdy plan and it was approaching the \$5 million goal. Still, it wasn't certain.

In frustration, Griffin approached Borkowski's successor, newly appointed USF President Betty Castor, who had been a state senator and Florida education commissioner.

"I was getting roadblocks in Tallahassee," Griffin says. "I said, 'Betty, they're driving me crazy. The more information I provide, the more questions they have. I answer one question and five come back. We'll never get this going if these people don't back off.'

"She looked at me and says, 'Is that all? I'll take care of that.' I never had another call from a politician or

state official. Betty was the final piece of the puzzle. She cleared the path and got us across the finish line."

Griffin says the unsung heroes were Mike LaPan '81, Life Member, director of the Sun Dome that provided facilities and infrastructure support, and assistant athletic director Barbara Sparks-McGlinchy '83 and MA '91, Life Member, who assured the program's Title IX compliance, including the establishment of a USF women's soccer program, which now competes nationally.

When USF's student government voted to increase the student athletic fee, everything was in place.

"Football has helped immensely with USF's identity," Castor says. "It has helped the university grow and helped our athletic teams have a prominent conference home (from Conference USA to the Big East to the American Athletic Conference), which really wouldn't be a possibility without football."

"I insisted on raising money to form a marching band and making sure women's sports were secure. Well, we have a great band and USF women's sports are thriving. I understand that many in the academic world had reservations about football and what they thought would be a financial drain. But football has helped to put USF on the map in the biggest way."

In the last two decades, Griffin has served as a consultant at various schools that have instituted football.

"They always want to know, 'How did you guys do it?' Griffin says. "It's not easy. If it was easy, everyone would do it. Beyond the interest and excitement, you need resources and a commitment from the institution. No one before or since has done it like USF did. It was quite a process."

A four-year quest.
Or maybe a 40-year odyssey.

1997: USF's first football team.





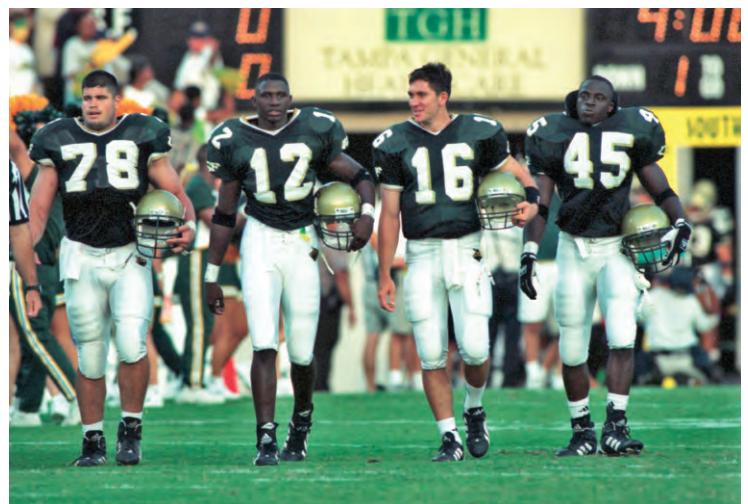
Above

Before a sellout crowd of 49,212 at Tampa Stadium, USF opened play on Sept. 6, 1997, with an 80-3 blowout victory over Kentucky Wesleyan. The Bulls began play in the newly constructed Raymond James Stadium in 1998.



Top right

First game captains, (from left):
Ivan Alicot '99, Anthony Henry
'00 (12), Lance Hoeltke '99 (16) and
Demetrius Woods (45)



Center

Head coach Jim Leavitt got an icy bath after
the Bulls' first-ever win.

Bottom

First game fans, 1997

Growing with the University



WHEN THE FIRST BLOCKING SLED ARRIVED on Fowler Avenue, USF and the Tampa Bay area already were pointed toward prosperity. Then it became a full sprint. USF football, the program that went from trailers to the nation's No. 2 ranking in just a decade, once seemed to be advancing at an unusually rapid rate. It was a perfect fit for their region, where explosive growth has become a way of life.

Over the last 25 years, USF's enrollment has increased by nearly 39 percent, surpassing the 50,000 mark, and its student population has become more diverse. USF's economic impact on the state of Florida has grown to \$6 billion and its fundraising arm now generates \$119 million in annual donations, an increase of 284 percent from a quarter-century ago.

USF's Tampa campus has added more than 7 million square feet of new buildings and facilities. In 2018's crowning achievement, USF was designated as a Pre-eminent State Research University (one of just three in Florida). That distinction attracts more prestigious faculty, while increasing the level of research and the value of a USF degree.

President Emerita and Professor Judy Genshaft, who served from 2000 to 2019, says "They used to dismiss us as a commuter school." Now we have a level of sophistication and accomplishment that nobody else predicted. I felt this was achievable with some polishing and direction.

"USF is now a first-choice destination. It's a prideful place. It's really the place to be."

Over the last 25 years, Tampa Bay's population has increased by 31 percent, reaching 3.2 million in the four-county area defined by the U.S. Census Bureau. The \$200 million, 26-story JW Marriott highlights a fleet of new hotel properties in Tampa, while the \$550 million Midtown residential/business compound and the Sparkman Wharf waterfront entertainment complex have provided new recreation options.

Meanwhile, the Tampa Riverwalk along the Hillsborough River has opened up downtown to visitors and locals with a 2.7 mile picture-postcard link between restaurants, hotels and attractions. There's also the sprawling Water Street Tampa, a downtown community and city unto itself, which includes residences, offices, hotels, restaurants and retail stores.

Nearly 16,000 people now live in downtown Tampa and that is set to continue to grow. Shortly after the millennium, Tampa's downtown residential population was about 800.

"Four hundred of them lived at the Morgan Street Jail," says Bob Buckhorn, who was Tampa's mayor from 2011 to 2019. "Our downtown was desolate. You could fire a cannon down Franklin Street and hit nothing. You talk about change. It's hard to recognize our downtown and skyline these days. It's a radically different, very exciting place.

"It's invigorating to see all the young people we are attracting to downtown Tampa and our area as a whole. Over the last 10 years, they decided they don't need to go to Austin or Charlotte. USF has a lot to do with that. We have a bunch of bright young people who graduate from USF and stay here because they love it and professional opportunities are here. It all provides an energy and vibrancy that didn't exist before."

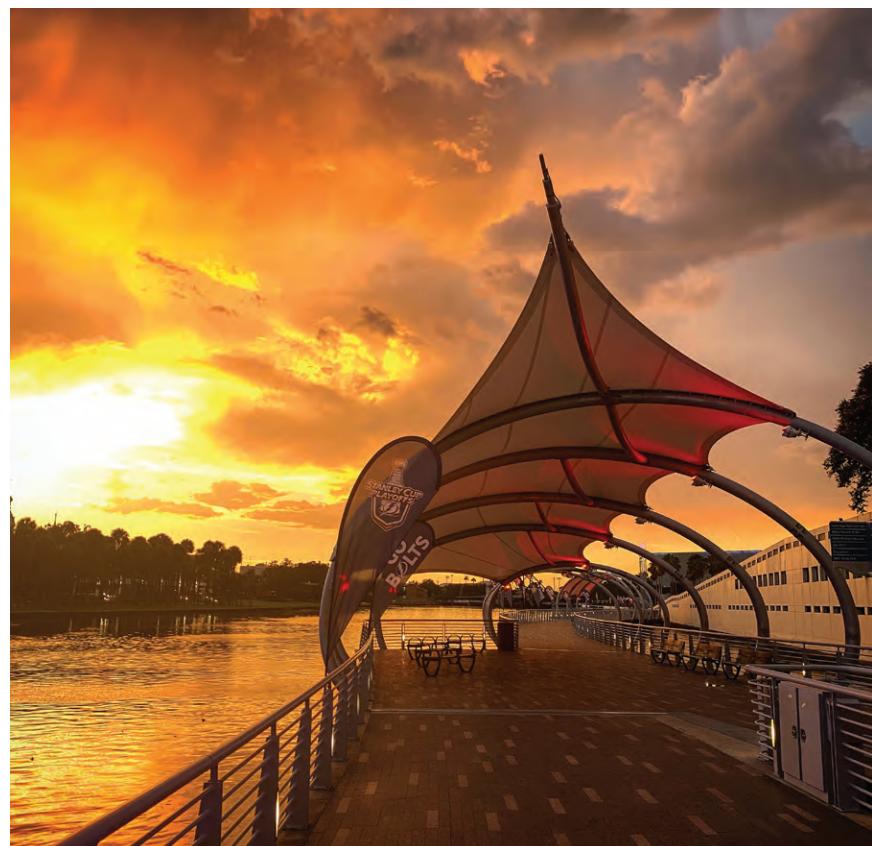
Resonance Consultancy — a tourism and economic development agency that considers population, workforce growth, infrastructure, the economy and leisure options — just ranked Tampa as the best city in Florida and 22nd best in America.

People are noticing. One of them is Jeff Scott, USF's football coach.

Below: Tampa River Walk at sunset.

Top right: USF fans at Raymond James Stadium.

Bottom right: Supporters from throughout the Tampa Bay region lit up iconic structures in green and gold to honor the spring graduating class of 2020, whose in-person commencement was cancelled due to the coronavirus pandemic.





"Our location is incredible and such a huge advantage for us," Scott says. "Our players put in hard work in the classroom, weight room and field. But it's important to me that they enjoy their time in college."

"With the beaches, the attractions and the restaurants we have here, it's an awesome place. And if you like sports ... wow!"

Tampa just hosted its fifth Super Bowl, which was won by the hometown Bucs. The Tampa Bay Rays were 2020 American League champions and nearly captured the World Series. The Tampa Bay Lightning wrapped up their second straight Stanley Cup. Championship boat parades have become a regular sight on the Hillsborough River.

Champa Bay, indeed.

"This year, there's no better place for sports," USF's vice president of athletics, Michael Kelly, says. "In any year, there's no place I'd rather live. We do have it all."

Once, a Tampa teenager named Dick Greco loaded up his bird dog in the family's Model A Ford and headed north of town to hunt quail. "Nothing there but farms, fields and wide-open spaces," says Greco, a future four-term Tampa mayor, whose hunting site was located on land where USF's campus now stands.

Tampa was a port city, a place of cigar factories and citrus groves. The local sports scene consisted of spring training, University of Tampa football, stock-car racing and the annual Hillsborough vs. Plant "Turkey Day Game" on Thanksgiving Day at Phillips Field.

When ambitious city fathers built Tampa Stadium in 1967, then attracted an NFL expansion team that became the Bucs, things were forever different.

In addition to five Super Bowls (only Miami, New Orleans and Los Angeles have held more), Tampa Bay has successfully courted big-time sports events, hosting the College Football Playoff Championship Game, the Men's and Women's Basketball Final Fours, the NHL All-Star Game, college hockey's Frozen Four, the NCAA Volleyball Championships and the Davis Cup Tennis Finals.

Sports helped the area grow.

In turn, the 1997 addition of football has raised USF's profile.

"Some Tampa people called me the president of 'that university out there,' like we were in Georgia or something," says Betty Castor, the USF president from 1994 to 1999 and a key figure in football's approval. "We don't hear that anymore. USF means a lot more to our city, county and region. Football was a big part of it. It helped to forge our identity and it brought the alumni closer to their school."

"I thought the university would grow substantially and football helped to make that happen," says Frank Borkowski, the USF president from 1988 to 1993 who presided over the school's first football feasibility meeting. "There wasn't a lot of school spirit. More than anything, football bound everyone together."

USF's expansion has mirrored the growth throughout Tampa Bay.

Greco remembers wondering about the design of Tampa International Airport, which opened in 1971. It had a landside terminal, connected by people movers to four satellite air terminals, a design that was well ahead of its time.

"We didn't know what that was," Greco says. "We listened to the experts. Thank God we listened to them. Look what we have today."

TIA has consistently ranked among America's best-performing and most-loved airports. In 2019, it had 22 million passengers.

"People want to come here," Greco says. "I talk to people all the time who had moved here and they wish they would've done it years earlier. We have everything that makes a place complete — and a huge piece of the puzzle is having a world-class university. We love all that USF has meant to us."

That area-wide affection is evident when the Bulls play football.



Below

Yoga In the Park - downtown Tampa.

Right

In May 2004, the USF athletics family moved into a sparkling new \$15 million facility that provides student-athletes with space for academic counseling, sports medicine and strength and conditioning, in addition to a home for the athletics department staff. On Feb. 22, 2012, the building was officially named the Lee Roy Selmon Athletics Center, in honor of the late Lee Roy Selmon.



Photo: Courtesy Tampa-Hillsborough EDC



"Whether we like it or not as a society, sports matter," Buckhorn says. "It becomes a rallying point for a community and a university. It excites the alumni and generates contributions and growth. The student body wears the USF swag and takes pride in their school."

"Football, specifically, is a driver of growth. Once USF made the decision to move forward with football, it was a game-changer for the university and the entire area. When the Bulls win, we all win."

Then and now

How USF has changed and grown since the introduction of football in 1997:

ENROLLMENT

USF 1997 — 36,469
USF 2020-21 — 50,830

ENROLLMENT FOOTPRINT

USF 1997 — Students come from 99 different countries.

USF 2020-21 — Students come from 145 different countries.

STUDENT DEMOGRAPHICS

USF 1997 — White 76.5 percent, African-American 8.4, Hispanic 8.0, Asian/Pacific Islander 4.2, American Indian 0.3

USF 2020-21 — White 52.9 percent, Hispanic 21.8, African-American 9.6, Asian 7.6, American Indian 0.2, Pacific Islander 0.1

DEGREE TRACKS OFFERED

USF 1997 — 185
USF 2020-21 — 244

DEGREES AWARDED AT GRADUATION

USF 1997 — 7,539
USF 2020-21 — 14,489

TOTAL RESEARCH EXPENDITURES

USF 1997 — \$103 million
USF 2021 — \$405 million (eighth nationally for public universities).

ENDOWMENT

USF 1997 — \$92.8 million
USF 2019-2020 — \$532 million

ANNUAL GIFTS/FINANCIAL COMMITMENTS

USF 1997 — \$31 million
USF 2020-21 — \$119 million

OPERATING BUDGET

USF 1997 — \$500 million
USF 2020-21 — \$2.15 billion

U.S. NEWS & WORLD REPORT RANKINGS

USF 1997 — Not ranked.
USF 2020-21 — No. 46 among public institutions, No. 103 among public/private institutions

NATIONAL MERIT SCHOLARS (NEW STUDENTS)

USF 1997 — 14
USF 2020-21 — 35

FRESHMAN ACADEMIC AVERAGES

USF 1997 — 1050 SAT, 3.25 GPA
USF 2020-21 — 1312 SAT, 4.18 GPA

TAMPA CAMPUS

USF 1997 — 221 buildings; 4.5 million square feet; 1,493 acres
USF 2020-21 — 284 buildings; 12 million square feet; 1,646 acres

BayMade Players

IT WAS THE FOUNDATION of USF's initial strategy when Coach Jim Leavitt jokingly proclaimed that his recruiting budget consisted of a tank of gas. It was the realization of success when local players comprised many key positions on USF's highest-ranked teams. And it's how Coach Jeff Scott plans on lifting the Bulls to the next level.

BayMade — defined by the Tampa Bay area in a 100-mile radius from USF's Tampa campus.

"I couldn't imagine being in a better place," Scott says. "We're living in paradise. Everybody wants to be here. Every college football program in America knows about the level of high school football in the Tampa Bay area. And those players are right in our backyard."

“Most of the relationships I have in my life came about because I went to USF. ... It’s probably the best decision I have made.”

— Glen Davis

USF's recruiting priorities include:

- The Tampa Bay area (consisting of 121 high schools)
- The remainder of Florida (broken into 10 geographic areas)
- Bordering and nearby states (Georgia, Alabama, South Carolina, North Carolina)
- National

"I'm really happy I stayed home to play for USF," says former Bulls quarterback Matt Grothe '09 (Lakeland Lake Gibson), who now lives in Wesley Chapel. "My family and friends saw me play all the time. This is where I made a name for myself. I still get stopped by people who want to buy me a drink or sit down and talk. It blows my mind. That's what happens when you play for the home team."

Local players have always been key to USF's biggest accomplishments.

- Thirty USF football players have achieved first-team all-conference honors. Sixteen were BayMade.
- Thirty USF players were drafted into the NFL. Thirteen were BayMade.
- Thirteen USF players competed in the Super Bowl. Four were BayMade.

- Twelve USF players were named All-American. Seven were BayMade.
- Six USF players were named Player of the Year or Rookie of the Year in a conference. Four were BayMade.

"It was a blessing to stay home," says former USF safety J.R. Reed '05, from Tampa's Hillsborough High, a five-year NFL veteran who played in Super Bowl XXXIX. "I made a quick adjustment and focused on my studies. A lot of guys who went away to college didn't make it in the NFL and I did. It doesn't matter where you go. It matters what you do while you're there."

Reed is one of 15 USF lettermen who attended Hillsborough, the high school that has produced the most Bulls. Tampa's Plant High and Bradenton's Southeast High each produced 11 USF players, while Tampa's Jesuit High has 10.

Others: Miami's Central and Punta Gorda's Charlotte with nine each, followed by Seffner's Armwood, Tampa's Wharton and Miami's Northwestern with eight each.

"Most of the relationships I have in my life came about because I went to USF," says former Bulls safety Glenn Davis '01, who attended Dixie Hollins High in St. Petersburg. "My people knew where I was and got to keep up with me. It's probably the best decision I have made."



Right
St. Petersburg native Marquez Valdes-Scantling set a USF season receiving record in 2017 before going on to play for the Green Bay Packers.

Opposite page
Lakeland native Matt Grothe became a fan favorite in a standout career as the Bulls quarterback from 2006-09.





BayMade Players come from within a 100-mile radius of USF's Tampa campus. The Bulls' all-time leading tackler Auggie Sanchez, from St. Petersburg, and Nigel Harris, from Tampa, celebrate a War on I-4 victory.

Davis initially signed with Purdue University, then returned home to play for USF's new program in 1997. He got USF's first-ever interception in the initial game against Kentucky Wesleyan.

Wide receiver Marquez Valdes-Scantling '17, from St. Petersburg's Lakewood High, thought he wanted to leave Florida, so he signed with N.C. State and played two seasons with the Wolfpack. But he reversed field and transferred to USF, playing in two of the Bulls' best seasons (21-4 combined record in 2016-17) and setting the program's career record for average yards per reception (17.3) before getting drafted by the NFL's Green Bay Packers.

Valdes-Scantling now has a back tattoo that features the St. Petersburg skyline, Raymond James Stadium and the USF logo.

"USF will always be in my heart," Valdes-Scantling says. "I'll always be a Bull."

A BayMade Bull, at that.



Essential Contributions

FROM THE IMPLEMENTATION and approval of its football program to planning for a new Indoor Performance Facility, USF has relied on the generosity of donors to fuel the progress.

"Without them (donors), we're not even talking about football at USF," Lelo Prado, deputy director of athletics, says. "Their contributions were essential. To this day, we haven't lost sight of how important they were."

Before seeking program approval from the State Board of Regents, USF was charged with raising \$5 million (and \$10 million over a two-year period). That initial fundraising group — known as the "First Teamers" — provided the necessary financial momentum.

Top-level contributors included Ed Rood, Frank and Carol Morsani, Chris Sullivan, Bob Basham, Hooters/Neil Kiefer, Jim Post, Publix Super Markets, Rob Roberson, Bob Wilson Dodge, Doyle Carlton, Barry Flagg, Dan Walbolt and Dick Wittcoff.

Without them (donors) we're not even talking about football at USF. Their contributions were essential."

— Lelo Prado

In 2004, another milestone was achieved. An \$18.2 million, 104,000-square-foot, two-story Athletics Center was opened (in 2012, it was renamed for Lee Roy Selmon). It included a Hall of Fame, locker rooms, coaching offices, an academic enrichment center and a 12,000-square-foot strength and conditioning center.

It was a far cry from the first seven years of USF football, when coaches worked in a multi-trailer complex dubbed the Ponderosa, while administrators and other coaches were located in the Physical Education Department (PED) building, which opened in 1967.

USF recognized Athletics Center donations by Chris Sullivan and W.T. Young, Frank and Carol Morsani, Joy and Bob Daugherty and Don and Erika Wallace. The construction cost was also financed by a bond issue backed by USF's beverage contract and student athletic fees.



In 2011, USF christened the \$4 million Frank Morsani Football Complex (adjacent to the Selmon Athletics Center), which included two full-sized grass fields, one full-sized turf field, a 40-yard turf area (suitable for drills) and a 2,500-square-foot storage building. A 2006 donation from Frank and Carol Morsani was distributed between USF Health and USF Athletics; the athletics portion of the gift was earmarked for the football practice facility and a softball stadium.

Meanwhile, plans are underway for a new \$22 million Indoor Performance Facility. This 88,000-square-foot facility will be an exciting addition for all USF athletic programs. In addition, a new state-of-the-art Football Operations Training Facility is being drawn up.

The IPF is welcome news for USF football players who were often haunted by cancelled or delayed practices during to late-afternoon thunderstorms and lightning.

"Sometimes, you're waiting for a thunderstorm to pass and you ended up losing a practice," USF Vice President of Athletics Michael Kelly says. "The Indoor Performance Facility is symbolic, the next step of our evolution, but it's also very practical and needed."

When Jeff Scott considered the USF head-coaching job in 2019, he was satisfied that Kelly and then-President Steven Currall were committed to facilities improvements.

"It won't matter the weather, day or night, we'll have a controlled environment where we can do our work," Scott says. "You never want to get complacent about anything in competitive sports because you'll fall behind. These facilities will be a tool to help us achieve the highest goals. We're so appreciative of everyone who has contributed and worked to make this dream come true."

Above
The original program was housed in a set of trailer offices affectionately known as The Ponderosa.

Opposite page, above
USF Indoor Performance Facility field.

Opposite page, below
USF Indoor Performance Facility field, exterior night view.





Golden Doctors

Stronger than ever, medical school celebrates 50th anniversary of charter MD class

By SARAH WORTH '86 and ANNE DELOTTO BAIER '78 | USF Health

IN SEPTEMBER 1971, THE DOORS of Florida's newest medical school opened to 24 students, launching an MD program at USF that has since grown to be one of the top producers of physicians in the state.

The new students in this charter class – 21 men and three women – along with charter faculty and support staff, took a bit of a gamble those 50 years ago when they joined a school with no history of a quality medical curriculum and barely provisional accreditation.

Founding Dean Dr. Donn L. Smith assured the group all would be fine, and that the school would provide an advantageous student-to-faculty ratio and an open-door policy.

The community backed this medical school from the start. Although, as with many community and legislative decisions, a college of medicine in Tampa was not completed quickly, nor quietly.

The founding may have truly begun in 1959, when President Dwight Eisenhower's administration identified a physician shortage and pushed to the forefront the need for not only an enlargement of classes, but also for adding

more medical schools.

Then, in 1963, President John F. Kennedy's administration and Congress passed the Health Professions Educational Assistance Act, which included appropriations of \$175 million to help pay for up to two-thirds of the construction costs of new medical schools. This lit a fire under Tampa-area and Florida elected officials, including Rep. Sam Gibbons. And fuel was added to that fire when the administration of President Lyndon Johnson, with its legislation launching Medicare and Medicaid, accelerated the need for solving the physician shortage.

Helping to sell the point that USF made the most sense for Florida's newest medical school was the university's location next to the site planned for the new veterans' hospital in Tampa – the James A. Haley Veterans' Hospital – as well as the city's proximity to the already established veterans' hospital in Bay Pines in Pinellas County.

These critical early steps, coupled with a lot of Florida politicking, resulted in Florida Gov. W. Haydon Burns signing into law in 1965 the edict to open both a college of medicine and a college of nursing at USF in Tampa.

Considered a victory, there was still a catch – that law

USF Charter Class
of the College of
Medicine, circa 1971.



Photo: USF Health Communications

First Matriculating Class, Morsani College of Medicine:

| | |
|------------------------|------------------------|
| Karl Altenburger | John M. Heirlung |
| Rufus Armstrong | Russell Jenna, Jr. |
| Douglas Barrett | Robert Martinez |
| Loren Bartels | Luther M. McEachern |
| Thomas G. Bell | William D. Parker |
| Grant P. Carmichael | Gary G. Peterson |
| M. Dexter Clayton, III | Gregory J. Piacente |
| John W. Demetree | Caroline J. Setzer |
| Joseph F. Dibble | M. Lindsay Struthers |
| Gary L. Dunlap | Stephen Vernon |
| John M. Elliott | Joseph C. Wheeler, III |
| Sheila F. Farmer | Gary E. Winchester |

Founding College of Medicine Chairmen:

| |
|--|
| Walter E. Afield, MD, psychiatry |
| Carleton H. Baker, MD, physiology |
| Lewis A. Barness, MD, pediatrics |
| Roy H. Behnke, MD, internal medicine |
| Joseph G. Cory, PhD, biochemistry |
| William C. Edwards, MD, ophthalmology |
| Charles W. Fishel, PhD, microbiology and immunology |
| Arthur D. Graham, MD, radiology |
| James M. Ingram, MD, obstetrics and gynecology |
| Louis R. Nelson, DVM, laboratory animal medicine |
| Roger T. Sherman, MD, surgery |
| Herschel Sidransky, MD, pathology |
| Andor Szentivanyi, MD, pharmacology and therapeutics |
| James W. Ward, PhD, anatomy |

included no set appropriations. There was approval to build the schools but no state money for construction, not even with the promise of having to foot only one-third of the bill, which would have been \$7 million. The federal coffers would pay the remaining two-thirds, totaling \$14 million.

To move that appropriation forward, a 100-page report was created in 1966, laying out the plans for construction, teaching, curriculum, timeline and proposed funding from the Florida Legislature. The report included plans for both a medical school and an assumed required teaching hospital. It also incorporated a teaching approach that leaned heavily on clinics and hospitals throughout the region – veterans hospitals, private medical practices, several major hospitals, etc. – calling it an “open medical school” that would use lots of community-based resources.

After much wrangling and passing of even more time, the 1967 Florida Legislature approved the funding for the USF medical school – but not all \$7 million requested. They scratched the idea of the teaching hospital and appropriated only \$3 million, pointing to the report’s own idea that the medical school could rely largely on existing clinical facilities across the community to teach medical students, and suggesting that this be the framework for the new USF medical school moving forward.

And thus, the medical school received its appropriation from the Florida Legislature and the medical school could finally start. Celebrations rippled across the community, and the July 21, 1967, editorial headline of The Tampa Tribune declared “A Medical Victory” noting: “It is a project which sparkles with promise of benefits, both medical and economic, for the Tampa area.” The editorial went on to praise the many hands across the city, county and state that helped support the medical school, including chambers of commerce, elected officials and local physicians – a true community effort.

When classes began in September 1971 for USF’s 24 founding medical students, they were held in a 30-foot by 40-foot room on the fourth floor of the Science Center on the USF campus; the facilities for what would become the Health Sciences Center and USF Health were not yet built. This lecture hall was a cordoned-off corner of a laboratory, but the make-do space didn’t curb the excitement of these future physicians. Such an arduous and modest start helped set a strong foundation for future first-year students, and helped to build what is now the USF Health Morsani College of Medicine, one of the highest-quality medical education programs in Florida.

Although starting small with 24 students, and for many years holding at 96 as the class size for new students, the program today welcomes about 175 first-year students each year.

This fall marks the 50th anniversary of this charter class, a milestone that will be celebrated across the next few years. The first few classes of the USF medical school completed a three-year curriculum (today’s MD program is four years), so celebrations will culminate in spring 2024 with the 50-year recognition of the first MD class graduation.



Photo: TORRE DOLL | USF Health Communications

Class of '25 strongest in history

USF HEALTH MORSANI COLLEGE OF MEDICINE'S first-year students represent the strongest class academically and the most diverse group of students in the college's history.

The Class of 2025, which began coursework in late July, set academic records for the medical school by having scored the highest median MCAT score in history, 517, as well as earning the highest average GPA, 3.83. In addition, the new class is more diverse than previous first-year classes, with a record 20% from those groups traditionally underrepresented in medicine (URM).

“We could not be more excited to welcome this exemplary new class of medical students,” says Dr. Charles J. Lockwood, senior vice president of USF Health and dean of the Morsani College of Medicine. “I have long said that USF Health is bringing the best and brightest minds to Tampa Bay, and this record-breaking class is further evidence of the growing strength and reputation of the Morsani College of Medicine. Not only is this the highest-achieving cohort in our history, but it is also the most diverse, and we cannot wait to see all that they will achieve in medical school and beyond.”

Across the last several years, each of the college's first-year classes has outpaced the class before it with higher MCAT scores and stronger GPAs. This year's median score of 517 places this class in the 94th percentile ranking for scores across the country.

And compared to seven years ago, when only 6% of the class was from URM groups, this year's class includes a far more diverse student body. Also improving this year is the acceptance and matriculation of more Black men. In 2014, the class included 2% African Americans, and they were all female. This year's class included 12% Black students, including 11 males.

The Class of 2025 was selected from a record 6,400 applicants, the most applicants in the college's history, which makes it the most competitive class in the college's history. Of the nearly 53,000 applicants attempting to find spots this year in the roughly 150 allopathic medical schools in the U.S., more than 6,400 applied to MCOM, which means that each new MCOM student's chance of being a part of this class was less than 2.8%.

Heart and soul

Fifty years with Florence Jandreau, USF's longest serving non-faculty staff member

By MAGGIE TRELA | USF Libraries

In 1971, FLORENCE JANDREAU WAS FRESH OUT of high school and beginning her first job at USF — where she'd stay for 50 years and become USF's longest serving non-faculty staff member. Jandreau's institutional knowledge is invaluable: She has served under six presidents, many provosts, and seven of the eight library directors and deans.

Jandreau came from humble beginnings in Thonotosassa, Florida — which once upon a time was considered the country. She was raised in the farmhouse her grandfather built at the end of a shell road, the same house her mother was born in. Florence remembers peeking through the trees in the woods to see the new university in town.

In 1971, Jandreau was just 17 years old when she joined her older sister at USF in the Registrar's Office. Several months later, she took a position at the USF Tampa Library as a Clerk 1 which, back then, was housed in what is now the Student Services Building (SVC). "We had lots of stacks and books instead of computers," she remembers. "Books on the floor, stacked up on the ends of the aisles. (Books) were just everywhere."

Jandreau was overwhelmed by the size of the institution and the characters she met in the workplace, she had not yet developed the fortitude she would be known for later. "I was very timid and shy.... I didn't know what I was doing," she says. "I didn't understand, being a little country girl, that you're not supposed to talk to the directors...because it was just not protocol. But in the most part, they were all very, very friendly."

In those early days, USF's first president, John Allen, was approaching the end of his tenure and the school's mascot was still the original Golden Brahman. The university and its surrounding areas looked quite different as well. Fowler Avenue, just south of campus, was finally completed, but the two-lane road proved insufficient, prompting its eventual expansion to the behemoth it is today. In fact, Jandreau remembers portions of Fowler Avenue that were still unpaved at the time.

Cecil Mackey was appointed USF's second president shortly after Jandreau arrived in 1971, and was assembling funds for the colleges of medicine and nursing. The university rallied around the new basketball program to some extent, but a coveted football program remained economically unfeasible and still more than 25 years away. USF's numbers tell their own powerful tale: In 1971, 18,000 students attended USF, with 2,500 staff, including 450



Florence Jandreau

faculty. Today, more than 50,000 students attend, with 16,000 employees, including about 4,000 faculty.

Jandreau remembers first coming to the library and meeting Pat Oaks, the director's secretary at the time. "I knew (Pat) because I went to school with her son.... She asked me, 'What is it that you're going to do after you start work here?' And I said, 'I want to be you.... I want to be the secretary to some director or vice president....'"

With that in mind, she went through all the clerk ranks, working her way up through a variety of departments, including InterLibrary Loan and Circulation Reserve. She credits her ascension to her advisors, Mary Sepanik, who was at the Libraries from 1969 to 1987, and Derrie Perez, dean of the USF Libraries from 2000 to 2008. "(Mary) sort



“ I eventually just poured my heart and soul into (the IAAP), and the more I did that, the more I wanted to work where I was because I had support.”

— Florence Jandreau

of took me under her wing and helped me out throughout the years until her retirement.... And she knew my goal, so she helped me accomplish that,” she says.

At this time in history, female employees at USF were typically lesser-paid than their male counterparts. Formal complaints at the time led to the formation of an internal committee known as the Status of Women, which would improve the institutional culture gradually over the coming years. “I learned new software (and) went to additional schooling.... (And) I just worked my way up. I was very intrigued with the computer. I learned how to do research, and I learned the library lingo so I could help out more with the faculty and their research. That’s how I became an administrator, eventually, because the deans used me more than a secretary,” she recalls. This sort of specialized hybrid librarian-secretary assistance was especially helpful to Dean Perez, who Jandreau credits as broadening her horizons.

In the 1980s, Jandreau made a promise to herself to set goals. She joined the International Association of Administrative Professionals (IAAP), and that’s when “administrative professional” became the new ‘secretary,’ ” she says. “It was a level up.” She became a charter member of the USF chapter and later served as its president. She went on to serve as president for the entire Florida Division of IAAP, which includes more than 30 chapters. “I eventually just poured my heart and soul into that,” she says. “And the more I did that, the more I wanted to work where I was because I had support.”



USF in 1970, just a year before Florence Jandreau started work at USF as a 17-year-old.

Move to new library, September 1975. USF's first library was housed in what is today the Student Services Building.

Jandreau, far right, with USF employees and former USF President Betty Castor, second from left, in the late 1990s.



Florence with Dean Todd Chavez.



Florence speaking at an IAAP meeting, circa 1990s.

Florence with employees in the 1980s.

IAAP is where Jandreau “flowered out of her little world.” She held many positions in her 18 years with the association, and was treasurer, secretary, team leader at conventions, committee chair for programs and education, and Florida Division president — including being awarded Distinguished Chapter President in 2001 and Distinguished Florida Division President in 2005. She was also awarded Member of Excellence from 2009 to 2011. At USF, she was awarded the USF Quiet Quality Award in 1997 and 2011.

Florence credits the most recent dean she's supported, current Dean of the USF Libraries Todd Chavez '84 and MA '98, Life Member, for “really pushing her to do it.” She says there isn’t a day that goes by that she doesn’t learn something from him. “I’ve learned so much more, and I think I’ve become a better person because of what I’m doing now. I mean, I’m sitting at the leadership table (and) I started as a clerk with no college — I don’t have a college degree. And it’s just my experience that they’re learning from,” she says.

Chavez himself started in 1994 and has held many of the same positions as Jandreau. He recalls his first day, when his supervisor asked him to go to the Library Administration office to complete new-hire paperwork. “He told me to ask for Florence, and as I sat down with her, I asked her, ‘What do you do in the library?’ She told me that she was the director’s executive secretary. So, I responded, ‘Oh so YOU run the library!’ She quietly smiled and we’ve been friends ever since.”

On July 22, 2021, Florence retired from her position as the senior assistant to the dean, providing critical support to nearly every aspect of library operation. She is a “den mother” to many, respected and trusted friend

and colleague, proudest dog mom to her shih tzu, Natasha, and most dedicated Bulls and Tampa Bay Lightning fan. She will forever be known as the woman who holds all the wisdom at the USF Libraries, and can never be replaced.

“I am where I am because of the people who work (at USF). And there was such a wide variety of personalities, of diversity, that I would never have gotten to know if I had gone to a little office somewhere to work.... I had so many experiences with different people (and) they became my family.... And that’s the real reason I stayed.”

Honoring Florence Jandreau

To commemorate Jandreau’s extraordinary five decades of service, USF Libraries’ Andy Huse, associate librarian in Special Collections, sat down with Florence virtually, to record her oral history on May 27, 2021. You can listen to the 40-minute interview and see an accompanying digital exhibit at <https://arcg.is/1m4fLa>.

Library Fund for Excellence

If you are interested in making a gift in honor of Jandreau’s 50 years of service to the USF Libraries, you can make a gift online to the Library Fund for Excellence by visiting giving.usf.edu/online/gift/f/370010. If you are interested in more information on how to support the library, contact Christina Wisz, associate director of development, at cwisz@usf.edu.



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5 minutes with Monique



Fellow Bulls,

FOR MANY OF US, TODAY marks a renaissance of sorts. We're back in school, back in the office, and back to celebrating life's important milestones together. We are returning with a greater appreciation for life, liberty and community. And our commitment to excellence is reinvigorated. Your Alumni Association is also reinvigorated and it's a new day!

We recently adopted our new strategic plan, establishing our aspirations and initiatives through 2024, resulting in some exciting changes. They'll position us to better serve everyone in our rapidly growing alumni family while also providing the support necessary to help our great university meet its goal of becoming a Top 25 U.S. public university.

In the meantime, we have a lot to look forward to in the weeks ahead. I hope you plan to join us for Homecoming 2021, Oct. 31 – Nov. 6. The week includes a Nov. 4 celebration of our 2020 USF Alumni Award recipients, since last year's dinner was postponed due to the pandemic, as well as our 2021 honorees. These awards represent the highest honor USF bestows on its alumni, and two non-alumni, for professional accomplishments and dedicated service, and the recipients never fail to awe and inspire. Read about them on pages 50-53.

The following evening, we host your annual Welcome Home Party on the front lawn of the Sam and Martha Gibbons Alumni Center on USF's Tampa campus. This event has evolved into a huge celebration, with live entertainment, games, food, and the best spot for viewing the Running of the Bulls Homecoming Parade. Pack up the family and round up your friends for a great time with fellow Bulls! More Homecoming events are highlighted on pages 48-49.

As for the changes I mentioned earlier, one involves streamlining the association's membership program. In July, we began phasing out annual membership in order to grow Life Membership and add a new tier, General Membership.

Our thousands of paid annual members have been crucial for the growth and development of your Alumni Association for more than 30 years – USF could not have gotten here without you! Now as we focus our efforts on increasing Life Membership, we can also increase our investment in future Bulls. That's because a large portion of Life Member dues is deposited into an endowment that helps fund the association for generations to come. Of course, Life Members will continue to receive the many benefits of this prestigious designation. Our new General Membership tier will allow us to better engage our entire alumni community. Membership is automatic and free upon USF graduation. This tier recognizes and formalizes our longstanding commitment to serve all alumni and, we hope, ensures everyone feels included and welcome in your Alumni Association.

Learn more about these changes at www.usfalumni.org/membershipchanges2021.

Also new, we've doubled the number of association staff working with our alumni chapters and societies. Our volunteer-led groups provide the foundation of alumni support for USF and offer an easy and meaningful way for Bulls to connect with one another and their university, no matter where they live. Will Candler, Life Member, and Brian Cziraky, '14, have joined Heather Agatstein and Samantha Cleveland, '16, Life Member, as assistant directors for alumni engagement.

This increased commitment to our dedicated volunteers will help us achieve an important objective of our strategic plan – ensuring alumni engagement at all levels to foster long-term, meaningful involvement with USF.

It's truly a new day – for you, me, our Alumni Association, and our Preeminent Research University. Together, we'll make sure it's a great day!

Horns Up!

Monique Hayes, '01, Life Member No. 3536
Chair, USF Alumni Association

Officers



Directors



Meet your 2021-22 Alumni Association Board

The USF Alumni Association's board of directors includes Bulls who've demonstrated a firm commitment to USF's success and are association Life Members and Circle of Excellence donors. It also includes a USF presidential designee; a USF Board of Trustees representative; and two students – the student government vice president and the USF Ambassadors president. Non-voting, ex-officio directors are 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 USF alumni.

Directors by row, left to right, from top row

Officers

Chair: **Monique Hayes, '01**
Chair elect: **Braulio Colon, '03 and MPA '10**
Past chair: **Randy Norris, '79**
Treasurer: **Bill Mariotti, '15**
Secretary: **Christine Turner, '97**

Directors

Kerine Black, '00 and '01
Maya Brown, '15
Jennifer Condon
Sally Dee, '94 and MBA '11
Matt Diaz, '13
Troy Dumire, '00
Raymond Gross, '69
Dwayne Isaacs, '05 and MEd '09
Andrew Jones, '11
Andrew Ketchel, '10 and MPA '12
Maja Lacevic, '09
Andy Mayts, '93

Mario McPherson, USF Ambassadors president

Chris Reyes, '93
Carla Saavedra, '87
Juan Soltero, '10
Todd St. John-Fulton, '19
Rena Upshaw-Frazier, '01
Jillian Wilson, Student Government vice president
Liz Wooten-Reschke, '01 and MPA '06

Ex officio directors

Jay Stroman, senior vice president for USF Advancement and Alumni Affairs; CEO USF Foundation

Bill McCausland, MBA '96, vice president and USF Alumni Association executive director



We Are READY!

Come on home Oct. 31 – Nov. 6!

USF plans to roll out the Green and Gold carpet for alumni, students, friends and family during Homecoming 2021, with parties, parades and plenty of pride! It's a chance to revisit the three campuses, connect with old friends, and meet new ones.

For alumni, make sure you don't miss your own party! The Alumni Association's pre-parade Welcome Home Party on Nov. 5 includes live entertainment, food and games on the sprawling front yard of your Sam and Martha Gibbons Alumni Center. If you're an association Life Member, sign up in advance so you can enjoy free food and spirits in the Life Member tent.

The Alumni Center is a prime spot for watching the Running of the Bulls Homecoming Parade that evening, and the Herd of Thunder marching band always stops to give us a special performance.

On Nov. 6, before the big game against the University of Houston Cougars, stop by the Alumni Association's Spirit Tent in the Bulls Zone at Raymond James Stadium for free beads, class year stickers, special collector bead for association paid members, and fun photo opps.

Here are just a few of the special events planned; find details and more events, including those for students, at usf.edu/homecoming. Venues listed here are USF Tampa unless otherwise noted.*



Monday, Nov. 1

Homecoming Kickoff and Stampede Comedy Show

6:30 p.m., Marshall Student Center Ballroom

Friday, Nov. 5

Family & Friends Weekend

Nov. 5-7, Special events for family and friends of USF students; \$40 for ages 12 and older; \$20 for students; register through Oct. 1 at bit.ly/USFfamilyfriends.

Carnival and Talent Showcase

3 p.m.; location and details TBA

Welcome Home Party

5-10 p.m., Sam and Martha Gibbons Alumni Center
Pre-parade party with live entertainment, games, food concessions and more; feel free to bring a blanket or lawn chair to watch the parade

Thursday, Nov. 4

USF Alumni Awards Dinner and Celebration

6 p.m., reception; 7 p.m. dinner and awards ceremony, Marshall Student Center Ballroom, www.USFalumni.org/2020and2021awards

Homecoming Concert

8 p.m., Yuengling Center; watch for details at usf.edu/homecoming

FOREVER BULLS



Check for updates online at
usf.edu/homecoming

Life Member Welcome Home Party

5-10 p.m., Sam and Martha Gibbons Alumni Center
Food, spirits and prime parade-watching for Alumni Association Life Members

Running of the Bulls Homecoming Parade

7 p.m., USF Tampa campus; parade runs east on Holly Drive to USF Genshaft Drive (formerly Maple Drive), south to Alumni Drive and west to Leroy Collins Boulevard; beads, floats, parade watch parties

Saturday, Nov. 6

USF Alumni Association Spirit Tent

3 hours before Homecoming game kickoff at Raymond James Stadium, Lot 6D (formerly Bulls Zone). Free USF swag; special collector beads for paid Alumni Association members – bring your membership card or download the Alumni Mobile App at www.USFalumni.org/MobileApp to access your virtual card!

Bulls vs. University of Houston Homecoming Game

Visit GoUSFBulls.com for game time and tickets



USF Alumni Association

**Dates and events are subject to change in accordance with CDC and government guidelines regarding COVID-19 precautions.*

GAME Changers

Celebrating USF's 2020 and 2021 Alumni Award recipients

A

S A CHILD, CARRIE NERO longed to wear a soldier's uniform. Not a good idea for a girl, she was told. She became the first African-American nurse to achieve the rank of brigadier general in the U.S. Army Reserves.

Stephanie Goforth wanted a career in finance. An industry insider suggested she set her sights on bank teller. She's now in charge of global sales and marketing for Northern Trust, the Fortune 500 wealth management company, and a longtime USF volunteer leader.

Jeff Vinik was a Boston hedge fund manager who saw infinite promise in one of the most unlikely homes for professional ice hockey. Today, he's the owner of a back-to-back championship team and transforming the Tampa Bay area, both literally and figuratively.

USF will celebrate these 2021 Alumni Award recipients Nov. 4, along with the five 2020 honorees, whose awards ceremony was postponed due to COVID-19 pandemic restrictions.

Nero, '75, MA '79 and MS '88, is USF's 2021 Distinguished Alumna, recognized for achieving the pinnacle of success in her career. Goforth, '82, who has devoted years of volunteer leadership to USF and other nonprofits, will receive the Donald A. Gifford Service Award, recognizing graduates for their exceptional service contributions. And Vinik is this year's Class of '56 Award recipient, an honor reserved for non-alumni dedicated to the university and community.

Visit [USFalumni.org/2020 and2021 awards](http://USFalumni.org/2020and2021awards) for more information about the Nov. 4 awards dinner and to nominate future recipients.



Retired Brig. Gen. Carrie poses recently at her St. Petersburg home, and in uniform in 1996.

2021 Distinguished Alumna

Brig. Gen. (ret.) Carrie Williams Nero, Sociology '75, MA Guidance and Counseling Education '79, MS Nursing '88

In 2002, while serving as chief nurse of the "Desert Medics" 3rd Medical Command, which oversees the care of combat troops, Nero became the first African-American nurse to achieve the rank of brigadier general in the U.S. Army Reserves.

"From the time I was a child, I had a burning desire to be in the military," she says. "I was amazed at the order and the discipline, the way service members carried themselves. But my father said I a military career wasn't appropriate because I was a girl."

Equally enthralled by medicine, Nero enrolled in a practical nursing program at then-segregated Gibbs High School in St. Petersburg, graduating at 17. She went to work in the basement of a local hospital, where African-American patients endured crowded conditions and under-staffing.

"I knew I needed more education. Working there put it in my spirit that I need to be a better servant."

Nero would soon become one of three nurses to integrate Mound Park Hospital, now Bayfront Health St. Petersburg. It was there she met a group of health-workers from the local Army Reserve Center and enlisted in 1975. She also enrolled at what was then St. Petersburg Junior College, one of just two African-American students in the school's associate degree nursing program. An instructor told both they could not possibly succeed.



As Nero advanced in her military career, taking advantage of every educational opportunity along the way, she became a health-care leader in civilian life. The first director of minority health at the Pinellas County Health Department, she was instrumental in creating what is now the state's Healthy Start program, which ensures all new mothers and their young children receive equitable care.

Nero divided her time between her civilian career, family life, the nonprofit she co-founded with her late husband, Joe, and her military career, including caring for wounded soldiers during the Gulf War in 1990-91. Her promotion to brigadier general came after a review of her entire Army Reserves service by a congressional committee.

"It wasn't easy," Nero says. "It is an accomplishment."

But more than anything, she adds, she is proud of helping open the doors for others.

2021 Donald A. Gifford Service Award

Stephanie Goforth, Business Management '82

The global head of sales and marketing wealth management for Northern Trust, Goforth has given generously of her considerable financial acumen and leadership skills to her alma mater and the Tampa Bay community.

She is the former vice chair of the USF Board of Trustees, where she was a member for 10 years, and former chair of the USF St. Petersburg Campus Board, where she served from 2007-20. Her committee assignments included some of USF's most complex and high-stakes issues, including consolidation,

Preeminence, and the search for a new president in 2018-19.

"We had some really tough times and some really great times," Goforth says. "I loved the board of trustees; I loved making a difference."

Goforth graduated from USF during an economic downturn. Young adults had few job prospects. Goforth, who'd worked her way through school, wanted a career in banking. But her first job interview didn't go well.

"I was told, 'If you want to be in banking, you can be a teller or a savings counselor. That's all.' ... I was going to prove him wrong."

She worked her way up the ranks at Bank of America for 15 years before joining Northern Trust in 2005. Two years later, she became a member of the advisory board for USF's St. Petersburg campus. She was grateful for the educational opportunities the school had provided her, including making it easy for working students by consolidating multiple business classes.

"I loved the St. Petersburg campus," she says.

The daughter of a minister, Goforth was taught, "to whom much is given, much is required." So she and her husband, Del, have made philanthropy a pillar of their lives. She's endowed two USF scholarship funds and has given generously in an array of areas to all three campuses. A member of USF Women in Leadership & Philanthropy and recipient of its 2020 Community Leadership Award, she has also served as a trustee for Johns Hopkins All Children's Hospital; vice chair of the Conservancy of Southwest Florida; and on the board of Naples Botanical Gardens.

She was recently named to the Florida Commission on the Status of Women, a nonprofit dedicated to improving the lives of the state's women.

Class of '56 Award

Jeff Vinik



Vinik is the owner of back-to-back Stanley Cup hockey champions the Tampa Bay Lightning; a partner in Strategic Property Partners, the development company spearheading a transformative redevelopment of Tampa's urban core; and a generous benefactor of USF.

After purchasing the National Hockey League franchise in 2010, Vinik and his family moved from Boston to

Tampa, where Vinik saw tremendous untapped potential. He vowed to give Lightning fans a team to be proud of, on and off the ice.

By 2016, ESPN ranked the Lightning the No. 1 franchise for customer experience of all major U.S. sports leagues. Vinik's multi-million-dollar investment in improving the publicly-owned Amalie Arena led to Water Street Tampa, a people-friendly vision for the city's under-utilized waterfront. At the project's heart is USF Health's new cutting-edge classroom and research facility – on prime downtown real estate donated by Vinik.

"I'm so proud of USF's accomplishments under (President Emerita and Professor) Judy Genshaft and Steve Greenbaum," Vinik says. "This is an overall terrific community; I love being part of this area."

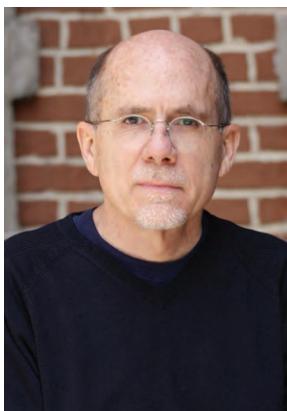
At USF, Vinik has contributed in a variety of areas and across all three campuses. His work with and gifts to the Muma College of Business, where he has shared his expertise as a guest lecturer, led to creation of the dual degree Vinik Sport and Entertainment Management Program, now ranked 5th in the nation and 6th in the world. He and his wife, Penny, have endowed a Women in Leadership & Philanthropy scholarship fund, among other student-focused contributions.

All totaled, the couple has invested nearly \$40 million in Tampa Bay area charities through a variety of programs and donations, the most notable being the Lightning Community Heroes program. Through the 2020-21 season, they've donated more than \$23 million through Community Heroes, with another \$10 million pledged over the next five years.

The Vinik family has also donated directly to numerous local nonprofits, including the Florida Aquarium, Tampa Museum of Art, the United Way of Suncoast, Metropolitan Ministries, Tampa Preparatory School, and the Jeff and Penny Vinik Family Winston Park Boys and Girls Club in east Tampa.

Jeff Vinik and his family pose with the Tampa Bay Lightning's Stanley Cup in 2020. From left, sons Joshua and Danny; Danny's wife, Cate, in front; son Jared; wife, Penny; Jeff Vinik; and daughter, Kyra.





USF magazine highlighted the 2020 award recipients in the Winter 2020 issue. Here's a recap, (photos from left):

2020 DISTINGUISHED ALUMNI

- **Arnie Bellini**, '82, information technology pioneer whose work transformed the industry's service-provider sector
- **Tina P. Johnson**, '80, Life Member, former senior executive at Publix Super Markets, the nation's largest employee-owned grocery retailer

- **Richard King**, '80, Hollywood sound engineer who holds the record for Academy Awards in that category

2020 DONALD A. GIFFORD SERVICE AWARD

Mike Griffin, '03, Life Member, former two-term student body president who has continued to advocate for and lead USF and the Tampa Bay community. He currently serves as vice chair of USF's Board of Trustees.

2020 CLASS OF '56 AWARD

Steven Greenbaum, Life Member, represented USF with distinction for 19 years as the husband of President Emerita and Professor Judy Genshaft while also quietly giving to USF, including spearheading the evolution of our award-winning Rocky D. Bull mascot program.

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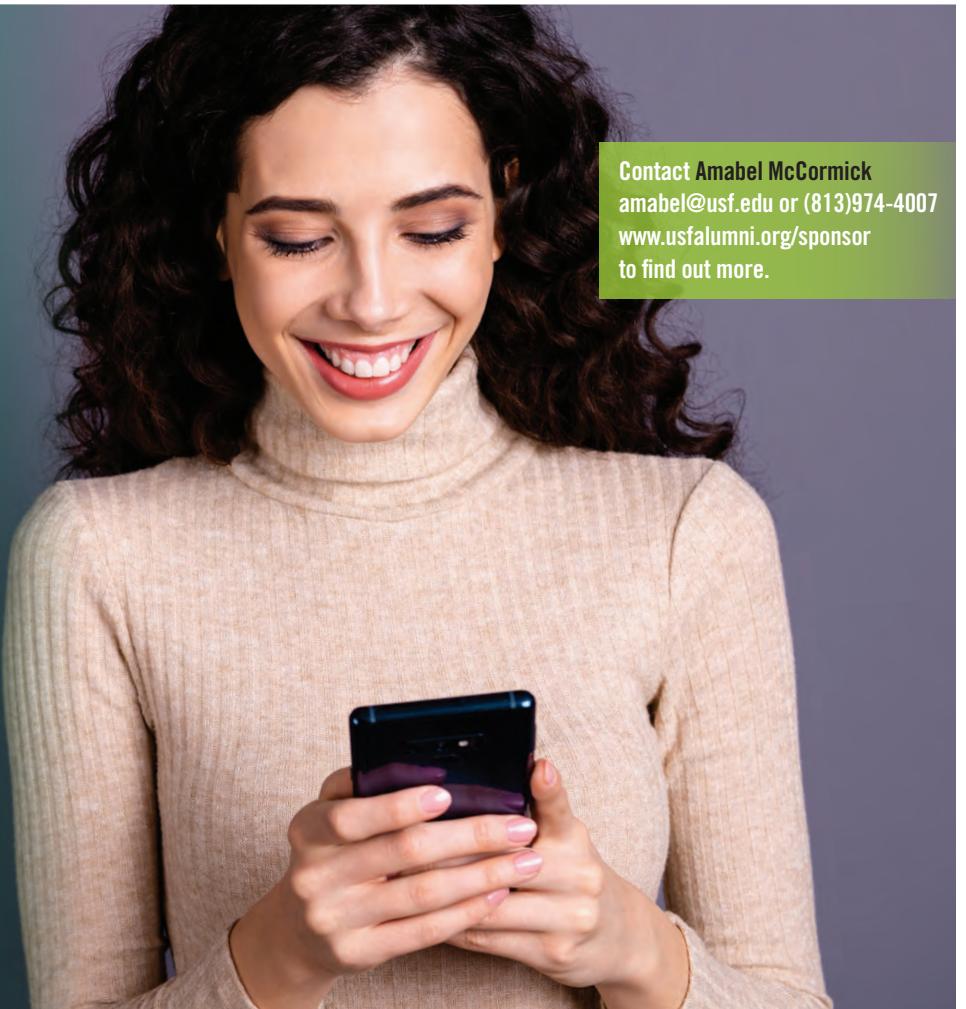
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 **USF Alumni Association**



Tackling a DREAM

Grit and determination won the day for ESPN Bucs reporter Jenna Laine, '07

By JOEY JOHNSTON, '81

TMIGHT HAVE SEEMED LIKE an unrealistic wish, maybe even youthful bravado. For Jenna Laine, on USF graduation day, it was simply an affirmation of her foremost career goal.

On the mortarboard of her cap, Laine wrote the letters E-S-P-N in green and gold glitter.

"Most people probably thought it was crazy, but I never wanted to live with any regrets," says Laine, who'd been a cheerleader known for her power-tumbling routines during two Bulls football seasons. "I was afraid that if I didn't write it down, I might give up on it. I felt like if I put it down for everyone to see, I'd be forever accountable to that."

On May 5, 2016 — nine years to the day after her graduation — Laine, Mass Communications '07, was offered her dream job by ESPN, the omnipresent sports media company. When her mother, Kathy, dropped her off at the airport for her ESPN orientation, she sent her off with this:

"Jenna, go get your dream."

“Most people probably thought it was crazy, but I never wanted to live with any regrets. ... I felt like if I put it down for everyone to see, I'd be forever accountable to that.”

— Jenna Laine

The dream has included covering her hometown National Football League team, the Tampa Bay Buccaneers, earning respect while doing on-the-fly live shots, writing compelling human-interest narratives and building trust with the players and coaches.

It hit overdrive when the Bucs acquired quarterback Tom Brady, putting Laine at Ground Zero for arguably the biggest sports story of 2020.

It produced a once-in-a-lifetime career moment when the Brady Bucs won Super Bowl LV at Raymond James Stadium — her team, her town.

And while accompanying the Bucs during a tribute ceremony with President Biden, it also allowed her to utter

these words on July 20:

"Reporting from the White House, this is Jenna Laine, ESPN."

"I'm seeing my little sister up there with millions of people watching and she's talking so eloquently, so articulately, with such passion and excitement, so clearly loving what she does," says Amber Chewning, Laine's older sister. "She's brilliant. She's living her dream."

It didn't come easy.

Laine was crushed when a USF professor firmly and bluntly suggested she wasn't cut out for broadcasting. For years she worked in relative obscurity and her confidence often wavered. ESPN might as well have been on another planet.

Let go from her first position just one year out of college, she felt like a total failure. But she persisted, working three jobs at once. Two offered writing experience, but didn't pay a dime. She slept only a few hours each night because of her 3:30 a.m. wake-up call to host an early morning radio show.

She lived at home. She never took a vacation. She paid her own way to the annual NFL Combine, a prime networking event in Indianapolis with players, coaches, agents, scouts and journalists. She worked behind the scenes at the Super Bowl, running errands and making sure there was enough food for the working broadcasters, but she watched, learned and asked lots of questions.

She begged editors to critique her writing. She hustled for freelance opportunities. She honed her on-air camera skills and taught herself new technology. Back in her days as a USF cheerleader, she'd connected with broadcast talent on the sideline, usually just enough time for a quick hello and to stuff a business card in her shoe. She returned to that sideline in 2015 while working a season as a reporter for the USF football radio network.

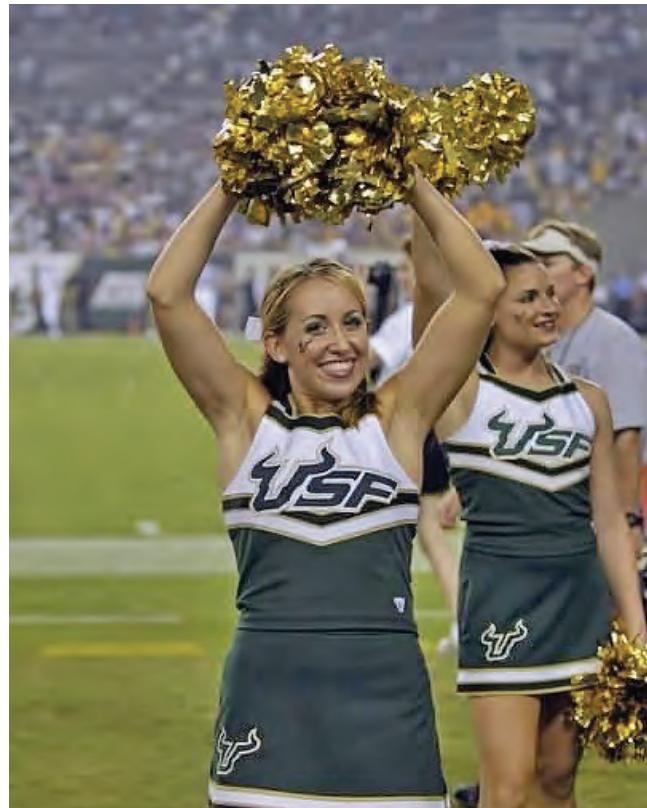
"Listen, I worked very hard to establish myself," says Laine's father, George, who owns Native Sun, a sports accessories and merchandising company. "But when I look at Jenna ... holy smokes! You wind her up and she just keeps going. She took some lumps, but she never stopped."

"She always knew what she wanted and she was willing to make sacrifices to go and get it. It's very old school. Very few people have that kind of determination."



Jenna Laine reports from Raymond James Stadium, covering her home team in her hometown.

FOREVER BULLS



Top left: Laine interviews Kansas City Chiefs quarterback Patrick Mahomes.

Top right: Laine cheers on the Bulls in 2006.

Above: Working as a reporter for the USF football radio network in 2015, Laine interviews former Bulls head coach Willie Taggart.

Opposite page: Laine chats with ESPN anchor Hannah Storm during the Tampa Bay Buccaneers' White House visit in July.

It was classic Jenna — focused and driven, mature beyond her years, charming and personable while fiercely independent.

"Jenna was an early talker," Laine's mother says. "She never met a stranger. She could talk to anybody about anything. I used to tell her, 'Little girl, you need to be on television one day.' "

As a child, Laine competed in gymnastics and transformed her bedroom into a Barbie doll gym. Each doll mimicked the precise routine of a U.S. gymnast. She went with her family to Atlanta in 1996, when the U.S. gymnastics team won Olympic gold. She sat in the stands and offered her own play-by-play commentary.

Gymnastics gave way to competitive cheerleading. At Boca Ciega High School, she tired of the predictable routines and spent her senior year as the school's pirate mascot. That way, she could do flips and stunts whenever she pleased.

But her biggest love was football. She became enamored with the Bucs. During a national cheerleading competition at Atlanta's Georgia World Congress Center, she dashed from the floor to hang out backstage with the cheer dads and watch the NFC Championship Game. That was 2003, when the Bucs beat the Eagles to reach Super Bowl XXXVII.

Laine knows football on a technical level and can break down the game intricately. But she prefers the human side. When you remove the helmet and shoulder pads, who are these people? What makes them tick? How can those qualities best be conveyed to viewers and readers?

"Jenna is one of the kindest, most compassionate humans I know," Laine's father says. "She's always for the



underdog and doing the right thing. She relates well to people because she cares about their stories.”

USF professors sometimes ask Laine to visit with students. Her messages: If you love it, don’t quit. Speak your dreams into existence. Prepare for your moment so you’ll be ready when it comes. Don’t get caught up in television’s perceived glamour: It’s hard work. But if it’s your passion, don’t let anything stop you. Go for it.

Some people thought Laine was crazy when she worked insane hours with no tangible reward in sight. Not her sister, a 2002 USF psychology graduate. She saw the fervor, the sense of purpose. And she realized

that those qualities were missing from her own career as a human-resources consultant.

At age 30, Chewning quit the corporate world. She followed her own calling to attend nursing school. She’s now a nurse practitioner, often working in intensive-care units. With COVID, the last year has been gut-wrenching.

“Jenna says she’s inspired by what I do,” Chewning says. “But I saw her constantly fighting for what she wanted. And I told myself, ‘If that (nursing) is what makes me happy, I just have to do it.’ It was hard. It disrupted my life for a while. I took a big pay cut for a while. But it was my passion. Just watching Jenna was 110 percent what inspired me to go for it.”

Laine went to Super Bowl LV with her older sister, one of the health-care workers selected by the NFL for a complimentary ticket. Laine called it the best day of her life. Sometimes, Chewning will be in a patient’s room, all gowned up. She’ll get a text saying her little sister is about to come on TV again. That always adds sunshine to her hardest shifts.

Laine’s ESPN career is highly competitive, filled with 80-hour weeks, insecurities and frustrations that the public never sees. But just like she believed at her USF graduation, there’s no place else she’d rather be. It’s all she ever wanted. Even on the most exhausting and demanding days, she bounces into her assignments with a thrill and satisfaction known only to people who declare their biggest dreams, then go out and get them. ■

A photograph of three people smiling: a young man on the left, an older man in the center, and a woman on the right. They are standing in front of a vibrant, abstract mural with yellow, green, and purple patterns. Overlaid on the image is text: "What Will Your Legacy Be?" on the left, and "Having a will or trust is important for everyone, regardless of age or income. This legal document can protect you, your loved ones and your legacy." and "Did you know you can support your favorite programs at USF through a bequest in your will or trust? It's as simple as adding a paragraph and may allow you to make a bigger impact than you ever imagined." on the right.

Having a will or trust is important for everyone, regardless of age or income. This legal document can protect you, your loved ones and your legacy.

Did you know you can support your favorite programs at USF through a bequest in your will or trust? It's as simple as adding a paragraph and may allow you to make a bigger impact than you ever imagined.

Let us help you create your USF legacy through a bequest. Please contact us with any questions or to get started - we are here to help!

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 **USF Foundation**
Gift Planning

ALUMNI Roundup

NEWS FROM USF'S
VOLUNTEER-LED
ALUMNI GROUPS
AND MORE

And the winners are ...

THE ANNUAL ALUMNI GROUP EXCELLENCE AWARDS recognize USF's alumni chapters and societies for their exceptional support of the university. Volunteer leaders find creative ways – especially during the coronavirus pandemic! – to connect Bulls, raise money for student scholarships, contribute to their communities, and so much more.

The following awards were presented at the virtual event in August. Recipients received \$250 for their groups' operating funds.

Volunteer of the Year

Erica Daley, '96, Life Member, Black Alumni Society

The society's former chair, Daley is a longtime dedicated volunteer. She has been instrumental in developing award-winning programming, including the popular My Health and Our Health webinar series, that serves needs beyond the USF community. She has forged valuable community partnerships, with respected entities such as Moffitt Cancer Center and WUSF Public Media, and led efforts the group's successful effort to endow the Black Alumni Legacy Scholarship fund.

Right: Hayley Betz, daughter of Pinellas chapter member Donna Betz, '86, shovels mulch for a Stampede of Service landscaping project at Daystar Life Center in St. Petersburg.

Outstanding Program/Event

Black Alumni Society

The society produced a series of interactive live webinars, Our Health and My Health, that featured experts addressing a variety of topics, including many of particular interest to minority communities. The sessions included invaluable opportunities for participants to ask the experts their own questions.

Excellence in Community Service

Pinellas County Alumni Chapter

Faced with the challenges posed by coronavirus restrictions, chapter leaders offered members multiple ways to participate in USF's annual Stampede of Service in honor of Martin Luther King Jr. Day. Some filled a wish list for a local nonprofit; others provided landscaping services; some joined in an environmental Earth Day project, donated to a charity, and even cleaned up a neglected cemetery. This marks the fifth consecutive year that the chapter has won the award.





Outstanding Student Programming

College of Public Health Alumni Society

The society's pre-pandemic in-person 7@7 events, where students meet with alumni for career guidance and networking, had been very well-attended. During COVID-19, members transformed the gathering into a virtual event, which attracted dozens of students and alumni. Feedback was so positive, they hope to make the 7@7 an annual event.

Excellence in Fundraising

Geology Alumni Society

For 20 years, the society has raised money to help students, creating four scholarship endowments. The bulk of their funds is raised at an annual banquet, but this year the pandemic posed what seemed to be an insurmountable hurdle. Unwilling to cancel, the geologists created a virtual banquet. Without serving a single chicken dinner, they raised more than \$13,000.

Most Improved Group

Veterans Alumni Society

This society is fairly new and launched at an unfortunate time! Despite that, it has pulled together a strong leadership team; been successful in capturing the interest of numerous past, present and future veterans; and participated in a virtual Stampede of Service project. They also have an array of upcoming activities planned.

Excellence in Group Collaboration

Undergraduate Psychology Alumni Society and LGBTQ+ Alumni Society

The two inaugural recipients of this award have worked together on several events around topics of special interest to both. For one, they brought in an expert to share guidance on incorporating inclusive language in our daily lives. Another explored individual love languages. By working together, the groups developed programming that was entertaining, insightful and informative.

ALUMNI ROUNDUP

Volunteer spotlight



College of Public Health Alumni Society volunteer

Lisa Nugent, Psychology '03 and MPH '05

Career: Planning director, Suncoast Health Council, Inc.

Favorite USF memory: Surprise 2002 concert by the Stone Temple Pilots in the Sun Dome parking lot (now Yuengling Center)

Volunteer length of service: 2 years

Time killer: True-crime documentaries

Hobby: Pilates

Snapshots



Golden memories

This month, Mary (Church) Langeland and Ken Langeland celebrate the 51st anniversary of their meeting at a peace rally on Crescent Hill the weekend before Fall 1970 classes began. They celebrated their 50th wedding anniversary in June! Ken graduated with a degree in botany in 1971 and Mary received a degree in international studies in 1972.

They both went on to earn master's degrees in 1978, and Ken received a doctorate in 1980. Mary became a water resource planner and worked as a librarian for the University of Florida Center for Aquatic and Invasive Plants, while Ken retired from UF as a professor emeritus. The couple have two daughters and visit USF every chance they get.



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Take a summertime expedition through some of nature's most secluded landscapes as we discover the remote inner reaches of Alaska's Inside Passage aboard the 76-guest *Chichagof Dream*.

SOUTHWEST NATIONAL PARKS – OCTOBER 2022

Immerse yourself in the majestic beauty of the American Southwest as you discover the geological wonders of our national parks, including visits to Grand Canyon, Zion and Bryce Canyon.

ADRIATIC & AEGEAN ARRAY – OCTOBER 2022

Follow the sweeping path of Europe's palaces and panoramic views on this 10-night trip aboard Oceania Cruises' *Nautica*. Explore Venice, Positano, Dubrovnik, Athens, Santorini and so many more exotic places.

MACY'S THANKSGIVING DAY PARADE EXPERIENCE – NOVEMBER 2022

Since 1924, the Macy's Thanksgiving Day Parade has been the official kickoff to the holiday season! Join us to see one of the most popular events in New York City, firsthand! Interested?! Learn more at: www.usfalumni.org/travel

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ALUMNI ROUNDUP

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

The USF Alumni Association's chapters and societies connect Bulls with one another – across the country and around the world. Through social events, professional networking, fundraising and community service, among other activities, alumni groups help USF grads and friends support one another, our university, and current students. They play an important part in the Alumni Association's mission to provide meaningful ways for Bulls to make an impact; protect USF through advocacy; share pride in our great university; and stick together.

It's easy to get involved! Just email the contact person of the group you'd like to visit.

Interest-Based Groups

Black Alumni

Tina James
blackalumnisociety@usf-alumnigroup.org

College of Business Alumni

Samantha Fitzmaurice
sfitzmaurice@usf.edu

DBA Alumni Network

Andy Hafer
USFDBAAAlumni@gmail.com

Engineering Alumni

Robert Andrew
randrew@tampabay.rr.com

Geology Alumni

Matt Wissler
usfgas@gmail.com

Kosove Scholarship Alumni

Justin Geisler
justingeisler@hotmail.com

Latino Alumni

Melizza Etienne
Luz Randolph
latinoalumni@usfalumni-group.org

LGBTQ+ Alumni

Todd St. John-Fulton
Robert Wallace
LGBTQalumni@usfalumni-group.org

Library and Information Science

Megan O'Brien
usflisalumni@gmail.com

Medicine Alumni

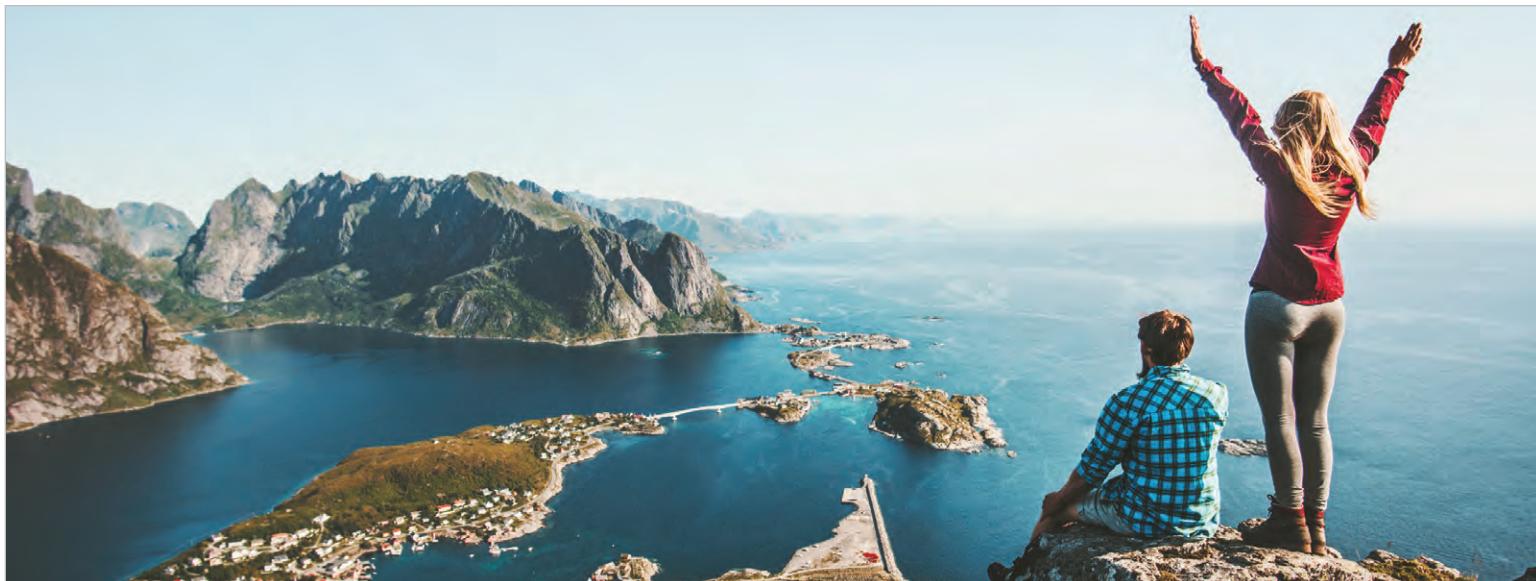
Valerie Riddle
valerie25@usf.edu

Music Alumni

Arupa Gopal
Tanya Bruce
usfmusicalumni@gmail.com

Nurse Alumni

Ashley Souza Gerb
asouzagerb@usf.edu



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FOREVER BULLS

Patel College of Global Sustainability
 Julie Cornwell
 Arnel Garcesa
 patelnetwork@usfalumnigroup.org

Pharmacy Alumni
 Mark Ketterer
 ketterer@usf.edu

Psychology Alumni
 Samera Ahmed
 usfpsychba@gmail.com

Public Health Alumni
 Brittney Blair
 COPH@usfalumnigroup.org

Rugby Alumni
 James Callihan
 Sean Masse
 usfbullsrugbyalumni@gmail.com

Veteran Alumni
 John Cranston
 usfvets@gmail.com

Geographical Groups

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

Atlanta
 Will Candler
 wcandler@usf.edu

Austin, Texas
 Brett Bronstein
 usfaustin@gmail.com

Broward County
 Ruth Rogge
 ruthrogge@gmail.com
 Alan Steinberg
 usfbrowardalumni@gmail.com

Charlotte, N.C.
 Marisa Faigen
 usfcharlottebulls@gmail.com

Chicago
 Steven Hammond
 usfchicagoalumni@gmail.com

D.C. Regional
 Khari Williams
 usfbullsdc@gmail.com

Denver
 Matt Sprigg
 Msprigg24@gmail.com

Houston
 Megan Duffey
 meganduffey@gmail.com

Jacksonville-St. Augustine
 Ellen Rosenblum
 usfjax@gmail.com

London
 Raquel Collazo
 londonusfalumni@gmail.com

Los Angeles
 Garin Flowers
 garin.flowers@gmail.com

Miami-Dade County
 Rick Sanchez
 fgi.ricksanchez@gmail.com

New York City
 Brian Cziraky
 cziraky@usf.edu

Orlando
 Chem Jackson
 usfbullsorlando@gmail.com

Palm Beach County
 Jon Rausch
 USFbulspbc@gmail.com

Pasco County
 Samantha Cleveland
 sdpimentel@usf.edu

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

Pinellas County
 Pam Haber
 pinellas@usfalumnigroup.org

Polk County
 Heather Agatstein
 Hwa2@usf.edu

Raleigh, N.C.
 Benjamin Wadsworth
 bwadswor@mail.usf.edu

San Diego
 Josh Vizcay
 josuevizcay@gmail.com

Sarasota-Manatee
 Courtney Hawk
 cfhawk@usf.edu

Saudi Arabia
 Hussein Alrobei
 alrobei@mail.usf.edu

Tallahassee
 Alexa Mitsuda
 usfalumnitally@gmail.com

Tampa (Greater Tampa)
 Chloe Lipking
 usftampaalumni@gmail.com



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Class Notes

1970s

MACK BARBER, Natural Sciences and Mathematics '72, has joined Daystar managed IT services provider in Newington, New Hampshire, to lead business development. He was previously CEO of SFT Global, Inc. in Plymouth, Massachusetts.



ALAN THOMAS CRAIG, Mathematics '77 and MA '79, Life Member, was inducted as a Fellow of the Council of Learning Assistance and Developmental Education Associations, the field's highest honor. Craig retired as director of the Learning and Tutoring Centers for Georgia Perimeter College after a career in Information Technology.

MICHAEL FLAHERTY, Political Science '75 and MA '77, is co-editor of the recently published "Time Work: Studies of Temporal Agency." He is a sociology professor at USF and Eckerd College in St. Petersburg.

JIM LAMB, Mass Communications and Political Science '77, has joined the nationally syndicated radio show "Joy on Paper" as a contributor. The show focuses on writing and his segment is "Literary Gems." A retired journalist, he previously worked for The Tampa Tribune.



LESLEY "LES" MILLER JR., Political Science '78, Life Member, USF Distinguished Alumnus, received the 2021 Ellsworth G. Simmons Good Government Award from the Hillsborough County Board

of County Commissioners. Miller is a former commission chairman who also served in the Florida House and Senate, and on the Tampa City Council. The award recognizes individuals who've played a significant role in improving government through leadership and vision.

MARY PALUMBO, Criminology '79, was named to the Kentucky State Police Foundation board of directors. She's a retired marketing professional who led international strategies for the restaurant industry, including Popeye's Chicken and Biscuits and Papa John's Pizza.



ERNEST "ERNIE" WITHERS, Criminology '76, Life Member, has been inducted into the National Wrestling Hall of Fame, Florida Chapter, for Lifetime Service to Wrestling. Withers is

general manager of Mercedes-Benz of Sarasota and chair of the Manatee County Chamber of Commerce.

1980s

RENEE CLARK, Communication '87 and MEd '99, was awarded the University of Florida's Professional Advisor of the Year for the Office of Undergraduate Affairs. An advisor and lecturer in the university's Honors Program, she previously received Student Organization Advisor of the Year for UF's Warrington College of Business.

KEN CLINEBELL, Accounting '82, Life Member, was named a 2021 chief financial officer of the year by the Tampa Bay Business Journal. Clinebell is CFO of Corestream in Tampa.

KEN ERIKSEN, Political Science '84, won a silver medal as the softball head coach at the summer Olympics. A former Bulls baseball player, Eriksen is USF's head softball coach. He has led the Bulls to multiple conference championships and has led Team USA to five World Cup titles, among other championships. He celebrated his 1000th career victory in the spring.



LARRY KUNIN, Marketing '85, has begun his second term as president of the Florida Bar Association's Out-of-State Practitioner Division. Kunin chairs the technology and intellectual property litigation practice at Morris, Manning & Martin, LLP.

DENISE RAMSEY, Mechanical Engineering '84, was appointed to the Florida Board of Professional Engineers license bureau. Ramsey is vice president of architecture and engineering for the Haskell company.



BEN SIEGEL, Accounting '89, was named Air Carrier Airport Manager of the Year by the Federal Aviation Administration's Southern Region Airports Division. Siegel is executive director of the Lee County Port Authority in Florida and was honored for exceptional leadership and excellence in airport management, among other achievements.

1990s

DARREN BRODSKY, Political Science '92, has joined the Wilton Manors (Florida) Police Department as assistant chief. He previously worked for the Plantation (Florida) Police Department in roles ranging from road patrol officer to deputy police chief.

ASHLI BROWN, Biology '93 and PhD '03, was named associate vice president of Mississippi State University's division of agriculture, forestry and veterinary medicine. Brown previously served as interim head of the university's department of food science, nutrition and health promotion, and as state chemist. She's a professor in the biochemistry department.

ANGLIN BROWN-MOSLEY, Special Education '94, was a 2021 Hillsborough Education Foundation Ida S. Baker Diversity Educator of the Year finalist. She is a varying exceptionalities support facilitator for youth services.

RONALD CHRISTALDI, New College '93, was recognized as a Florida Trend 2021 Florida Legal Elite based on ratings by his peers. He practices business law for Shumaker, Loop & Kendrick, LLP.

JOE DINICOLANTONIO, MBA '98, was named executive vice president and head of consumer and business banking for Arkansas-based Simmons Bank. He was previously executive vice president and banking president for Atlantic Capital.

ANDREW MAYTS, Political Science '93, Life Member, Alumni Association board member, has been elected chair of the Children's Board of Hillsborough County, a government agency. Mayts is a partner with Shumaker, Loop & Kendrick, LLP.

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 Carnahan, USF Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455

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SELINA PEREZ, Physical Education '96, was a 2021 Hillsborough Education Foundation Ida S. Baker Diversity Educator of the Year finalist. She teaches physical education at Smith Middle School.



TIFFANY MOORE RUSSELL, Political Science '96, was appointed the 70th International Convention chair for Alpha Kappa Alpha Sorority, Inc. A charter member of the Psi Theta Omega chapter in metro Orlando, Florida, Russell is the Orange County Clerk of Courts.

DEBORAH STEVENS, Biology '90, has been appointed director of USF's Office of Early University Programs, including dual enrollment and early admissions for high school students. She previously served as dean of academic affairs at Everglades University.



KEMEL THOMPSON, Economics '96, Life Member, was named interim senior director of development for the USF Muma College of Business. Thompson was previously director of development for the USF Alumni Association.

ROBIN VAN AUKEN, Anthropology '90 and MA '02, has joined Penn Strategies, a Pennsylvania economic development firm. An archaeologist, Van Auken is also CEO of Hands-on Heritage and previously served as an instructor at Lycoming College in Williamsport, Pennsylvania.



SERGIO WALDECK, MBA '99, was named senior vice president of technology finance at Wells Fargo in Dallas. He previously served as executive director of finance and business for global technology at JPMorgan Chase & Co.

KELLY WEBB, MEd '98, was a 2021 Pinellas County Teacher of the Year finalist. She's a science teacher at Palm Harbor University High School.

The collage includes a large crowd of people at a game, many wearing green and white. A circular inset shows a man and a woman smiling, with a young girl in the foreground. Below the collage are the logos for the USF Rays (blue and yellow) and the USF Rowdies (green and white). To the right of the logos, the text reads "is proud to support the THE USF ALUMNI ASSOCIATION & THE GREEN & GOLD GALA".

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Class Notes

2000s

VICTORIA KNIGHT ALAEE, Biology '02, was appointed to serve on the Memorial Hospital of Tampa Board of Trustees. Alaee is a partner at Shumaker, Loop & Kendrick, LLP.



MARY ANDERSON, MEd Curriculum and Instruction '01, was appointed dean of students at the University of West Florida. She previously served as director of case management services at the University of California San Diego.

BRANDON BELLEW, Political Science '03, was recognized as a Florida Trend 2021 Legal Elite based on ratings by his peers. He practices in the areas of trust, estate and guardianship litigation for Johnson, Pope, Bokor, Ruppel & Burns, LLP.



NATHAN BRUEMMER, Management Information Science '01, was appointed LGBTQ consumer advocate for the Florida Department of Agriculture and Consumer Services. He previously served as president of St. Pete Pride, a monthlong celebration of the LGBTQ+ community.

JOSE E. COLL, PhD Curriculum and Instruction '07, has been appointed interim dean of the College of Education at Portland State University. He was previously dean of the School of Social Work.

PHILIP C. HARRIS, Communication '03, has joined West Palm Beach, Florida, as assistant to the city administrator. He is a corporate social responsibility consultant with P.M.E. Development Consulting, LLC, and previously managed recovery support for individuals affected by the Mary Stoneman Douglas High School shooting in 2018.

MARSHIENE JUMAN, Accounting '08 and MBA '13, is the new head of customer care for Workforce Opportunities and Residency Caymans, which works to ensure Caymanian businesses have the human resources necessary to succeed. She previously served

as front of house manager at Health City Cayman Islands.

AUDRA KONDASH, Elementary Education '10 and MA '16, was a 2021 Hillsborough County Teacher of the Year finalist. She is a kindergarten teacher at Witter Elementary School.



JOE MANTKOWSKI, Marketing '04, has been named vice president of the design division at ArtisTree Landscape Maintenance & Design. Mantkowski joined the Venice, Florida-based company as a landscape designer in 2005.

JEB MULOCK, Civil Engineering '02, was appointed to the Florida Board of Professional Engineers license bureau. He is president of ZNS Engineering in Bradenton.

SARAH ANN PAINTER, Elementary Education '02, was named 2022 Florida Teacher of the Year. (Story, page 11)

GREG READ, Management '02, Life Member, received the First Citrus Bank Purchase Award at Orange! The Exhibition, at the Morean Arts Center in St. Petersburg, for his acrylic painting, "Orange You Glad I Didn't Say Banana!." Read is a Duke Energy retiree.

ADETOLA SHOKUNBI, Elementary Education '09 and MA '10, was a 2021 Hillsborough County Teacher of the Year finalist. She is a third-grade teacher at Belmont Elementary School.

CHIP WHITWORTH, Civil Engineering '00 and MBA '12, was promoted to vice president of safety and security at Tampa Electric. He previously served as senior director at the utility.

2010s

STEFANIA ALASTRE, Cell and Molecular Biology '17 and MSPH '21, has joined Moffitt Cancer Center's Genetic Risk Assessment Clinic as its first Spanish-speaking genetic counselor. She previously worked at USF as a graduate research assistant.

OLIVIA CHANCE, Finance '16, represented New Zealand in women's soccer at the summer Olympics. Chance played midfielder for the Bulls from 2012 through 2015 and was named to the American Athletic Conference First Team, among other honors.

CHARDAE DUFFY, Elementary Education '10 and MA '16, is the Hillsborough Education Foundation's 2021 Ida S. Baker Diversity Educator of the Year. A library media specialist at Woodson PK-8 Leadership Academy, Duffy founded Culturally ByUS, which explores black culture and spawned Boys, Books & Barbers, a nonprofit that distributes culturally relevant books for children.

ALAEDEEN ELMUNAIER, History and Political Science '17, has joined Kelly Kronenberg's Tampa office as an associate attorney in first party property insurance defense litigation. He was previously a law clerk for the Council on American-Islamic Relations in Orlando, Florida.

JAMES HOLLOWAN, MBA '12, was promoted to lead the recruitment and student outreach team at the Naval Undersea Warfare Center in Newport, Rhode Island. He was previously a human resources policy advisor at the center.

BRIAN KORNFIELD, MBA '14, was named to the Forbes Next 1,000 list of entrepreneurs making an impact on their communities. Kornfeld is the co-founder and CEO of Synapse Florida, a nonprofit working to build Florida as a technology and innovation destination.

ADRIENNE MAEL, MA Applied Anthropology '12, was appointed interim president/CEO of the Greater Susquehanna Valley (Pennsylvania) United Way, a position she'll assume while continuing in her role as president/CEO of United Way of Columbia and Montour Counties in Pennsylvania. Before joining United Way, Mael was the downtown manager of Bloomsburg, Pennsylvania.



LUIS MONSALVE, Biomedical Sciences '15, was selected to lead the vaccine team at Jhpiego, a nonprofit affiliate of John Hopkins University. He previously coordinated Pfizer's phase III COVID-19 vaccine trial for Pharmaron, Inc.

MARCUS NORMAN, Information Studies '19, has joined the BC Lions in the Canadian Football League. Norman is a former USF offensive tackle who was an All-Conference Second Team selection in 2017.

AMANDA PALMER, Elementary Education '10 and MA '17, was a 2021 Hillsborough Education Foundation Ida S. Baker Diversity Educator of the Year finalist. She teaches students with varying exceptionalities at Hunter's Green Elementary School.

LAUREN PATTERSON, MS Nursing '17, has joined Watson Clinic in Lakeland, Florida, working in family medicine.

ALEISHA PRATHER, BFA Studio Art '17, was awarded a 2021 Individual Artist Grant by the St. Petersburg Arts Alliance to create large-scale plexiglass flowers for display at First Night St. Petersburg. Prather is an art entrepreneur.



REUBEN PRESSMAN, Entrepreneurship '11, USF Outstanding Young Alumnus, has been appointed to the USF St. Petersburg campus advisory board. Pressman is founder and CEO

of Presence and serves as St. Petersburg's Entrepreneur-in-Residence.

PAIGE RAILEY, Management '10, represented the United States in Laser Radial sailing at the summer Olympics. Railey was previously a five-time world medalist in the sport.

MEGAN ROBERTS, MEd Curriculum and Instruction '12, has been named executive director for academic advisement at East Tennessee State University. She previously served as director of student success at the Johnson City, Tennessee, university.



MASIEL PELEGRENO SARDUY, Political Science '15, joined the faculty of Emory University School of Law's Kessler-Eidson Program for Trial Techniques, the nation's largest trial advocacy program. Sarduy is an associate with Phelps Dunbar LLP.



ERICA SIRRINE, PhD Social Work '13, was named director of social work at St. Jude Children's Research Hospital in Memphis, Tennessee. She previously served as dean of the

College of Behavioral and Social Sciences at Southeastern University in Lakeland, Florida.

BENJAMIN SORRELL, Social Science Education '11, was named to Thomson Reuters' 2021 Florida Rising Stars list in civil litigation. He

is an associate attorney at the Sarasota law firm of Sypprett Meshad, P.A.

DEMI STOKES, General Studies '14, represented Great Britain in women's soccer at the summer Olympics. She plays for the Manchester City, England, Women's Football Club. As a USF women's soccer player, she was named to the Second Team All-American Athletic Conference.

KEN THOMAS, PhD Civil Engineering '10, has joined Harvard University as assistant dean of Harvard College, the Allston Burr resident dean of Cabot House, lecturer, and affiliate fellow of the Center for the Environment. He was previously associate dean of the Barksdale Honors College at the University of Mississippi.

KIMBERLY TREHARNE, MA Guidance and Counselor Education '10, has been named chief operating officer of The Florida Center for Early Childhood, Inc. in Sarasota. A licensed mental health counselor, she worked for the center from 2009 to 2017.

MICHELLE (GARCIA) VALENCIA, Marketing '15 and MEd '20, has joined USF Advancement as assistant director of talent management. She previously served as an admissions advisor and recruiter for the USF Health Morsani College of Medicine.

EVELYNE VIENS, Accounting '19, won a silver medal as a member of the Canadian women's soccer team in the summer Olympics. She holds the record as the top scorer for USF women's soccer.

CODY WALDROP, Public Health '11, Life Member, has joined Associated Veterinary Partners as a practice management officer. He previously worked as an area manager for VCA Animal Hospitals.

COURTNEY WILLIAMS, Criminology '16, was named a Women's National Basketball Association all-star. Williams, a guard for the Atlanta Dream, was a USF women's basketball player and holds the record for most points scored in a season – 763.

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In Memoriam

ARTHUR "ARTIE" ARMAND ALVAREZ, Mass Communications '74, July 14, 2021

MABEL HEALIS BELEXY, MA Gifted Education '71, May 14, 2021

JOYCE (HALES) BROADWELL, Special Education '73 and MA '76, July 9, 2021

THOMAS J. COLMENARES, MBA '82, July 19, 2021

WILLIAM G. CONNER, PhD Biology '77, June 2, 2021

RICHARD J. EAMES JR., Secondary Education '84, April 18, 2021

LINDA SUE CORBETT GOECKER, MA Elementary Education '74,

BARBARA SMELT HALL, Elementary Education '66, May 1, 2021

LAUREN JOHN HARTLAGE, Management Information Systems '93, May 3, 2021

JOHN A. HEARING, English '00 and MA '04, June 30, 2021

MICHAEL HOOVER, General Education '02, June 25, 2021

RICHARD ARTHUR JENKINS, Accounting '74, July 24, 2021

MICHAEL KELSOE, History '79, Life Member, May 17, 2021

CATHLENE ANN (SIMPSON) KLINE, Management Information Systems '93, May 20, 2021

PATRICIA CARROLL LEE, Mass Communications '74, June 18, 2021

SUSAN LLEWELLYN, MA Gerontology '86, April 26, 2021

TIMOTHY C. LOVELADY, Zoology '74, May 31, 2021

SCOTT HAMPTON MCLEAN, Finance '96, June 14, 2021

DR. JOHN PATRICK MOONEY, Zoology '67, May 9, 2021

GREGORY MOOREHEAD, Accounting '72, May 13, 2021

LAURA ANN OTTAVIANO, History '01, July 2, 2021

BOB NUCCIO PARRINO, Biology '69, MA Psychology '76 and PhD '81, April 27, 2021

THOMAS C. PIERCE, MA English Education '72, May 22, 2021

JOSEPH ROUSSELLE JR., Political Science '85, July 2, 2021

COZEE LYNN SMITH, English Education '72, May 4, 2021

JO ANN SPEAR-BROWN, MA Elementary Education '68, June 5, 2021

LAUREN ROSE STARCEVICH, Criminology '05, March 27, 2021

BERNADETTE STORCK, English '71, May 17, 2021

CYNTHIA JO (RAWLINGS) SUTTLE, Elementary Education '72,

MARY SHAWN TOOTHMAN, Professional-Technical Writing '99, May 23, 2021

BARBARA JANE (HART) TURNER, Special Education '73, Dec. 8, 2019

PETER "CHIP" CHAPMAN VAN METRE, Geography '79, May 8, 2021

MELVIN WILLIAMS, Industrial Arts-Technical Education '82,

CAROLYN ANN WILSON, MEd Educational Leadership '98, May 13, 2021

LESTER MACVAUGH "MAC" YERKES, MA Distributive Education '70, May 24, 2021

Faculty and Staff

WILLIAM J. CARNES, Adjunct Instructor, April 11, 2021

DR. JAMES R. EDGAR, Clinical Associate Professor, Department of Psychiatry and Behavioral Science, June 5, 2021

SANFORD J. FUTCH, WUSF Broadcast Engineer, May 9, 2021

ALAN R. KAUB, Transportation Engineering Professor, Center for Urban Transportation Research, June 5, 2021

DR. ERIC ARMIN PFEIFFER, Founding Director, USF Suncoast Gerontology Center, July 8, 2021

DR. ROBERT JAMES POLLET, Professor, Internal Medicine, April 27, 2021

RICHARD A. PRETO-RODAS, Professor Emeritus, Languages and Linguistics, April 19, 2021

HENRIETTA MAYS SMITH, Professor Emeritus, Library and Information Sciences, April 21, 2021

DONALD B. SWEGAN, Director of University Development, June 17, 2021

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JESSE STARR, Benefactor, May 17, 2021

PAOLO "PAUL" TOMASINO, Benefactor, June 16, 2021



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