

USF

UNIVERSITY OF SOUTH FLORIDA
MAGAZINE

The OFFICIAL MAGAZINE of the
USF ALUMNI ASSOCIATION
WINTER 2021

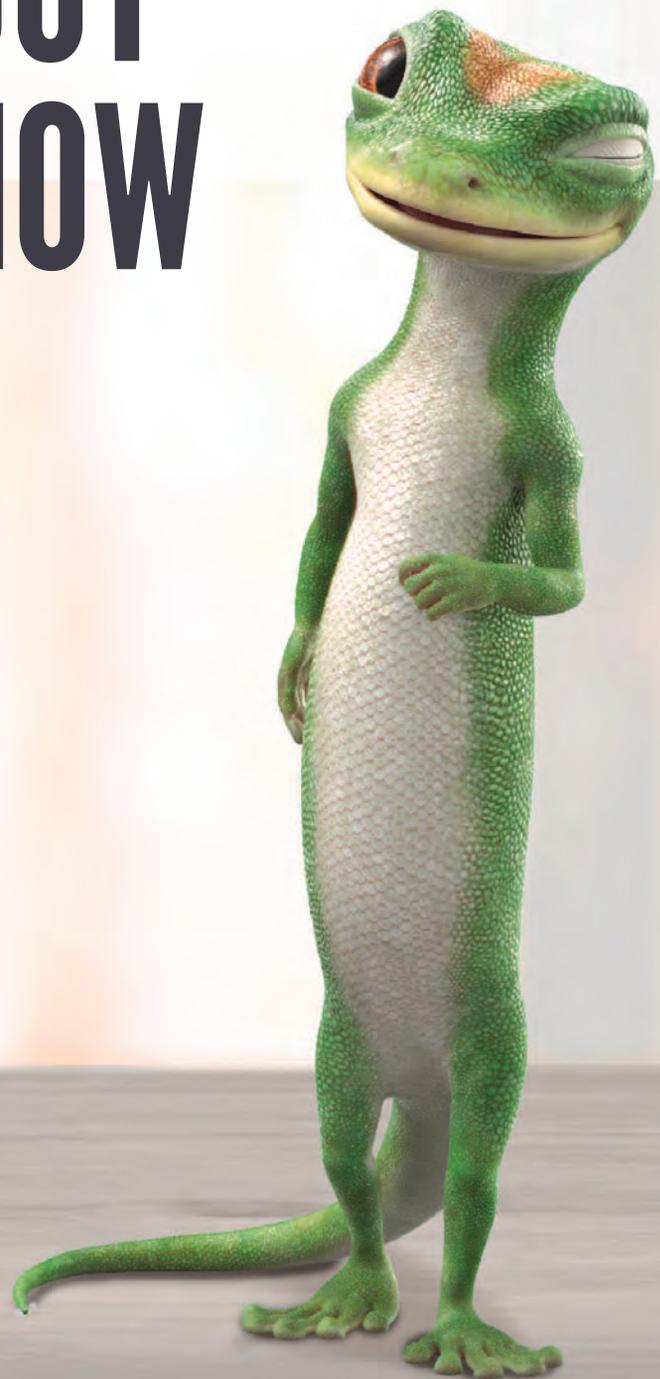
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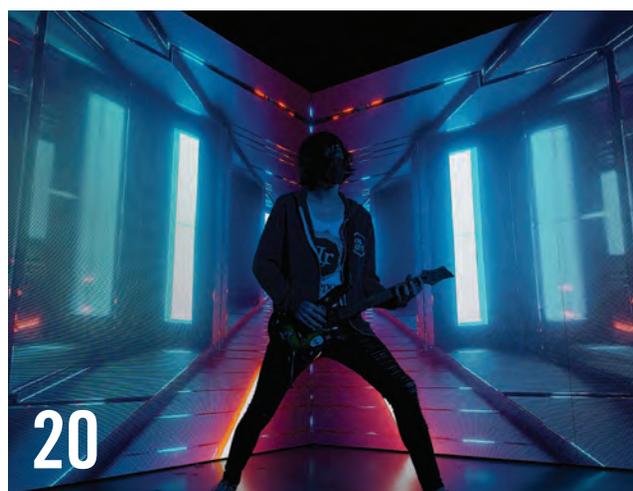
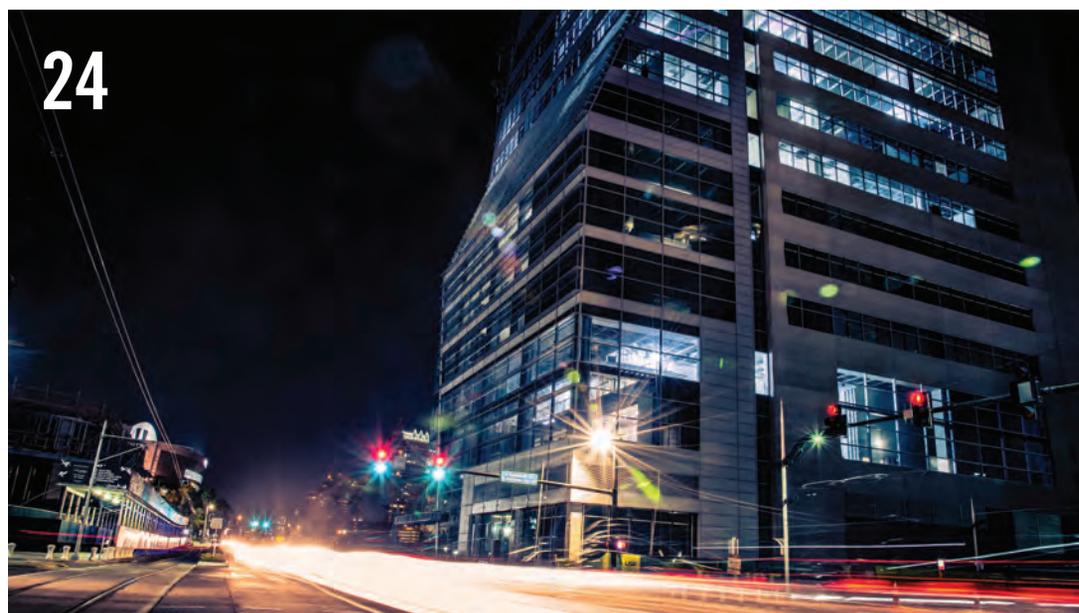
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ABOUT THE COVER: A new report documents USF's role as a catalyst for growth across the Tampa Bay region — and the entire state.

Photo: An aerial view of Hillsborough Bay, the Howard Frankland Bridge and the Courtney Campbell Causeway.

Photo: iStock | hsun337



FOREVER BULLS

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From the President



Photo: SANDRA C. ROKA | USF News

Dear alumni, friends and supporters of USF:

For the first time since March 2020, we were back to full operations for the fall semester. And what a semester it has been. We welcomed the largest, most diverse and highest-achieving class of first-year students in our history. The group of nearly 6,400 first-year students included record increases in out-of-state and international students.

While we all have been grateful for technology that has helped us navigate the challenges created by the pandemic, it has been wonderful to come back together — to see full classrooms and residence halls, in-person events and members of the USF community socializing on our beautiful campuses. Thanks to our students, faculty and staff — and our outstanding health-care professionals — the number of COVID-19 cases has remained low.

This issue of USF magazine is filled with stories about the accomplishments of our students, faculty, staff and alumni. As just one example, we were thrilled to learn that USF is the nation's fastest-rising university over the past decade, public or private, according to U.S. News & World Report's 2022 Best Colleges rankings. As the story on page 10 notes, USF ranks as one of the nation's top 50 public universities.

Another highlight was the return of our Homecoming festivities. Though the heavy rains disrupted some of our activities, they didn't dampen our Bull spirit. I enjoyed spending time with many of you, including at the 45th Alumni Awards. We recognized seven very deserving recipients for their contributions to USF and the community: Stephanie Goforth, Carrie Williams Nero, Mike Griffin, Tina Johnson, Richard King, Steven Greenbaum and Jeff Vinik. Congratulations also to the winners of the 2021 Fast 56 Awards; you can learn about these impressive Bull-led businesses beginning on page 52.

As alumni and friends of our great university, you know the role USF plays in your lives and in our communities. As you will read in our cover package that begins on page 24, we now know in real-dollar terms how much of an economic catalyst USF is for the state. A report compiled by a team from the Muma College of Business shows that our university had an impact of \$6.02 billion across Florida during the 2019-20 fiscal year.

Among the report's important findings: In the 2019-20 fiscal year, USF-related direct spending, together with ripple effects, supported 68,704 jobs in Florida. Many of the jobs are in high-skill, high-wage, knowledge-based industries, such as life sciences, information technology and financial services. As you will read in the related stories in this issue, the members of the USF community are focused on creating opportunities and contributing to the vibrancy of our region and state.

One of the keys to our ability to have such a positive impact is philanthropy. We recently received a very generous gift from Diamond View Studios and Vū Technologies in Tampa to support virtual production education and training in the Zimmerman School of Advertising & Mass Communications. As the story on page 20 explains, it includes an in-kind contribution of state-of-the-art virtual production technology and camera equipment valued at approximately \$500,000. This donation allows our students to gain hands-on experience with cutting-edge technology and graduate with the skills needed to contribute immediately to the field.

Thank you for all that you do for our students and our university. It is through your continuing support that we are able to maintain our remarkable trajectory. I wish all of you a wonderful holiday season and a new year filled with peace and good health.

**RHEA F. LAW, '77, LIFE MEMBER
PRESIDENT**

The future is now: Leveraging cross-group solidarities at USF

By Elizabeth Hordge-Freeman

“Solidarity involves commitment, and work, as well as the recognition that even if we do not have the same feelings, or the same lives, or the same bodies, we do live on common ground.”

~ Sara Ahmed

ONE OF USF'S KEY competitive advantages is undoubtedly its diversity. This is why the USF community has been leveraging the power of solidarity across diverse groups to promote systemic change and transformation. Championing the cause of anti-racism, Black students, faculty, staff and community members have been among the most vocal proponents of racial equity. While attentive to the unique impact of anti-Black racism in their lives and in society, they have also intentionally highlighted how an equity lens can reveal the challenges faced by communities of color and underrepresented groups, more broadly. This inclusive approach has encouraged the development of a cross-racial coalition of leaders across departments, colleges and campuses committed to racial equity and social justice.

One of the most promising developments is that increased attention to equity, inclusion and justice has catalyzed grassroots efforts and empowered groups to work in solidarity to promote inclusive excellence. In the fall of 2021, the newly formed USF Alianza Latina Faculty and Staff Association was launched. Under the leadership of Mónica Miranda, co-founder and inaugural president of Alianza, the association aims to support the inclusion and advancement of Latina/o/x USF faculty and staff. From its inception, Alianza Latina's founders have worked closely with African American leaders to develop their governance documents and mission, which include plans for continued collaborative efforts. Building on this collective approach, this fall, an Asian, Pacific-Islander, Desi-American interest group met, working in consultation with existing groups, to explore the process of establishing a presidential advisory committee for Asian faculty and staff. As part of President Rhea F. Law's commitment to equity, she approved the establishment of an Accessibility Presidential Advisory Committee, which was the culmination of a seven-year campaign led by Deb McCarthy, the director of Student Accessibility Services, to raise greater awareness about disabilities in the USF community. This committee already plans to



partner with existing committees to broaden their impact and reach across USF.

In fall 2021, I attended meetings organized by faculty and staff who were moved to tears as they shared strikingly similar narratives of hope that these new groups will combat invisibility and mistreatment and address their desire for belonging. For students, new initiatives including the launch of the Institute of Black Life and Office of Student Success cultural space in the Marshall Center, and the establishment of the Advancing Latino Access and Success Task Force, are part of our efforts to cultivate belonging. The USF St. Petersburg campus, a member of an inter-institutional Racial Justice Consortium, launched the Racial Justice Fellows to prepare undergraduate students to be racial justice advocates. Additionally, the launch of new Inclusive and Equitable Pedagogy workshops, a collaborative effort between the Center for Innovative Teaching and Learning, Innovative Education, and Diversity, Inclusion and Equal Opportunity (DIEO) offers strategies to faculty to promote inclusive classrooms.

Efforts to address equity and belonging are particularly effective when accompanied by changes to institutional policies and practices. For example, an innovative collaboration between Human Resources and DIEO has led to new faculty and staff training and onboarding materials, updates to our hiring and targeted recruitment procedures, and more proactive guidelines for recruiting diverse and talented faculty. Ultimately, solidarity at USF means listening to and caring about community members across our campuses, and most importantly, working to ensure equity and justice for all.

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

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First day of classes fall 2021

The 2021-22 school year has been filled with “firsts” for more USF students than a typical year. Not only have freshmen experienced campus life for the first time, but so have thousands of returning students. The fall semester was the first for the Tampa, St. Petersburg and Sarasota-Manatee campuses to be fully operational since the start of the pandemic. With health and safety precautions still in place, the number of COVID-19 cases remained low and students welcomed the return to popular spots, such as the Marshall Center on the Tampa campus (pictured here), residence halls and in-person classes and events.

First Look



PRIDE & Gratitude

THE 45TH USF ALUMNI AWARDS made history Nov. 4 with an unprecedented celebration of award recipients from two years — 2020 and 2021 — due to the COVID-19 pandemic.

Three graduates received the university's highest alumni honor, the Distinguished Alumni Award, for outstanding professional achievements. Two were recognized for their deep devotion and dedicated service to USF and the Tampa Bay area, receiving Donald A. Gifford Service Awards. Two non-USF alumni were also honored for their selfless service, receiving Class of '56 Awards.

Award recipients pictured are, from left:

2021 Donald A. Gifford Service Award recipient **Stephanie Goforth**, Business Management '82, Life Member

2021 Distinguished Alumna Brig. Gen. (ret.) **Carrie Williams Nero**, Sociology '75, MA Guidance and Counseling Education '79, MS Nursing '88

2020 Donald A. Gifford Service Award recipient **Mike Griffin**, Marketing '03, Life Member

2020 Distinguished Alumna **Tina P. Johnson**, Accounting '80, Life Member

2020 Class of '56 Award recipient **Steven Greenbaum**, Life Member

Not pictured: 2020 Distinguished Alumnus **Richard King**, Art '80, who attended virtually from California; and 2021 Class of '56 Award recipient **Jeff Vinik**, who had to exit early due to work responsibilities.



Steven Greenbaum
CLASS OF '56 AWARD



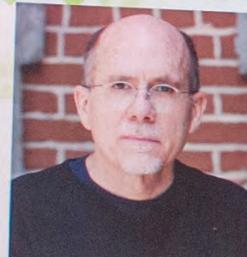
Jeff Vinik
CLASS OF '56 AWARD



Tina P. Johnson
Accounting '80
DISTINGUISHED ALUMNA AWARD



Mike Griffin
Marketing '03
DONALD A. GIFFORD SERVICE AWARD



Richard King
Art '80
DISTINGUISHED ALUMNUS AWARD



Stephanie Goforth
Business Management '82
DONALD A. GIFFORD SERVICE AWARD



Brig. Gen. (ret.) Carrie Williams Nero
Sociology '75, MA Guidance and Counseling Education '79, MS Nursing '88
2021 DISTINGUISHED ALUMNA AWARD

Photo: JAY NOLAN



University of South Florida
ALUMNI AWARDS



USF Alumni Association

UPWARD TRAJECTORY

Rankings show USF is nation's fastest-rising university

USF IS THE FASTEST-RISING UNIVERSITY in America over the past decade, public or private, according to U.S. News & World Report (U.S. News) 2022 Best Colleges rankings released this fall. For the third consecutive year, USF ranks as one of the nation's top 50 public universities. Over the past 10 years, USF has risen 48 spots among public universities from No. 94 to No. 46, and 67 spots among all universities (public or private), from No. 170 to No. 103, which represents a greater climb than any other university in the country.

"USF is proud to maintain its momentum as the fastest-rising university in America, public or private, over the last decade and a top 50 university," USF President Rhea F. Law says. "This recognition is a testament to our exceptionally talented faculty, students and staff, and reinforces the importance of USF's role in our region."

The U.S. News methodology combines a host of factors, including student graduation and retention rates, class size, student debt, faculty resources and academic reputation. USF's ranking includes performance across all three campuses in Tampa, St. Petersburg and Sarasota-Manatee.

USF ranks ahead of, or is tied with, five public institutions in the prestigious Association of American Universities, the top 66 research universities in North America. USF aspires to become a member of the AAU.

In other rankings released by U.S. News, USF is No. 18 in the nation among public institutions for top "National Universities for Social Mobility." The social mobility ranking is calculated based on the number of Pell Grant recipients a university successfully retains and graduates. Approximately 40% of USF students are eligible for Pell Grants, the highest amount among Florida's preeminent universities. USF has previously earned national recognition for Pell Grant student success and was recently ranked No. 1 in Florida and No. 8 in the U.S. among public universities on Times Higher Education's list of Best Universities for Reducing Inequalities.

"The University of South Florida takes great pride in being recognized for its continuing pursuit of excellence, providing access to a world-class education and for being a top choice destination for high-achieving students locally and from across the globe," says Ralph C. Wilcox, Life Member, USF provost and executive vice president. "At USF, we believe that our trajectory speaks to our commitment to student success and faculty and research excellence."

U.S. News is the latest publication to rank USF in the top 50 among public universities, following Times Higher Education World Universities at No. 29 and Washington Monthly climbing to No. 43.

ST. PETERSBURG CAMPUS

New research lab will help combat human trafficking

AS A MENTAL HEALTH COUNSELOR in the early 2000s, Joan Reid saw firsthand how young human trafficking victims were and the devastating effects it had on survivors. For years, she learned more about the issue, researching and collecting data on the prevalent illegal activity while becoming a criminology professor at USF. Her passion and dedication to the cause have now resulted in the first research lab devoted to studying human trafficking in Florida.

The Trafficking in Persons (TIP) Risk to Resilience Research Lab opened this fall on the USF St. Petersburg campus.

"We realized there was a much larger group of youth who were vulnerable to this than previously understood," says Reid '04, MA '04, PhD '10, a criminology professor and director of the TIP lab. "I came up with the conclusion that any kid is vulnerable. Given the right situation, meeting the right trafficker, any person, any child, can be manipulated into this."

We realized there was a much larger group of youth who were vulnerable to this than previously understood. Given the right situation, meeting the right trafficker, any person, any child can be manipulated into this."

— Joan Reid

The research lab, which is a collaboration among professors at all three USF campuses, helps stakeholders, including nonprofit groups, legislators and law enforcement agencies by providing accurate data and resources about victims of human trafficking. Reid and her colleagues initially received a \$92,000 USF Strategic Investment Award in 2020 to start the research lab, whose goal is to make the region resilient to human trafficking.

"As we began looking at this, we realized Florida does not have a unified data center for human trafficking," Reid explains. "As we were interviewing stakeholders, it became apparent that many of them were lacking data — the data they needed to do their work."

Since then, Reid and her colleagues have created projects that are bridging information gaps in human trafficking, which helps organizations locate and access services quickly and efficiently. The lab will continue to be funded through grants and donations.

"I have been working and building collaborations specifically with researchers and community practitioners



At left: Joan Reid, USF St. Petersburg campus professor of criminology and director of the TIP lab.

considered a hotbed for child sex trafficking due to its vulnerable youth and influx of travelers. Reid says the state is taking action by creating anti-human trafficking legislation.

“One encouraging thing is that when research shows there is a problem, the legislative bodies have been extremely responsive by passing laws that protect survivors of human trafficking or increasing penalties for types of trafficking of certain vulnerable populations,” Reid says. “Florida has led the way for other states to model their legislation.”

The grand opening of the TIP lab was a way for Reid and other USF researchers to recognize those who have played key roles in initiating anti-trafficking legislation. The human trafficking disrupters of 2021 included Attorney General Ashley Moody, state Sen. Manny Diaz Jr., state Rep. Jackie Toledo, '04, and Brent Woody, '94, executive director of the Justice Restoration Center, a nonprofit organization that addresses the legal needs of survivors.

Reid and her colleagues are confident the TIP lab will help answer important questions about survivors and how they get involved, to eventually reduce the amount of trafficking that takes place across the state.

“Research is limited by the data that you have, and it's difficult to get data on such crimes,” Reid says. “My goal is to become a good source of data for those who are researching human trafficking.”

to address issues of violence,” says Shelly Wagers, MA '05 and PhD '12, a criminology professor and former Largo police officer who interviewed nearly 100 stakeholders for the TIP lab. “I have developed a group of strategic partners who represent all those different groups and who are working with us to develop a system so they can provide access to care.”

Florida ranks third in the United States based on the number of human trafficking hotline reports. Tampa Bay is

- SARAH SELL | USF St. Petersburg campus



Photo: iStock | ChicagoJadFC

THE EUCOVENT

Students create lifesaving medical innovation to help end worldwide ventilator shortage

BIOMEDICAL ENGINEERING GRADUATES from USF are receiving national accolades for a prototype device that may help solve the critical shortage of lifesaving ventilators seen around the world throughout the COVID-19 pandemic.

The Eucovent, a patent-pending device that allows two patients to be ventilated by a single machine, was developed by three students who have since graduated: Carolyna Yamamoto Alves Pinto, Abby Blocker and Jacob Yarinsky. The trio built the device as part of their biomedical engineering degree senior design project.

“I think what stood out most was how relevant a topic ventilation was at the time, and still is today,” Yarinsky says. “Especially with what you saw happening around the world with COVID-19 and hospitals not having enough ventilators for the numbers of patients they were treating. The project seemed extremely relevant and meaningful.”

That idea was submitted to the class by Moffitt Cancer

Center researchers Aaron Muncey, Heiko Enderling and Stefano Passeto, who were looking for novel solutions to problems with co-ventilation. While there are existing devices capable of “splitting” airflow to multiple patients, most available solutions do not offer any type of customization. This is particularly problematic as patients require different volumes of airflow depending on their lung compliance and body weight, among other factors. For example, a 150-pound woman might require substantially less airflow than a 250-pound man.

To solve this, the team employed two primary techniques: dynamic resistance and time multiplexing. Dynamic resistance refers to an obstruction that restricts the amount of air delivered to each patient. To accomplish this, the group fabricated custom valves that can be independently adjusted to meet each patient’s individual airflow needs. By using time multiplexing, a common digital signals technique suggested to the team by USF Professor Christopher Passaglia, the device can alternate between patients, efficiently delivering breaths to each person independently.

Along with these two primary solutions, the team members had to utilize all of their undergraduate research experience for the project. Using their knowledge of biomechanics, along with such methods as 3D printing, computer programming and modeling, as well as computer-aided design, the group was able to complete and test the prototype with much success.

The relevance of such a device became clear during the COVID-19 pandemic, as hospitals around the world struggled to provide ventilators to every patient who needed one. The Eucovent effectively doubles a hospital’s existing capacity without having to purchase additional costly ventilators. The team says its use reaches far beyond the current pandemic, with applications in natural disaster settings, remote locations and low-resource areas.

“We believe the Eucovent provides many benefits, including cost and safety,” Alves Pinto says. “Compared to a new ventilator, the device is extremely low-cost, making ventilation more accessible and affordable. It also offers a higher level of patient care compared to existing solutions, making it a safer and more reliable option for co-ventilation.”

“This project shows the opportunity that we have for joint research endeavors between Moffitt Cancer Center and USF,” says Enderling, a researcher in Moffitt’s Integrated Mathematical Oncology unit. “It was truly humbling and inspiring to see how the students took the initial ideas and completely transformed, designed and implemented this highly innovative device. We sincerely hope that these results lay the foundation for a clinical device that can help a lot of patients in different scenarios around the world.”

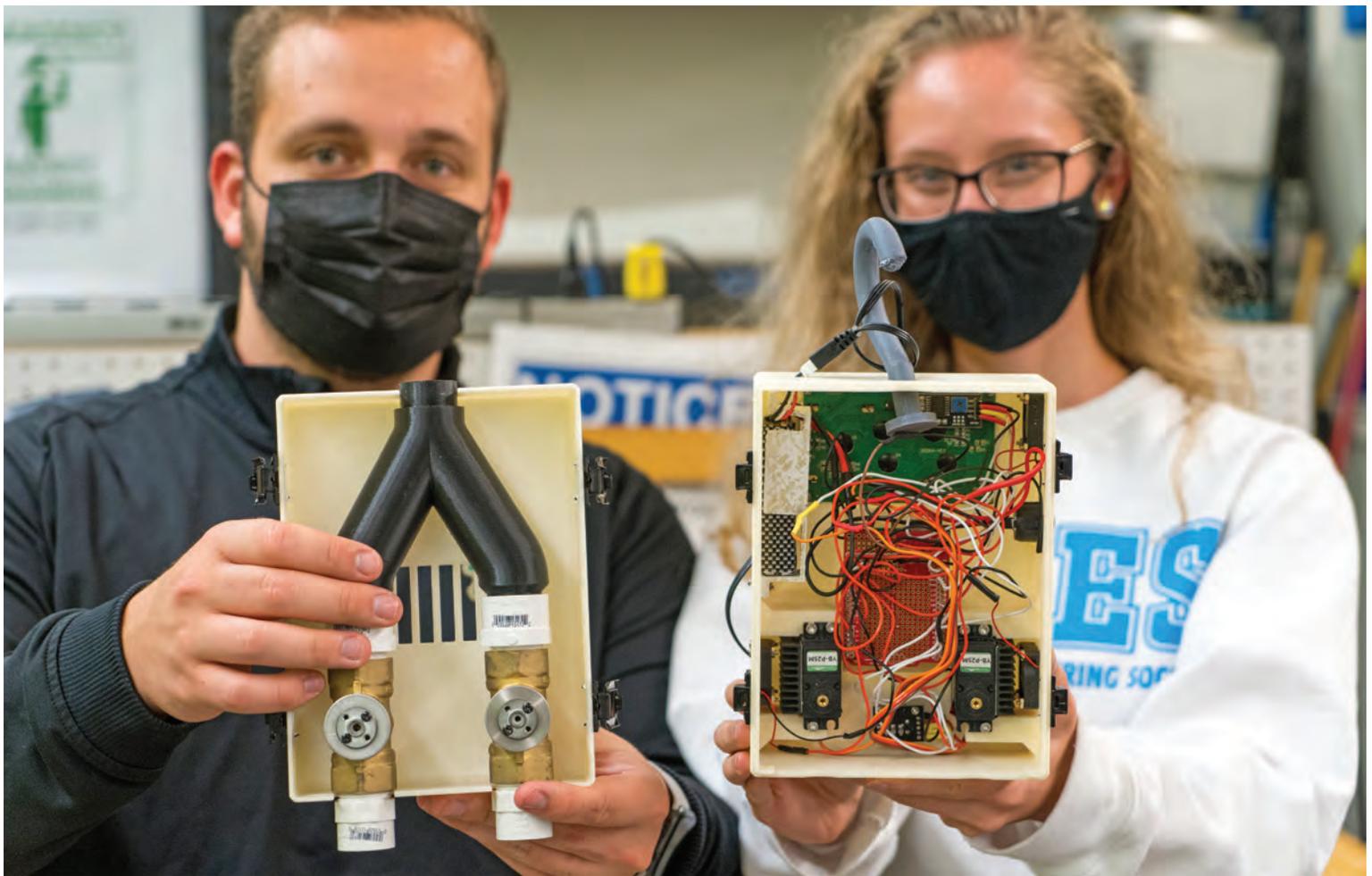
The high praise received for the device inspired the team to pursue local and national innovation competitions. They first entered the Jabil Innovation Technology Challenge, a statewide competition for Florida undergrad-

“

We learned so much through this capstone experience and it really gave us the opportunity to use all of the knowledge and skills we’d gathered during our undergrad.”

— Abby Blocker





uate, graduate and doctoral students. After winning the \$10,000 first prize, the students set their sights on the National Institute of Biomedical Imaging and Bioengineering’s annual Design by Biomedical Undergraduate Teams Challenge, supported by the National Institutes of Health and VentureWell. This prestigious competition is open to teams from across the country and had previously been won by groups from universities such as Stanford and Columbia. This year, the USF team and their Eucovent took the \$20,000 first prize.

“It’s incredibly gratifying to be acknowledged at this level, especially for something that we believe could one day save lives,” Blocker says. “We learned so much through this capstone experience and it really gave us the opportunity to use all of the knowledge and skills we’d gathered during our undergrad.”

The group credits their undergraduate experience in USF’s Department of Medical Engineering for giving them the tools to create such an innovative and impactful device. All three graduated summa cum laude from the department with degrees in biomedical engineering. Since graduating, Alves Pinto has begun a doctoral program at Johns Hopkins University. Blocker is preparing to begin a master’s in biomedical engineering at the University of Cape Town in South Africa and Yarinsky is working as an engineer at Nilogen Oncosystems in Tampa.

The Department of Medical Engineering is a joint



Above: Yarinsky and Blocker showing the internal structure of the Eucovent.

Left: The Eucovent

Opposite page: From left, USF students Abby Blocker, Jacob Yarinsky and Carolyn Yamamoto Alves Pinto at their commencement ceremony.

program between the USF College of Engineering and USF Health Morsani College of Medicine. It was first created through funding from the State of Florida’s preeminence program. In 2018, the Florida Board of Governors designated USF as a Preeminent State Research University, allocating more than \$6 million in new funding to enhance research and student success activities in strategic areas. USF is one of very few universities to have a medical engineering department and just one of four in Florida to offer a Bachelor of Science degree in biomedical engineering.

- AARON HILF | USF News

THE FIGHT AGAINST MRSA

Les Shaw: Molecular Detective

HIP SURGERY AT THE AGE OF 13 gave Professor Lindsey (Les) Shaw his professional purpose in life.

During the procedure, surgeons unknowingly implanted two metal pins carrying *Staphylococcus aureus*, commonly known as “staph,” a unique bacterial pathogen that is among the tiniest and deadliest germs. It can cause infection in every part of the body and is responsible for medical conditions ranging from benign abscesses to systemic and life-threatening illnesses, such as pneumonia and septicemia.

The surgeons could not remove the pins.

“The problem with the infection on the pin is that it will never go away. You can take antibiotics, which will temper the infection, but the minute you take that away, it comes back,” says Shaw, professor and associate chair of USF’s Department of Cell Biology, Microbiology and Molecular Biology. “I’m trying to understand how something that is theoretically very simple – this tiny organism that we have

to use microscopy to even see – can outsmart us and kill millions of people.”

For the past 20 years, it’s been Shaw’s mission to unravel its mysterious nature.

Antibiotics, such as penicillin, help treat staph infections. One of the most common causes of a staph infection is the drug-resistant Methicillin-resistant *Staphylococcus aureus* (MRSA). Commonly contracted in hospitals, it can also infect healthy people through community spread. There have been reported outbreaks in athletic facilities, prisons and in schools.

“The search for new treatments is crucial in our fight against a return to the pre-antibiotic era, where invasive *S. aureus* infections carried mortality rates of up to 90 percent,” Shaw says.

Shaw, who began his investigations as a patient, completed his undergraduate and graduate studies in England. He was later invited to the U.S. by a team of scientists he had worked with in Poland. Upon completing his fellowship, Shaw chose USF as his academic home.

“I just saw opportunities and collaborations being so organic here at USF. Even now, I talk to my colleagues at universities with more prestige. They can’t get their chemists or other colleagues to talk to them. I just walk across the street,” Shaw says.

Since Shaw joined USF as a researcher in 2007, he has discovered several systems within bacteria cells that have led to significant therapeutic developments for treating drug-resistant bacteria. He attributes his success to USF’s interdisciplinary and collegial community of scientists.

Shaw’s collaborative work with chemistry researchers

““ The search for new treatments is crucial in our fight against a return to the pre-antibiotic era, where invasive *S. aureus* infections carried mortality rates up to 90 percent.”

– Les Shaw

Lindsey ‘Les’ Shaw, right, gives a tour of his lab as part of the faculty spotlight project.



Photo: LAURALYON | USF

has led to significant findings. One example is discovering Darwinolide, a compound extracted from a sea sponge from Antarctica by Bill Baker, a professor in the Department of Chemistry. Shaw tested the compound in one of his biofilm assays and discovered it successfully attacked the biofilm, the microorganism's protective coat.

"These biofilms may be the state that all bacteria grow in. The problem with biofilms is that they are the cause of infection. The immune system can't clear them, particularly if you have something implanted in you, like the pin in my hip, which had a biofilm of MRSA," Shaw says. "It's one of these big mysteries in microbiology."

Shaw's goal is to learn everything about this "super-bug" and find multiple ways to stop it. Surrounded by his interdisciplinary colleagues, lab trainees and students, his investigations are constantly broadened. He runs an active lab of curious young scholars who often target areas of

study that challenge Shaw's strengths. One endeavor led him to co-invent an efflux pump inhibitor compound used to prevent antibiotic resistance and treat bacterial infection. He now reviews efflux pump grants for the National Institutes of Health.

Mentoring and training the next generation of scientists is essential for Shaw. He fosters a family-like environment to support students throughout their growth. Also, he gives them the freedom to pursue their individual interests. As they develop their ideas, Shaw either cheers his students on or challenges them to keep looking. In the 14 years since the opening of his lab, Shaw now has a "family tree of scientists" with graduates working as senior members of the Centers for Disease Control and Prevention, the microbiology industry or in their own academic pursuits.

- SANDRA C. ROA | USF News



Photo: LUCIANO CHIAVERANO

MARINE SCIENCE

New jellyfish species named after FIO director, USF professor

HIS EXPERTISE IN JELLYFISH IS SO RENOWNED, Monty Graham, director of the Florida Institute of Oceanography and professor of integrative biology at USF, has a new species bearing his name.

The *Aurelia montyi* is one of 28 *Aurelia* species, also known as "moon jellies," because their pale bell resembles a full moon. Native to the Gulf of Mexico, the *Aurelia montyi* can grow to be the size of a dinner plate. It doesn't pack much of a sting, like all *Aurelia* species, but may cause minor skin irritation in some individuals when physically encountered.

"What a very cool honor this is. I doubt many outside of science will fully appreciate it, but to have a species named for me is the kindest and most meaningful gesture from other scientists," Graham says. "This one is extra special because it is a species that I've spent many years trying to know, but never expected we'd have the same name!"

A research team, which includes Graham's former student Luciano Chiaverano from the University of Southern Mississippi, gave the jellyfish its official name in the journal *Aquatic Biology*. They found the new species off Dauphin Island, Alabama. The study spotlights the significance of taxonomy — the study of defining and classifying groups of biological organisms — and calls Graham a "pioneer in ecological studies with *Aurelia*."

"Recognizing moon jellyfish diversity with formal names is vital for conservation efforts and other studies," the study states. "This work clarifies the practical implications of molecular genetic data as diagnostic characters, and sheds light on the patterns and processes that generate crypsis."

Throughout his 25-year career, Graham has authored or co-authored more than 85 peer-reviewed scientific articles, mostly in biological oceanography with a focus on jellyfish behavior. He joined FIO in January 2021.

The institute, which is housed at USF, serves as the state of Florida's hub for oceanographic research and coastal stewardship and as an education and research resource for schools across the State University System.

- TINA MEKETA | USF News

From left: Monty Graham, director of the Florida Institute of Oceanography, is a renowned expert on jellyfish.

Aurelia montyi can grow to the size of a dinner plate.

DIGITAL LEARNING

Muma College of Business, TGH launch People Development Institute

USF'S MUMA COLLEGE OF BUSINESS and Tampa General Hospital have launched a groundbreaking initiative to provide critical people skills to hospital staff ranging from top-shelf surgeons to valets.

Leveraging expertise from USF, the People Development Institute is designed to offer courses that equip not just TGH employees, but also hospital partners, vendors and associates with the tools they need to create better relations with patients, customers and the medical community. Nearly 90 percent of executives say there is a skills gap in the workplace, according to a McKinsey Global Survey, and the institute is a way to meet those challenges.

While medical programs excel at imparting lifesaving knowledge to medical personnel, critical people skills tend to get much less attention in focused medical programs. The ambitious professional development undertaken as part of this collaborative initiative intends to fill that very gap.

The People Development Institute awards non-credit Credly badges, which recognize digital learning that focuses on hard and soft skills necessary for an organization to thrive. Faculty from the Muma College of Business play a leading role in the course design, creation and delivery.

"For years, the University of South Florida and Tampa General Hospital have partnered in the business of health care, saving lives, training health-care providers and creating innovative new systems together," USF President Rhea F. Law says. "The partnership between Tampa General and USF Health has strengthened the university academically and enhanced our role in the Tampa Bay region.

"Collaboration like this is in the DNA of both organizations – and it is vital to sustain healthy communities. The synergies between USF and Tampa General have been so positive that we've continued to ask: How else can we work together? How else can we benefit from each other's strengths?

"As a result," she says, "our newest partnership is in the business of business, and we couldn't be prouder to be part of this endeavor."

The initiative is designed to make health-care workers better employees while keeping them engaged through educational opportunities offered by hospital leaders and university educators.

"Tampa General Hospital's vision is to be the safest, most innovative academic health system in America and that demands the best training and development for our health-care professionals," says John Couris, president and CEO of Tampa General Hospital. "This unique collaboration between TGH and the USF Muma College of Business will meet those needs and directly impact the professional growth of every one of our team members."

With an aim to develop a one-stop shop for all the people-centric training needs at TGH initially, the hope is



Photo: DANIEL WALLACE | Tampa General Hospital

to one day provide access across the health-care industry, according to Matt Mullarkey, PhD '14, Life Member, a Muma College of Business faculty member who spearheaded the effort.

The training will be offered virtually with plans to expand in a variety of formats, including virtual, hybrid and face-to-face instruction. Classes are free to all TGH team members. Tampa General will cover the cost of all training materials required for courses and the TGH Foundation has committed to fully funding the institute for its first five years.

The institute is a collaboration between the two organizations to identify specific, non-clinical training needs of TGH employees, ranging from transportation personnel and extending to surgeons. The idea is to keep employees trained in such a way that they can use people skills to enhance the patient experience as well as develop professionally.

The program also includes skill sets required by administrators. For instance, it provides training on leadership, motivation and use of analytics to capitalize on employee data to customize programs like onboarding and well-being campaigns. This can improve employee morale and retention.

The collaboration is in keeping with a strategic plan of the Muma College of Business, which is to engage with the outside business community.

"It is often said you are judged by the company you keep," says Moez Limayem, Lynn Pippenger Dean of the Muma College of Business, "and we could not have picked a better partner with whom to collaborate on this project than Tampa General Hospital, a top-rated health-care provider in the nation.

"This groundbreaking collaboration should serve as a model for partnerships between higher education and the medical industry. It is unique and will strengthen the business operational skills of those who manage our health and care for us whenever the need arises."

Classes are underway and will continue until 2025.

From left: Moez Limayem, Lynn Pippenger Dean of the Muma College of Business, was among the speakers during the launch of the People Development Institute, a USF-Tampa General Hospital collaboration.

- Keith Morelli '78 | Muma College of Business

TASK FORCE

Initiative designed to enhance Latino student success, impact in Hispanic community

A NEW USF TASK FORCE IS DESIGNED TO BUILD on the university's commitment to Latino student access and success.

The 15-member Advancing Latino Access and Success (ALAS) Task Force includes leaders from across USF and Tampa Bay and will focus on developing strategies to increase enrollment and degree completion rates while identifying challenges and opportunities unique to Latino students. Paul Dosal, vice president for Student Success, and Elizabeth Hordge-Freeman, interim vice president of institutional equity and senior advisor to the president and provost for diversity and inclusion, are co-chairs.

"We deeply value this opportunity to strengthen our relationships within the Hispanic community in the Tampa Bay region," USF President Rhea F. Law says. "The work of this broadly representative task force will support USF's ability to attract and retain talented Latino students and enhance resources and support to all students."

USF has been nationally recognized for its success at eliminating or narrowing achievement gaps by race and ethnicity, including among Latino students. A 2017 study of Latino graduation rates completed by The Education Trust identified USF as the No. 1 public institution in the country for Latino student success, with Hispanic students graduating at a rate higher than white students.

Currently, more than 22% of USF undergraduates identify as Latino, and that percentage is expected to climb. The six-year graduation rate among Hispanic students is 71% – about 20% higher than the national average.

USF sees an opportunity for further improvement in enrollment and outcomes as it moves toward federal designation as a Hispanic-Serving Institution by the U.S. Department of Education. Institutions with this designation have undergraduate enrollments composed of at least 25% Hispanic students and are eligible to participate in three Department of Education grant programs.

"The members of the task force share USF's commitment to Hispanic student access and success and its determination to climb to even higher levels of enrollment and completion," Dosal says. "We are proud of what USF has accomplished, but recognize that we can still improve our performance. As a Latino male and a student of Latin American history, I am personally and professionally very excited to serve this initiative."

The work of the task force is consistent with USF's deep commitment to diversity and inclusion. USF this fall welcomed its most diverse incoming class to date, with an increase of 16% in Black students, 3% in Hispanic students, 14% in Asian students and 17% more students who self-identify as two races or more, compared to last year.

"USF has experienced incredible momentum in terms

Currently, more than 22% of USF undergraduates identify as Latino, and that percentage is expected to climb. The six-year graduation rate among Hispanic students is 71% – about 20% higher than the national average.

of advancing equitable access," Hordge-Freeman says. "By continuing to develop our existing initiatives that target underrepresented students and embracing new initiatives such as ALAS, we are investing in diversity and equity as key competitive advantages."

In addition to the co-chairs, members of the task force are:

- Veronica Cintron – vice president of communications, Tampa International Airport
- Jean Cocco '15 – former USF Student Government president, cybersecurity expert consultant for Deloitte in Washington, D.C.
- Barbara Cruz – professor, USF College of Education
- Jacob Diaz – regional assistant vice chancellor of student success and dean of students, USF St. Petersburg campus
- Mónica Miranda – co-founder, USF Alianza Latina Faculty and Staff Association and director, USF Center for Student Involvement
- Leonor O'Reilly '88, MA '92, PhD '99 – chair, USF Status of Latinos (USF Presidential Advisory Council) and director, USF Testing Services
- Beatriz Padilla – director of the USF Institute for the Study of Latin America and the Caribbean and associate professor of Sociology
- Donna Parrino – founding director, USF Latino Scholarship Program
- Anthony Perez MBA '12 – Latin Community Advisory Council (USF Presidential Community Advisory Council)
- Anthony Rolle – dean, USF College of Education
- Brian Serrano – City of Tampa Mayor's Hispanic Advisory Council
- Monica Verra-Tirado '92, MA '96, EdD '09, Life Member, – chief of Equity and Diversity, Hillsborough County Schools
- Clara Villanueva – associate director of development, USF Sarasota-Manatee campus

- John Dudley | University Communications & Marketing

Athletics

Women's soccer earns conference championship for 5th straight season

THE USF WOMEN'S SOCCER TEAM captured the 2021 American Athletic Conference regular-season championship with a 2-0 win over Temple, pushing the Bulls' streak of seasons with a conference title to five and streak of consecutive conference titles to four.

The Bulls have overall captured six titles in the last five seasons, including three regular-season crowns (2018, 2020, 2021) and three tournament trophies (2017, 2019, 2020).

Head coach Denise Schilte-Brown's soccer team had six student-athletes recognized in the 2021 American Athletic Conference annual awards, including Sydney Nasello, who was named the league's offensive player of the year for the second consecutive season.

The AAC Offensive Player of the Year has been a USF student-athlete in each of the last four seasons, with Olympic gold medalist Evelyne Viens, '19, capturing the title in 2018 and 2019 and Nasello (Land O' Lakes, Fla.) earning the honor in 2020 and 2021.

The No. 22-ranked Bulls went on to secure a fifth straight NCAA Tournament appearance, hosting a first round game vs. NC State at Corbett Stadium. Unfortunately, that was a loss.

- Photos and stories courtesy of USF ATHLETICS



Freshman Battie Sets NCAA kickoff return record

THE USF FOOTBALL TEAM GOT ELECTRIC PLAYS from several players that had Raymond James Stadium roaring in a 54-42 shootout loss to first-place and No. 20-ranked Houston on Homecoming.

The Bulls opened the game with a lightning bolt from freshman Brian Battie (no. 21, pictured at left), who caught the opening kickoff at the goal line and raced 100 yards for a touchdown. The Bay area native from Sarasota would go on to tie an NCAA record by doing it again in the second quarter, this time racing by the Cougars to give USF a 28-26 half-time lead with a 100-yard return. He joined Utah's Reggie Dunn as the only two players in NCAA history to post a pair of 100-yard returns in the same game, Dunn doing it against California in 2012.

For Battie, it marked his second and third 100-yard kickoff returns on the season. He became the first USF player in



history to post multiple 100-yard returns on their career and set USF season and career touchdown return records with three. He finished with three touchdowns on the night, also posting a 29-yard touchdown run and 236 all-purpose yards. Battie began the following week leading the nation in kickoff returns for touchdowns (3) and ranked No. 2 nationally with a kickoff return average of 36.3 yards per return that was on pace to shatter the USF season record of 31.7 set by J.R. Reed in 2003 as he led the nation in that statistical category.

Freshman quarterback Timmy McClain also had a career-best night, passing for 289 yards and two touchdowns and running for a team-best 46 yards and a touchdown to account for 335 total yards. Sophomore wide receiver Xavier Weaver posted career highs with six catches for 105 yards as the Bulls' young and talented players continued to make big plays in the 2021 season.

Duemig becomes second female PA announcer in FBS football history

USF GRADUATE AND VETERAN OF USF FOOTBALL game-day stadium production Jessica Duemig was behind the stadium public-address microphone when the Bulls took on No. 20 Houston on homecoming.

Duemig, Life Member, became just the second female known to serve as the stadium public address announcer at a Football Bowl Subdivision game, following in the footsteps of the Pac-12 Network's Kate Scott, who did so at the Pac-12 Football Championship game at Levi's Stadium.

"The University of South Florida is proud to support and provide great opportunities for women to excel in athletics and across our campus," Vice President of Athletics Michael Kelly said. "We are very excited to have Jessica behind the public address microphone, and I think USF fans and alumni will not only enjoy the game-day experience but be proud to be part of a groundbreaking event."

A 2007 graduate of the USF Zimmerman Advertising Program and later receiving her master's degree in sports management and MBA from Southern Mississippi in 2010, Duemig currently is the head of client services for Campus Legends and is the author of the book "Warrior," detailing her battle with breast cancer after being diagnosed at age 32. Duemig held her first PA announcing role calling USF softball games in the early 2000s. The former Herd of Thunder Marching Band member has served a vital role for the in-venue stadium show on USF football game days for the last three seasons.

"I am so excited to be a part of the Homecoming game this year! I've seen so many sides of this game at this stadium, and now to be behind the microphone is icing on the cake," Duemig said. "I'm so thankful that USF is taking a progressive standpoint on women in athletics, which allowed this honor to take place. As an alum, I bleed green and gold, so to have this opportunity is one of the coolest experiences of my life."

She filled the PA announcer seat that has been filled by John Magrino, who was in China preparing for the 2022 Beijing Winter Olympic Games set for Feb. 4-20.



A Vū to the Future

Diamond View gift will develop talent pipeline

By KILEY MALLARD | USF FOUNDATION

THE FIRST FEW MONTHS OF 2020 were good for Diamond View Studios, a full-service, Emmy award-winning creative video agency based in Tampa. Then the COVID-19 pandemic began.

At the time, 80 percent of their work required travel to film on location, which became a problem in the early days of the pandemic. For about two months, founder and CEO Tim Moore said they struggled with how to solve this issue.

“We figured out, if we can’t go to the location, let’s bring the location to us,” says Moore, ’11.

They started experimenting with filming against virtual backgrounds, a video production technique that was just starting to gain traction. Virtual production replaces the need for filming on location or against a green screen by using photorealistic virtual environments on large LED domes.

One of their clients at the time, Jack Daniels, was “enamored” with how realistic the backgrounds looked and how much easier it was to shoot this way versus on a green screen.

After successfully working with them and other smaller products, Moore realized they needed to scale up. So in October 2020, Diamond View built a 10,000-square-foot virtual production studio along Fowler Avenue near the USF Tampa campus.

“It was a big leap for us, because we essentially rolled the dice with all of the money we had in the business. It was either going to go to the moon or explode along the way,” Moore says.

Fortunately, it was the former.

The newly christened Vū Studios was soon booking

clients ranging from Mercedes Benz, Disney and Apple to entertainment artists such as 21 Pilots, Bad Bunny and Enrique Iglesias. NBC’s Today show did a segment on Vū Studios during Super Bowl weekend in February 2021.

Now 35,000 square feet, Vū Studios stands as its own sister company to Diamond View Studios, worth an estimated \$50 million.

“So our new 6-month-old startup business brings in three times more revenue,” Moore says.

With their own success in virtual production, Diamond View started looking toward the future.

Moore says the biggest challenge in the industry is creating the workforce, as you can build the studios faster than you can train people to operate them. The technology is also so new, there’s no accredited coursework.

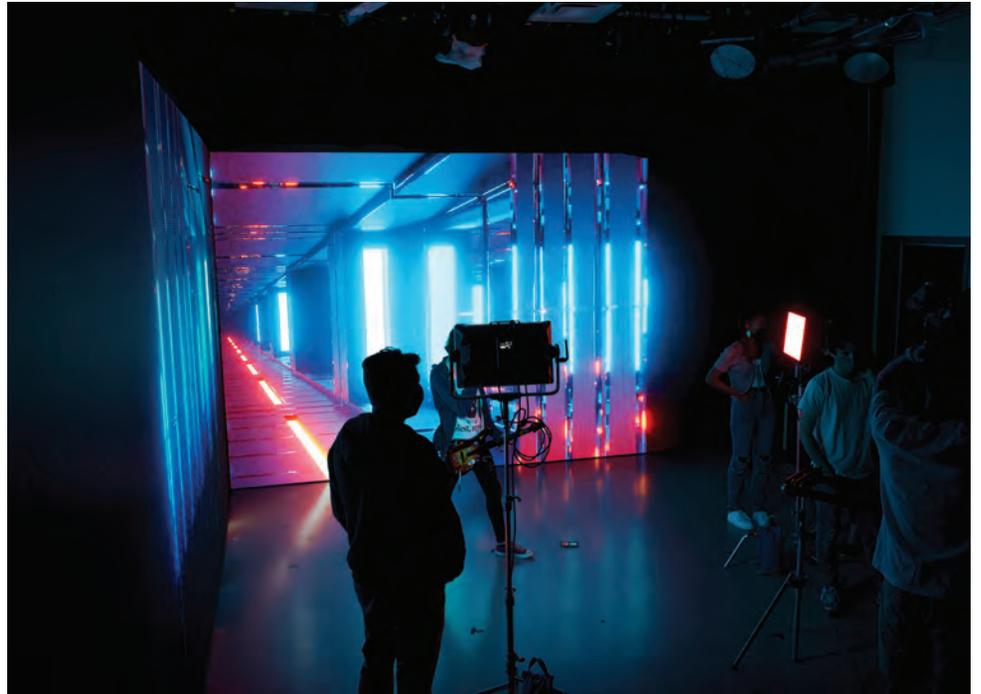
“Virtual production is a major paradigm shift in the video production industry that will create millions of new technology jobs over the next several years,” Moore says.

With more than 60,000 studios worldwide on the brink of this new digital transition, Vū committed to building the workforce of the future by donating \$5 million to state universities and colleges over the next three years to build virtual production training programs.

While Vū Studios was being built, Moore already envisioned it as a training ground for video production students at USF and other area universities. The original intent was for students to train at Vū Studios whenever the space wasn’t booked for clients, but with all three studios constantly booked solid for several weeks out, they decided it made more sense to build a dedicated space right on USF’s campus.

In summer 2021, Diamond View Studios made an in-kind contribution of state-of-the-art virtual production

Philanthropy



technology and camera equipment valued at approximately \$500,000 to the Zimmerman School of Advertising & Mass Communications. This gift outfitted the current production studio in the Communication and Information Sciences Building on USF's Tampa campus with a 40-foot LED wall for virtual production, named Vū Studio in honor of the gift.

Diamond View also made a \$39,000 cash gift to support a teaching fellow in the Zimmerman School. Ryan Watson, '06, a full-time instructor in the program, is serving as the inaugural Diamond View Teaching Fellow and will play a pivotal role in designing the curriculum around the new equipment and technology.

"It's a game changer," Watson says. "This is the same technology that was used to film Disney's 'The Mandalorian,' and we're giving our students access to that before they graduate."

The gift from Diamond View also spurred the College of Arts and Sciences to update the field equipment for the program.

"Now we've got industry-standard equipment in both our field and our studio operations," says Watson. "Technology is key to gaining a competitive edge, and now we're in a position where other schools will be trying to catch up to us. That's a good place to be."

The gift from Diamond View will help develop a talent pipeline of students and graduates with the expertise and skills needed to support the growing video production and virtual production industry in the Tampa Bay region.

"We see this gift and this affiliation as a tremendous opportunity for USF and Diamond View to be part of building that talent pipeline," says Zimmerman School Director Kathy Fitzpatrick.

Fitzpatrick is confident the new equipment and technology will be attractive to future students eager to work in this state-of-the-art facility. Faculty will also benefit, keeping their skills current by working with the very latest technology in a dynamic and fast-moving industry.

The upgraded space will allow the Zimmerman School to "dream bigger" in terms of its video production curriculum. Students in video production will be the main beneficiaries, but broadcast news, advertising and public relations students will also get hands-on experience with virtual production.

Broadcast news students, for instance, will have the opportunity to do standups or reporting in front of the LED volume, which is cheaper and more time efficient than doing it on the traditional green screen.

"Ryan and I were joking that maybe the only reason to use a green screen now is to show students the way it used to be," Fitzpatrick says.

The gift and its impact are in line with Diamond View's philosophy of "video as a force for good."

This philosophy "really resonates with what USF is all about," says Eric Eisenberg, dean of the College of Arts and Sciences, which houses the Zimmerman School. "We could not ask for a better neighbor and friend than Tim and Diamond View. They truly share our value of transforming students' lives in a way that better serves our community."

"We believe the stories we tell today really do shape the world we live in tomorrow and we want to help the workforce of the future make stories that matter," says Moore. "We're really excited to be working with USF and believe there is a bright future for the program." ■

Opposite left: The newly upgraded production studio.

Above, from left: Tim Moore, Diamond View Studios' founder and CEO; the new Vū Studio at USF has about \$500,000 in technology and equipment.

CANCER RESEARCH

Cancer survivor and grateful patient supports colorectal education, research

IN OCTOBER 2018, William “Bobby” Jacobsen was diagnosed with rectal cancer. He was told by his doctor that after receiving chemotherapy and radiation, his recovery would eventually require surgery to attach a colostomy bag and possibly a reconnect after eight to 10 months. After completing a successful chemotherapy and radiation program, Jacobsen was placed on a “watch and wait” program.

A few months later, he was tested again; the cancer cells had come back.

His doctor said he now needed a colostomy and warned the surgery would be difficult. Since his surgeon was on vacation, Jacobsen took the opportunity to seek a second opinion.

He met with Dr. Jorge Marcet, '79, Life Member, division director of colon and rectal surgery in the USF Health Department of Surgery, and after a few appointments, Marcet was confident that he could remove the remaining cancer cells without a colostomy. Now, more than two years later, Jacobsen is living a cancer-free life.



I'm blessed that I'm living a completely cancer-free, normal life."

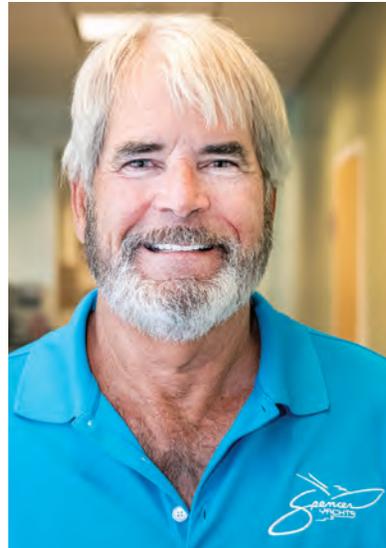
— Bobby Jacobsen

“USF Health made a huge difference in my life, because if I hadn't met Dr. Marcet, I would have had a colostomy bag, possibly forever. My lifestyle would have been affected if I had to go that way,” Jacobsen says.

To show his gratitude, Jacobsen established the William Jacobsen Program for Colorectal Education and Research to support the Division of Colon and Rectal Surgery at USF Health. Because of its endowment status, the fund will continuously generate interest to provide ongoing critical support to the division.

“The University of South Florida has established itself as a research powerhouse, and gifts from philanthropists like Mr. Jacobsen empower our physician scientists to continue discovering innovative and successful treatments for our patients,” says USF President Rhea Law.

“It's exciting to see our patients giving back to support the work of their physicians as a sign of gratitude for the transformational care they received. This gift will tremendously impact the lives of patients for years to come,” USF Foundation CEO Jay Stroman, Life Member, says.



The immediate impact of his gift will allow the division to add to the team a research fellow with an interest in colorectal surgery and research. The fellow will contribute to critical clinical research, which will be published and presented at a national level and allow the team to collaborate with other like-minded

researchers at other institutions throughout the country to develop more innovative clinical trials. These trials may ultimately result in novel treatments and knowledge that will impact patients in the future.

“I am truly grateful for Mr. Jacobsen's generosity, as his gift will strengthen colorectal research and education at USF Health to improve the quality of life for many other patients,” says Dr. Charles Lockwood, USF Health senior vice president and dean of the Morsani College of Medicine.

Thanks to their research, Marcet and his team led the way in reducing the recommended age for colorectal screenings from 50 to 45. He has also successfully treated many patients with rectal cancer while avoiding a major, life-altering operation.

“Colorectal cancer affects one in 10 people in this country and through some of our research, we've been able to demonstrate that the incidence of this disease has become higher in people younger than 50. We were the first group in this country, and in the world for that matter, that published this alarming rise in the incidence of colorectal cancer in people younger than 50,” Marcet says.

With the help of his gift, Jacobsen is confident that Marcet will continue to save the lives of many people, as he did his, and help them return to a healthy lifestyle after battling cancer.

“Life's been pretty good to me and it's been a huge moment in my life to continue to be able to play golf, fish and to live a completely normal life due to Dr. Marcet, USF, and the whole organization of Tampa General Hospital. I'm blessed that I'm living a completely cancer-free, normal life,” Jacobsen says.

To support colorectal education and research, contact Kara Steiner at advance@usf.edu or make a gift at usf.to/CRER.

— JESSICA MARTINEZ '18 | USF Foundation

FOR THE LOVE OF SCIENCE

Gift creates endowed chemistry chair

GERHARD “GERRY” MEISELS HAS never shied away from a challenge.

After serving 13 years at the University of Nebraska-Lincoln, first as chair of the chemistry department and then as dean of the College of Arts and Sciences, he was ready for something new.

“It was a unique opportunity — the chance to participate in building a new university,” says Meisels, an emeritus faculty member in the USF chemistry department. “USF was a young university with a bright future. I wanted to be part of it.”

In 1988, Meisels signed on as USF’s provost and vice president for academic affairs. In the three decades since then, Meisels has dedicated his career to advancing science education across the nation and shaping USF into the high-impact global research university it is today.



Now, on the heels of his retirement, Meisels is making one last drive to bolster the university — a generous legacy gift to create an endowed chair in chemistry.

Appointed by USF’s fourth president, Francis T. Borkowski, Meisels served as provost and vice president for academic affairs for six years before stepping down in 1994 to allow incoming President Betty Castor to choose her own second in command.

Under the leadership of Castor and her successors,

Meisels led projects to improve science and mathematics education and advocated for systemic, large-scale change as the founding director of the USF Coalition for Science Literacy (CSL).

“I’m a very strong believer in the power of education,” Meisels says. “The future of the whole country depends on the understanding of basic science. The coalition was my way of trying to meet that national need.”

With a mission to improve and modernize teaching in all areas of STEM, CSL focuses on supporting faculty and teachers by providing them with better approaches, research-based technologies and strategies to teach more effectively.

“We knew we weren’t educating people well in the sciences as a whole,” explains Robert Potter, CSL’s director and senior associate dean of the USF College of Arts & Sciences. “It was a serious problem, and somebody needed to do something. That’s when Gerry decided to create the coalition.

“After all, you can’t think small if you’re looking to make real change,” says Potter, a long-term colleague and collaborator. “Gerry was always ready to pick up the lance and charge up the hill to meet the next challenge.”

As the father of the CSL, Meisels secured more than \$20 million in grants from the National Science Foundation (NSF), the U.S. Department of Education and the Florida Department of Education. He led numerous initiatives to improve K-12 science and mathematics education and was instrumental in the inclusion of science in Florida’s Statewide Assessments. Meisels also served as a senior participant in several NSF, NASA and national Department of Education projects focusing on curriculum design and delivery in science and mathematics, professional development of teachers and climate change education.

Throughout his career, Meisels authored more than 100 papers in major science journals and held national leadership positions as president of the American Society for Mass Spectrometry, chair of the Council of Scientific Society Presidents and president of the National Science Education Society.

“Gerry Meisels is the very best kind of academic,” says Eric Eisenberg, dean of the USF College of Arts and Sciences, “simultaneously committed to rigorous scholarship and to practical application. I consider him a mentor and continually seek to emulate his intelligence, grace, erudition and passion for making the world a better place.”



Just two weeks following his 90th birthday, Meisels retired from USF after an impressive 56 years in academia.

“I wanted to give something back to the university that had given me so much,” says Meisels of his legacy gift. “USF gave me the freedom to pursue my own intellectual interest. No one ever told me what to do or what to study, it was all my curiosity. This is one way I could show my appreciation.”

If deciding to make a legacy gift to USF was the easy part, the hard part was deciding how to make the biggest impact with the funds.

“It was actually a fairly complex process,” Meisels says. “I spoke with a number of people to find out what would be the most valuable thing I can do for the university. After many months, we decided that a focused gift to create a named chair — something the university is short of — would greatly benefit both USF and the Department of Chemistry.”

To say a named chair is an attractive position for a university to offer is to state it mildly. Simply put, it is the highest academic award a university can bestow upon a faculty member and plays a crucial role in recruiting and retaining the best possible faculty. The position is so highly coveted because it allows the chairholder to use the endowment earnings to further their scholarly work, hire graduate and postdoctoral students, purchase equipment, travel to conferences and more.

For a systems thinker like Meisels, endowed chairs also serve as a foundational block for building a prestigious university that enriches the academic environment and attracts the brightest students.

Named in recognition of Meisels and his wife’s gift, the Gerhard and Sylvia Meisels Endowed Chair in Chemistry will both honor the appointed chairholder and serve as an everlasting tribute to the man who embraced the budding university in Tampa as his home.

- MELISSA WOLFE '13, Life Member | USF Foundation

USF: Creating OPPORTUNITIES

FROM BUSINESS and job creation to addressing coastal and climate change; from responding to critical health care needs to preparing students for career success, and so much more, USF is creating opportunities throughout the Tampa Bay region.

Now, a new report details the university's role as a catalyst for growth across the state of Florida.

Compiled by a team from the Muma College of Business, the report shows that USF, one of Florida's largest urban research universities, had an economic impact of \$6.02 billion in fiscal 2019-20.

"In this report, the breadth and depth of USF's economic impact can be seen in all aspects of the university's operations — from the students it educates, to the faculty and professional staff it employs, to the talented professionals and entrepreneurs who power a modern innovation economy, to the construction projects that shaped the campuses in Tampa, St. Petersburg and Sarasota-Manatee," the executive summary notes.

Shivendu Shivendu, associate professor of information systems, led the team that conducted the study and compiled the report. The other contributors were: Roohid Ahmed Syed, MS '18, doctoral student in information systems; Rishabh Srivastava, master's student in business analytics and information systems; and Ankita Sharma, master's student in business analytics and information systems.

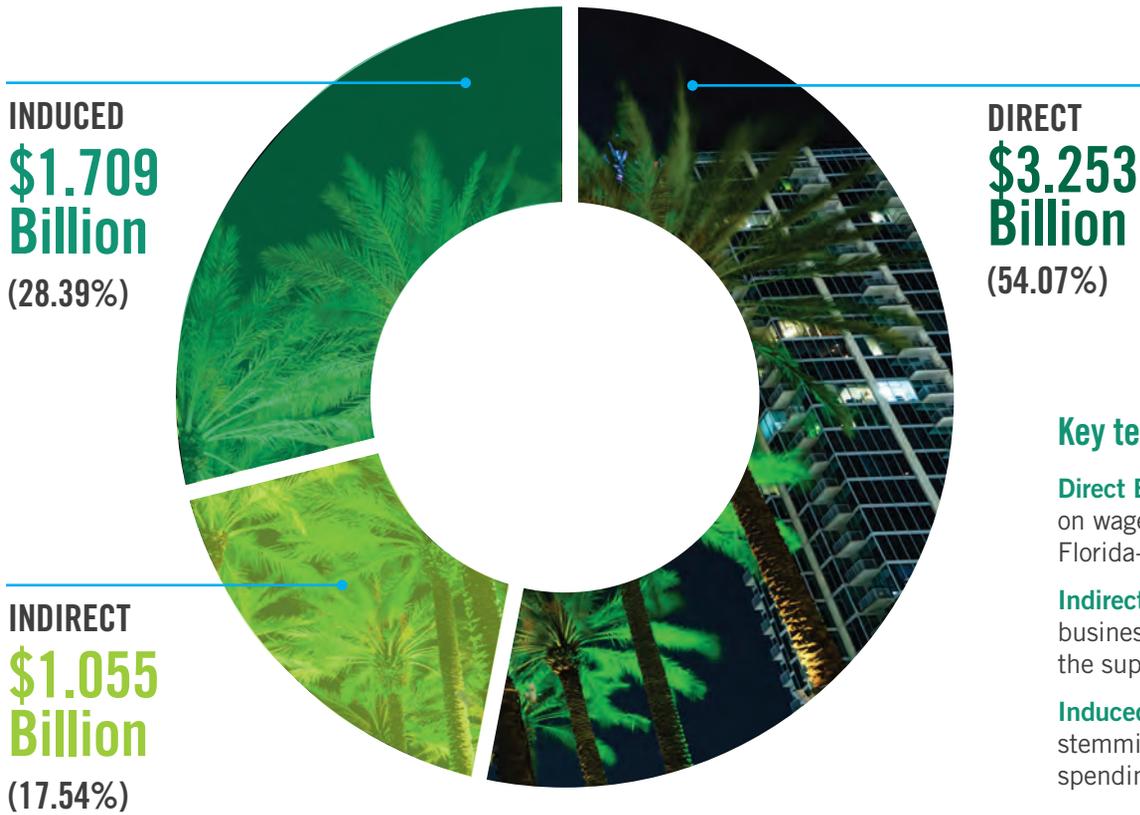
"Thanks to the commitment of our faculty, staff, students and alumni, and the support of our state, federal and private partners, USF is a powerful engine of prosperity across Florida," USF President Rhea F. Law says. "By graduating students who are career-ready, generating knowledge that addresses our most pressing issues, and fostering more inclusive communities, USF is contributing to the vitality and vibrancy of our region and state."

Among the report's key findings:

- With 16,277 employees, USF is the 14th largest public employer in Florida.
- In the 2019-20 fiscal year, USF-related direct spending, together with ripple effects, supported 68,704 jobs in Florida. Many of the jobs supported by USF are in high-skill, high-wage, knowledge-based industries, such as life sciences, information technology and financial services.
- USF received state support of \$427.8 million in the 2019-20 fiscal year. In turn, the university generates direct economic impact through its spending on wages and purchases from Florida-based vendors. That spending produces indirect economic impact when the local suppliers hire employees and make purchases from other local vendors. Additionally, spending of wages by employees of the university and its suppliers in the Florida economy produces induced economic impact — the values stemming from household spending of labor income.
- Every dollar in state funding helped generate \$14.07 in economic output.
- Every dollar in state support leveraged \$3.33 from other non-state government sources for USF during the 2019-20 fiscal year. These funds help the university deliver high-quality educational services that attract 50,000 students annually and build a research and innovation enterprise that produces new knowledge and technologies.
- In 2019-20, in addition to the Florida taxpayer money provided to support the institution, USF generated \$1.43 billion in additional revenues, including from the federal government, the private sector, auxiliary enterprises and intercollegiate athletics.
- USF spending generated more than \$600 million in federal, state and local tax revenue.
- The university amassed a record total of \$535.4 million in research contracts and grants.

Across USF's three campuses and throughout Florida, faculty, staff, students and alumni are making a positive difference. The stories on the pages that follow illustrate in human terms the many ways USF is creating opportunities throughout the region and state.

\$6.02 Billion Economic Impact



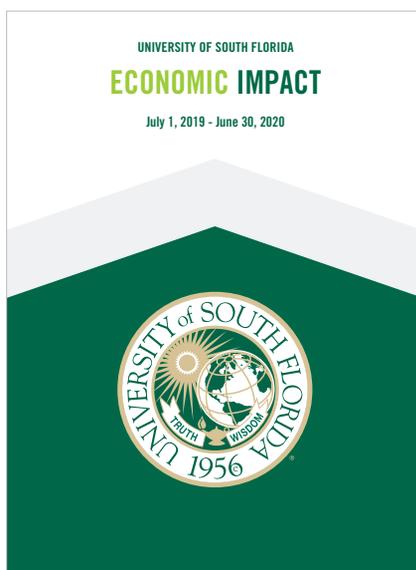
Key terms explained

Direct Effect: University spending on wages and purchases from Florida-based vendors.

Indirect Effect: Stems from business-to-business purchases in the supply chain.

Induced Effect: The values stemming from household spending of labor income.

68,704 Jobs



The full report, and associated executive summary, are available online at usf.edu under 'About USF'





Talent pipeline helps attract businesses to region

Photo: istock / liponba

TAMPA BAY IS ONE OF THE nation's fastest growing regions and much of that success is associated with the talent pipeline created by USF.

Over the past five years, the Tampa Bay Economic Development Council reports it has recruited nearly 60 new companies that have either relocated or expanded operations to Tampa and Hillsborough County for the first time — creating more than 8,000 jobs and generating more than \$876 million in capital investment. Among those newly recruited companies are fast-growing tech companies such as Drift, WebstaurantStore, OPSWAT and Fast.

“Technology has long been a target industry of the Tampa Bay EDC, but over the past few years we’ve seen a steady increase in interest from tech CEOs, particularly in the sectors of cybersecurity, fintech and health tech who are discovering that Tampa is an ideal place to grow their companies,” says Craig Richard, president and CEO of the Tampa Bay Economic Development Council. “Access to a highly skilled pool of talent, fueled by USF’s strong pipeline of diverse technical talent, is the leading factor attracting tech CEOs and companies to our area.”

Boston-based cybersecurity analytics firm Rapid7 announced it will open a new office in Tampa, bringing with it 100 jobs. Chairman and CEO Corey Thomas credits USF’s cybersecurity programs and its relationship with MacDill Air Force Base, as many Rapid7 employees are veterans. The company will initially move into Industrious at Sparkman Wharf followed by a permanent location next year.

“The university ecosystem, both locally in Tampa and in the broader region, was hugely attractive to us as we began the search for our next office location,” Thomas says. “At Rapid7, we’re committed to investing in our people early in their careers to help them achieve success in tech. We’ve been deeply impressed by the leadership at USF, and its robust pool of talented young professionals is a tremen-

dous asset to the community. We look forward to partnering with the university to continue building momentum for Tampa as the next big technology hub.”

TheInCubator, which relocated to Ybor City from Washington, D.C., last year, is expanding its footprint in the region with 40 new hires on the horizon. The artificial intelligence and data visualization company is expected to work closely with the USF Institute for Artificial Intelligence (AI + X), an interdisciplinary research and education center focused on the intersection of artificial intelligence and areas such as health care, finance, manufacturing and cybersecurity. The institute is also conducting research with a number of other AI corporations.

“USF plays a critical role in Tampa’s emergence as a magnet for entrepreneurs and innovative business startups and expansions,” Tampa Mayor Jane Castor says. “The USF talent pipeline and cutting-edge expertise in bio/life sciences, technology, cyber security and so much more are central parts of Tampa Bay’s appeal to business leaders across the globe.”

The USF Muma College of Business just forged a multi-year partnership with Tampa Bay Wave to launch the FinTechIX Accelerator. The program is designed to assist startups in the financial technology industry, which includes areas such as online banking systems, crypto-exchanges and crowd-funding platforms.

“This program embodies St. Petersburg’s Grow Smarter strategy by focusing on the intersection of financial services and technology,” says J.P. DuBuque, president and CEO of the St. Petersburg Area Economic Development Corp. “We’re seeing that nearly all financial service companies in our market are either significantly leveraging technology or are truly fintech companies. FinTechIX will allow us to showcase our thought leadership in the space and attract innovative entrepreneurs and growing companies to our region.”

- TINA MEKETA | USF News



Mentoring program ‘a blessing’

FOR EIGHT WEEKS THIS FALL, NIA OGLETREE was back in school. She attended classes virtually, participated in field trips and completed homework assignments.

Though busy running her own firm, the founder and CEO of Arielle Management Group in Tampa knew the learning opportunity would be well worth her time. In fact, she calls the experience “a blessing.”

Ogletree, whose 11-year-old firm specializes in construction project management and facilities support, was among a group of small and diverse subcontractors in the region participating in the inaugural Construction Management Building Blocks mentor-protégé program. It featured training with industry professionals from USF and Skanska, a multinational construction and development company, and was facilitated by USF’s Office of Supplier Diversity.

“The challenges I faced before the program were thinking small and having a lack of resources,” says Ogletree, who holds bachelor’s degrees in health-care management and computer information and is an 18-year U.S. Army veteran. “The program was intense, interactive and hands-on, and it provided a wealth of resources to help us be more competitive while we grow. The program gave me the confidence I needed to step outside of my comfort zone and to ask for help when needed. I also feel that I have the capabilities to help others along the way.”

The program, which will be held annually, was designed to help the firms grow and become more successful with competitive bidding processes. During weekly sessions, participants received free guidance on such topics as environmental health and safety, field management,



human resources, marketing and business development, and sustainability. They visited construction sites, participated in the USF Center for Entrepreneurship Incubator to build out their growth plans and networked with key decision-makers within USF Facilities and Construction and Skanska’s greater Tampa Bay area operations.

As part of the initiative, Ogletree and her fellow participants

will receive a construction mentor from Skanska and a graduate student mentor from USF’s Muma College of Business for up to six months to assist in streamlining administrative responsibilities. Participants also will receive scholarships to the Profit Mastery Financial Management Program led by the college’s Small Business Development Center.

Participants had to be in the construction industry and in business for at least a year. They were recommended by the Hillsborough County NAACP, The St. Petersburg Collective, Prospera, the Women’s Business Enterprise National Council and the Manasota Black Chamber of Commerce. In addition to Ogletree, the firms included: AAA Restoration & Builders Team LLC, Angel’s Cleaning Service, DuCon LLC, E&I Mechanical LLC, Len’s Roofing Inc., Phill’s Home Construction, Evolve Mechanical Services LLC, Samamed Home Improvement LLC, Secure-2ware Inc. and WSV Group Inc.

- TOM WOOLF and TORIE DOLL’13 and MSM ’20 | USF News

Nursing programs fill need

TWO YEARS AGO, AS THE USF COLLEGE OF NURSING prepared to introduce a program at the Sarasota-Manatee campus, university leaders knew it would fill a niche for qualified, degree-earning nurses.

However, they didn’t know just how crucial the program would become in the ensuing months.

Just as the college debuted the Accelerated Second Degree (ASD) pathway in the spring of 2020, the COVID-19 pandemic struck, bringing waves of patients to emergency rooms and clinics.

Universities nationwide began shifting classes to a virtual format or canceling them altogether, and the college was forced to decide whether to delay the critical ASD program or provide the students a work-around so they could earn their degrees and quickly get into the communities where they were needed most.

Both faculty and students pushed to continue but with a large dose of safety precautions in place that included virtual learning during the first couple of semesters, and then social distancing, daily symptom checks and face masks as their clinical studies began.

The precautions worked and the students – all 30 in that first cohort – graduated the accelerated 16-month ASD program on time and ready to lend a hand at hospitals and clinics around the region.

“We know that navigating this pandemic has not been easy. However, this cohort’s resilience is a testament to their commitment and compassion, which will serve them well after graduation,” Usha Menon, College of Nursing dean and senior associate vice president of USF Health, said at the time.

Another 40 nursing students are enrolled for the second cohort, and

the pathway is anticipated to grow again in spring 2022 to 80 students. But that isn’t the only impact USF is having as it enhances health care locally.

Recently, the university and Sarasota Memorial Hospital partnered on a new program to address the nursing shortage on two fronts. Excellence in Nursing During COVID-19 and Beyond is designed to reduce stress and burnout among nurses, so they don’t feel a need to leave the profession, while also providing a pathway for new hires to fill vacancies at the main hospital in Sarasota and the facility in Venice.

The program, which is set to begin in spring 2022, will provide small group coaching and resources to help clinical nurses and nursing students handle the increased demands of their daily work.

“We believe this collaboration with USF will provide meaningful support for all of our nurses, especially bedside caregivers working tirelessly on the front lines,” says Connie Andersen, the hospital’s chief nursing officer.

“The COVID-19 pandemic has taken a significant toll on nurses, who spend so much time caring for others,” Menon says. “This program will empower the nurses of Sarasota while also increasing opportunities for our students to work in the region.”

Lead donors David Kotok and Christine Schlesinger provided philanthropic support with a \$115,000 gift that completed funding for the pilot project following a match challenge. A \$25,000 grant from Gulf Coast Community Foundation, as well as private gifts and grants from the USF Foundation, also helped fund the program.

After the six-month pilot wraps up, USF faculty will continue to collaborate with the hospital by delivering the program to all of its front-line nurses over the next two years.

- RICH SHOPES | USF Sarasota-Manatee campus

Ripple effects: Alumni use their education to create opportunity for others



Joel Raney launched the first of his businesses, Raney's Truck Parts, from a kitchen.



When he founded Volt Air in 2006, Julius Davis hoped to eventually employ a dozen people. Today he has 150 employees in seven offices.

Joel Raney keeps on truckin'

JOEL RANEY'S COMPANY BEGAN in 2010 as an online merchant for custom aftermarket parts and accessories for semi-trucks. In the beginning, while he was still completing graduate courses at USF, Raney, '11, Life Member, commuted back home to the Ocala "warehouse" — the kitchen of a converted house, where parts were crammed into every available cabinet space. Ebay inquiries were diverted to his cell phone, which he answered while darting in and out of USF classrooms.

By 2015, Raney's Truck Parts was doing more than \$10 million in annual sales. Although online sales still account for 97 percent of the company's business, a transformation began three years ago when he opened a 125,000-square-foot warehouse and showroom, what he calls a "toy store for your big rig."

"People walk in and think they're in heaven," says Raney, a 2018 USF Outstanding Young Alumnus who has since launched two more businesses: HammerLane Apparel and South Florida Strong, which sells Bulls gear.

For his truckers' showroom, Raney delighted city fathers by renovating a sprawling abandoned building that "looked like something out of an apocalypse movie."

What had begun with him, his dad and cousin working out of a kitchen has grown to 100 employees coming to work in a space with beanbag chairs, Ping-Pong tables, billiards and other perks, creature comforts that make everyone happy to be at work.

"It was a direct result of what I learned at USF," Raney says. "I was taking master's classes in structural engineering, but I wanted to know more about business. The administrators allowed me to do almost a dual major and those MBA classes taught me about human resources, company culture and core values. You always take care of people first."

Lessons to grow by

A GAINFULLY EMPLOYED ELECTRICAL ENGINEER, Julius Davis, '93 and MBA '14, just couldn't let go of the notion of starting his own engineering business. So he studied up. He read autobiographies of prominent business owners. He signed up for the free and low-cost classes offered by the USF Small Business Development Center — some twice. He learned about forming a business plan, taxes, marketing and human resources.

In 2006, he founded Volt Air, an architectural engineering firm, with dreams of one day employing a dozen people — a business big enough to provide him a comfortable life.

Today, Volt Air has 150 employees with offices in Tampa, Orlando and Fort Lauderdale, Florida; Houston and Dallas; Nashville, Tennessee; and Atlanta. It's doing interior work for the \$22-million Indoor Performance Facility for USF Athletics, the USF Honors College and the College of Business on the St. Petersburg campus, along with projects for the City of Tampa and Hillsborough Community College.

"I learned so much at USF," says Davis, Life Member. "Engineering in general really trains your mind differently. You learn to think logically and solve problems. When I got my MBA, that has directed me in the way I do everything from my financials to legal documents. That knowledge is my foundation."

You can't prepare for the unknown, Davis says — like the 2008 recession, or the COVID-19 pandemic.

"But you can prepare for knowing there will be some unknown. ... I couldn't ask for better than what USF provided."



From left, Mike Sutton with USF Football Coach Jeff Scott and Habitat sponsor Jeffrey Fishman, '92, Life Member.

A home is worth more than money

WHAT IS A HOME WORTH?

Just ask Mike Sutton, '03, Life Member – president and CEO of the nonprofit Habitat for Humanity of Pinellas and West Pasco Counties.

In 2020, the homes Sutton's organization facilitated resulted in local and state paid taxes of \$981,388, an overall economic impact of \$26,666,311 and 239 jobs that were generated or supported. More than \$10.8 million in wages were paid into the local economy and more than \$15.2 million invested into operations, construction, rehabilitation and renovation of the homes.

Habitat for Humanity helps low-income families become homeowners, and Sutton's affiliate ranks second in the nation for performance. This year, it's on track to build 70 homes.

"The overarching piece is we're improving and increasing the tax base," says Sutton, who majored in criminology at USF and picked up business and management skills as founding president of his fraternity.

Some of the biggest benefits can't be quantified.

The homeowners, who qualify for zero-interest mortgages by participating in finance classes and contributing their own "sweat equity," often see their lives transformed.

"We find that grades improve for kids, who aren't hopping from school to school and moving every year when the rent goes up. Single women in our program get into healthy relationships. The economics improve. Some people go back to school, make a better living, get promotions. Two or three years down the road, they are typically a different person, often glowing with confidence. That's a result of having stability in their life they probably never had."



Sally Dee gets ready for a test drive of the Lee Roy Selmon Expressway. Her firm handled PR for the massive road project.

MBA was 'game-changer' for pro golfer

AFTER FOUR YEARS ON THE LPGA TOUR and working in sales for a pair of Fortune 500 companies, former USF student-athlete Sally Dee wanted something more. She'd earned a degree in education in 1994, but as her goals changed, so did her educational needs. She returned to USF for what turned out to be her "game-changer" – an MBA in 2011.

"I really wanted to be more about the solution for things instead of just selling," says Dee, Life Member and Alumni Association board member.

In 2012, Dee founded a Tampa-based public relations and marketing agency, Playbook Public Relations. Her firm quickly grew in reputation. It handled the PR and marketing for Tampa's \$230 million Lee Roy Selmon Expressway extension, a challenge that included building consensus among long-established business owners along the corridor. And it played a pivotal role in the sale of baseball great Derek Jeter's Davis Islands waterfront mansion, where she worked with Smith and Associates to detail the largest residential real-estate deal, \$22.5 million, in Tampa Bay area history.

"We're storytellers," Dee says. "In some ways, we are translators. We learn about the business and translate what they do in ways that are meaningful for their target audience. We're really good at that."

She's also committed to giving back to the community.

"It seems to be in giving that you receive. I'm a total believer in showing the universe I need to be generous because why would it give me abundance if I'm not generous?"

Playbook has just three full-time employees, but employs numerous vendors for Web development, graphic design, copywriting and video work.

"There are probably 20 firms that can do what we do," Dee said. "But we have great long-term relationships, we really deliver and we're fun to work with."

- Stories by JOEY JOHNSTON, '81 | USFAA

‘Culture of care’ benefits students

AN INITIATIVE THAT BEGAN IN 2010 — borne of low retention and graduation rates — today is ingrained in the culture of the university. It is a culture designed to ensure graduates are prepared not only for successful careers, but success in life.

“We want to help them enjoy a longer, fuller, healthier, happier life,” says Paul Dosal, USF’s vice president for student success.

When the student success movement started on the Tampa campus, the six-year graduation rate was below 50%. For 2019-20, it was 75%. Retention — the percentage of students progressing from their freshman to sophomore year — has grown from 85% to 92% in 2019-20.

Additionally, the graduation rate for students eligible for Pell grants — federal assistance provided to the most economically challenged families — is nearly equal to the graduation rate for non-Pell recipients. Approximately 40% of USF’s students are Pell-eligible. USF also has closed the achievement gap by ethnicity, with students of color graduating at rates on par with white students.

Several factors have contributed to the improvements, including big data and the adoption of case management. Predictive analytics help in the early identification of students who may be struggling academically for a variety of reasons. A team of academic advocates connects with the students, triages each student’s situation and coordinates with a Care Team of more than 200 cross-functional staff, faculty and student employees to provide the right resources to help each student get back on track.

USF’s approach, Dosal says, reflects a “culture of care.”

That culture is evident in Student Support Services (SSS). The federally funded program serves 220 students from freshman year to graduation; the students must be first-generation and/or from low-income backgrounds. Most are Pell grant recipients.

Students are referred to the program by the admissions office. Often, the students have a very strong high school grade point average but may have been considered on the borderline for admission to USF because of standardized test scores.

Students must participate in a six-week bridge program the summer following high school graduation, taking classes together and living together in a residence hall. They continue living together in a residence hall throughout their freshman year. The benefits of establishing that strong foundation are evident in the program’s retention rate: The five-year average (fall 2017 through fall 2021) is 92%.

“From day one, we are trying to build community, helping the students learn how to live together and learn together,” says assistant director LaTosha Thomas, MA ’01 and PhD ’16. “Diversity, equity and inclusion are at the forefront of the work we do. We let them know that it’s OK to talk about our differences and how addressing those issues enhances their experience at USF.”

The SSS team employs a holistic approach. Thomas, whose academic background is in psychology and counseling, calls it “life coaching.”

“Right now, our staff is doing a lot of professional development around grief, because we have students who have lost family members,” she says. “We have a large population of Black and Brown students, and those communities were hit particularly hard by

COVID-19. The loss of family members, and the loss of finances because of the pandemic, have caused a lot of grief in our population.”

Students can face other family-related issues as well.

“If they’re local, they’re going back and forth, perhaps trying to help manage siblings or to run errands for parents,” Thomas says. “All students have to learn time management skills in college, but that’s at a heightened level with some of our students. We have students who may be trying to manage almost full-time jobs so they can send money back home. Sometimes, we have families who are quite opposed to their children going off to college. They think the child should go straight into the workforce and help the family. We’re trying to help our students navigate all of those challenges.”

She appreciates the strong partnerships her office has across the university, such as with the Office of Academic Advocacy, the Counseling Center and the Center for Victim Advocacy and Violence Prevention. The intense focus Thomas and her colleagues place on relationship-building with students is critical to helping them access needed resources in those and other offices.

“We had some of our students tell us recently that this is the most they’ve ever felt connected to a family. That just makes us work harder for these students, because we know the lives they’re coming from and the better life they’re trying to create for themselves by coming to USF.”

- TOM WOOLF | USF News

Program offers early look at jobs

SKYLAR CHRISTENSEN HAD A PASSION FOR ART, but didn’t know how that would translate to a job after college. As a first-year student entering USF’s St. Petersburg campus, finding the right career path in the field seemed challenging.

“I always thought of art as just a hobby before college,” Christensen says. “But during college tours and talking to professors, it made me lean towards art as a potential major, a degree that I could possibly do many different things within different fields.”

As Christensen geared up for his first semester in the fall of 2020, he came across a program that could bring some clarity. The Innovation Scholars Career Exploration Program helps first-year students explore their interests by matching students with companies and professionals in St. Petersburg.

Over the past three years, 157 students have enrolled in the program. Though similar programs exist at colleges across the nation, one that focuses on first-year students just starting out on their higher education journey is believed to be unique.

Christensen was matched with Olivia Mansion, the co-founder and director of communications for Fairgrounds St. Pete, a 15,000-square-foot immersive art and technology exhibit that showcases the region’s creativity. Throughout the academic year, mentor and mentee met on a consistent basis, Christensen getting a crash course in opening, running and promoting an art organization, Mansion providing guidance on everything from merchandise and artist relations to how to turn creative ideas into concepts and designs.



Mentors meet with students for the first time during a kick-off event at the semester's beginning.



Olivia Mansion



Volunteering for Feeding Tampa Bay are St. Petersburg City Councilwoman Gina Driscoll, left, and first-year student Johnette Williams.

Higher education to economic impact pipeline

Measuring the economic impact of colleges and universities can come in a variety of ways. There are construction projects, the direct employment of faculty and staff and the robust innovation that emerges when bringing experts from a wide variety of fields together in the same location.

And then there is the education and workforce training of the next generation, something colleges are uniquely qualified to handle. This training generally pays dividends to the region in which the college is located.

According to the Brookings Institute report, "What colleges do for local economies," those with a college degree not only earn more than those with high school degrees, but they contribute more in direct spending, especially to the local economies where they went to school. More than 40 percent of alumni from four-year colleges remain in the area of their college to work. For the state of Florida, that number rises to 60 percent, according to the labor market data company EMSI.

"We are introducing students early in their education to businesses and institutions in St. Petersburg with the vision that if they connect around an industry or job they are passionate about, hopefully they will stay because they have established relationships in that field," says Alison Barlow, director of the St. Petersburg Innovation District, who helped launch the program. "Giving students this early opportunity helps them better understand if this is the right major for them and what other people's journeys have been to achieve the career they are considering."

The job-shadowing program was developed with this pipeline in mind. Opportunities include many of the core industries in the city of St. Petersburg, from the arts to health, and from marine science to data and technology.

The program also addresses one of the major outcomes that students and their families desire from a university education: a job related to their area of study. Developing early career exploration opportunities so students have a better grasp of what they want is critical in achieving that.

"Some students discover that this career field is not what they

thought it would be, which is equally as helpful so they can quickly identify other opportunities to pursue," says Kasey Kobs, coordinator for internships and career experiences at USF's St. Petersburg campus. "The experience really gives them a more realistic understanding of their target career field as well as opening their eyes to possibilities they didn't know existed."

Rewards for professionals

The Innovation Scholars Program provides ample benefits for businesses as well. For one, they can teach and train students on professional topics and assess possibilities for future roles within their organizations. It also gives professionals the chance to give back to the community and impart career and life lessons to the next generation.

"A lot of mentors in the program have told us that they benefited from a mentor early on in their career and wanted to give that experience to someone else," Kobs says. "While others have said they wished something like this existed when they were a student so they could have benefitted."

Chuck Egerter, founder and CEO of cybersecurity firm Guardian Eagle, has been a mentor several times for the program. As an engineering student years ago, an internship at Lockheed Martin was instrumental in shaping his career path.

"It wasn't just the 'on the job' experience that was key, it was the one-on-one mentoring I received with a few senior folks who were genuinely interested in helping me," Egerter says.

For Mansion, her passion for higher education and giving back spurred her involvement as a mentor.

"It was really important to create ties between our industry and higher education. When I discovered the program, I couldn't pass up the opportunity to share what we were creating here, how we got here and tie it back to an educational component for students and our community."

- MATTHEW CIMITILE | USF St. Petersburg campus

USF center director promotes the arts while focusing on diversity, equity and inclusion

ALREADY BUSY DENISE DAVIS-COTTON, director of USF's Center for Partnerships in Arts Integrated Teaching (PAInT), is about to get even busier thanks to an \$8.5 million arts learning grant.

A popular presence on the USF Sarasota-Manatee campus, Davis-Cotton was named principal investigator of the grant, which was awarded this fall by the U.S. Department of Education to strengthen arts-educational programming in the nation's educational system.

Titled "Race, Equity, Arts and Cultural History (REACH)," the five-year program seeks to establish a national, replicable model to strengthen arts learning in U.S. schools and harness the effectiveness of arts integration as a catalyst to increase student engagement and achievement across multiple subject areas.

The Arts Schools Network (ASN), a collective group of national arts leaders, thought partners and valuable contributors to the arts, is working directly with Davis-Cotton to implement the program.



This project builds upon my desire to promote programs and secure resources in the arts for socio-economically depressed communities.

— Denise Davis-Cotton

Specifically, it seeks to use demonstration schools – including the William Monroe Rowlett Academy for Arts and Communication (elementary) and the William Monroe Rowlett Academy for Arts and Communication (middle), both in Bradenton – as national models to design instructional practices on racial and cultural equity, while implementing arts education, arts integration and cultural initiatives in classrooms.

"This project builds upon my desire to promote programs and secure resources in the arts for socio-economically depressed communities," Davis-Cotton says. "I am excited to share my leadership experience and motivation to help educators and teaching artists build upon



their prior, current and future work in diversity, equity and inclusion."

Helping local students has long been a hallmark of Davis-Cotton, founder and first principal of Detroit School of Arts. As director of the Center for PAInT, which is housed on the Sarasota-Manatee campus, she has helped develop innovative art-based programming across Florida.

Among her recent efforts, she produced a series of educational videos for children to view at home during the COVID-19 pandemic. Before that, she helped launch an educational-based summer camp for rising seventh-graders at Booker Middle School in Sarasota.

The camp, designed to ease the transition from sixth to seventh grade, helped focus the students on core subjects, including mathematics, science and language arts, as they prepared for the fall term.

More recently, she has turned her attention to a new and unique effort called the Beeler Scholars' IDEIL Program, named for philanthropists Tom and Carol Beeler of Sarasota.

Started in 2020, IDEIL serves as an online "train-the-trainers" program for arts leaders, teachers, college instructors and others who, after completing the program, are encouraged to share its content with their host organizations.

The program's aim is to connect ideas related to diversity, equity and inclusion with arts-integrated teaching, an instructional method that combines the arts with academics. IDEIL stands for Incorporate Diversity, Equity, Inclusion and Life skills.

"The Beeler program empowers teaching artists and educators to engage in equity work that strengthens social cohesion, promotes shared values and celebrates the heritage, histories and cultural identities of an inclusive community," Davis-Cotton says.

- RICH SHOPES | USF Sarasota-Manatee campus



Hospitality Leadership helps industry deal with pandemic

WHEN USF LAUNCHED ITS HOSPITALITY LEADERSHIP PROGRAM (HLP) in January 2020, business leaders knew such training was needed to help managers in the fast-paced industry thrive in the Tampa Bay region, where tourism is the heart of the economy. The program helps leaders from restaurants, hotels and craft breweries better manage business operations while dealing with staffing shortages by teaching them how to hire and retain top talent.

Nearly two years later, the program is more relevant than ever due to the industry challenges heightened by the COVID-19 pandemic. Businesses are now dealing with supply chain issues and severe staffing problems that are worse than possibly ever before.

In the hospitality industry, it costs thousands of dollars each time a front-line employee walks away from a job. Turnover is high, and a tight labor market makes it challenging to fill vacant positions. Finding managers who can create a culture to counteract these trends is a struggle.

“We want to inspire people to get into the industry. That’s why we decided to focus on leadership because we saw there was an opportunity for these owners and general managers to create great organizations, which ultimately become a magnet for talent,” says David O’Neill, ’11 and MBA ’17, director of the Bishop Center for Ethical Leadership on the USF St. Petersburg campus.

The 16-week online program was designed with input from Tampa Bay hospitality leaders. A hospitality veteran developed the curriculum, transforming the workplace into a classroom to make learning relevant and impactful. Managers who successfully complete the course will lead more competently and create a healthy work-life balance for themselves and their staff.

“Initially, it was geared toward independent restaurant groups that don’t have resources or time to develop a program like this,” says Miguel Miranda, lead instructor of the HLP. “St. Petersburg is very much an independent restaurant-centric community. So, we had the community in mind when this was developed. We wanted to help the people in that position to achieve the goals of improving their operations.”

The program has since welcomed a cohort of managers from both independent and chain restaurants in the Tampa Bay region. Erika Glover is a manager at the Fourth Street Chick-fil-A in St. Petersburg. The franchise provided her with great training, but she wanted more.

“Giving feedback is not something that comes naturally to me and the tools taught in class truly allowed me to have difficult conversations. The best part was that the results by the employees were better than expected,” says Glover.

Scott Jones was also looking to become a better leader as the general manager of URBAN Brew & BBQ. He’s been in the restaurant business for several years and has run several kitchens, but he wanted more formal training in management.

“The course has given me the structure that I knew I needed, but was never taught. Our business is so busy and we never get to catch up. This has helped me plan better for the unexpected,” says Jones.

The skills learned in class are helping Glover and Jones deal with the problems brought on by the pandemic. In March 2020, the

shutdown crushed the tourism industry in Florida. Once bustling with sun-swept tourists, local restaurants, hotels, bars and theme parks were now empty. Businesses had to lay off employees and re-evaluate their operations with health guidelines in place.

“It was already getting harder to find staff and the pandemic made everything worse. So now, the workforce that wasn’t there before definitely has looked at other options, mainly because the pandemic hit the restaurant industry the hardest,” Miranda explains. “It was closed longer, there were more restrictions and there was a perception of whether or not it was safe.”

Because of those challenges, the HLP was put on hold for nearly a year and a half. During that time, Muma College of Business leaders from the three USF campuses looked for ways to help the hospitality industry through virtual meetings with area businesses. Virtual roundtable sessions brought together participants from companies such as Busch Gardens, Columbia Restaurant Group and Sarasota Westin Hotels to discuss ways to address the economic impacts of the coronavirus lockdown. Additional webinars gave owners and general managers advice on how to weather the storm and rebound from the current crisis.

Afterward, hospitality owners and general managers had consultations about their businesses’ specific leadership needs with HLP instructors. Miranda stressed the importance of brand image and encouraged leaders to have foresight about the end of the crisis.

“When we look back on this, years from now, it won’t be so much about what we experienced but what we did. Good leadership is needed now more than ever.”

Miranda and his colleagues at USF viewed the challenges brought on by the pandemic as an opportunity to re-tool the program. The HLP now focuses on how businesses can increase the effectiveness in leadership that will create healthier work cultures and, in return, allow companies to get back to full operations and grow profits.

Restaurants, hotels, craft breweries and other hospitality businesses have seen a sharp rise in demand as customers resume social activities. However, while demand is growing, their ability to support the demand is limited, with a large number of workers not returning to work for a variety of reasons. Add to that supply chain issues and the skyrocketing cost of commodities such as beef, chicken and pork. As a result, the challenges continue to hit an essential industry for the region.

“Tourism brings people here; hospitality brings them back,” O’Neill says. “It gets them to move here, it’s part of the value that locals enjoy, and I think we have an opportunity as a region to be recognized not only for our great beaches and great cultural sites and attractions, but our great hospitality.”

The revamped HLP launched in August 2021 with participants from restaurants including Chick-fil-A, URBAN Brew & BBQ and Hooters. Additional sessions are being offered in 2022. The hope is to expand the program to anyone who needs it anywhere in the world.

“We’re already hearing that it’s matching the value that it’s promised,” O’Neill says. “Leadership, we think, is at the center of helping this industry solve its challenges now and in the future.”

- SARAH SELL | USF St. Petersburg campus

Transformative gifts help shape the future

TRANSFORMATIVE PHILANTHROPY has dramatically elevated USF's trajectory. Generous donors have lent their names to some of USF's nationally renowned colleges, creating a singular story at USF: how large-scale giving has inspired even more giving, boosted USF's reputation — and driven economic growth in the Tampa Bay region to new heights.

In fiscal year 2019-20 alone, USF generated a whopping \$6.02 billion in economic impact statewide. No doubt the impact of transformative gifts has contributed to this growth. A vibrant university not only attracts industry to our region, increasing the number of high-paying jobs, but also brings life-changing research and discoveries, often brought to fruition by start-up companies and entrepreneurs.

The result is a powerful blend of benefits to the greater community: students educated at the cutting-edge in myriad disciplines, graduates ready to take their places in the businesses that drive the economy, and top medical clinicians who raise the standard of care throughout Tampa Bay.

To achieve all of these assets requires a major investment in the university, and those leading the transformative philanthropic charge over the past 10 years at USF include:

- Carol and Frank Morsani to name the USF Health Morsani College of Medicine
- Pam and Les Muma, '66, and their naming of the Muma College of Business
- USF President Emerita and Professor Judy Genshaft and husband Steven Greenbaum to construct and name the Judy Genshaft Honors College
- Kate Tiedemann and spouse Ellen Cotton to name the Kate Tiedemann School of Business and Finance on the St. Petersburg campus
- Dr. Kiran C. Patel and Dr. Pallavi Patel, whose gifts constructed and named the Patel College of Global Sustainability
- The Taneja Family Foundation to name the Taneja College of Pharmacy

The list goes on — and so does the cumulative impact of USF's transformative giving.

"Transformational giving has enormous power to shape the future, whether it's in expanding opportunities for students or achieving new heights as a university," says Jay Stroman, senior vice president of Advancement and Alumni Affairs and CEO of the USF Foundation. "That monumental level of generosity has made an immeasur-

able impact on USF, and benefited the community as well. We're so grateful for the gifts from these transformational donors, as well as all the donors whose gifts have elevated USF."



On a recent morning, Dr. Charles Lockwood, senior vice president of USF Health and dean of the Morsani College of Medicine, sat at his desk inside the stunning urban structure that houses the USF Health Morsani College of Medicine and Heart Institute. The Taneja College of Pharmacy is on target to move there in early 2023.

This is a beacon of wellness anchoring the bustling Water Street sector of downtown Tampa, not far from the leading academic medical center of Tampa General Hospital, which enjoys a vibrant partnership with USF Health. The building is named for Carol and Frank Morsani, among the top donors in USF history whose presence exists prominently on the Tampa campus in the Carol and Frank Morsani Center for Advanced Healthcare.

"From my perspective, there are really two types of gifts that are helpful for academic enterprises — particularly in the area of health care," Lockwood says. "One is through gifts that allow you to build. We have this building I am in because of Frank and Carol's gift, and that's extraordinary. This building is an echo chamber that is creating opportunities for other people to give — such as the \$10 million



Philanthropists through the years:

Left: Kiran and Pallavi Patel, circa 2005.

Right:

Clockwise from top left: Pam and Les Muma, Life Members; Steven Greenbaum and Judy Genshaft, Life Members; Manju and Jugal Taneja; Kate Tiedemann and Ellen Cotton, Life Members; and Frank, Life Member, and Carol Morsani.



Investment: Philanthropy plays a key role



gift from the Taneja Family Foundation to name the Taneja College of Pharmacy — and for us to be able to recruit people.

“It not only provides much-needed space, but it is a beautiful building and a beautiful location. People want to be here. They want to come here as professors and want to come here as students. In that sense, their gift has triggered a virtuous cycle — whatever the initial value of the gift has been magnified many fold by its use.”

The second way gifts make a profound impact in health care, Lockwood explains, is in the area of research. Recruiting researchers who bring in National Institutes of

start-up companies and more. Or think of it like this: a million-dollar gift generates \$2.3 million in impact. But it costs money to support these researchers. The only way to make up for that is by having our hard-working clinicians donate their own money — or through the generosity of outside donors.

“Donors can have a lasting impact on a medical school and a university by establishing endowed chairs and endowed professorships. The discoveries made by faculty who hold those endowments are a direct benefit to the community and world. It’s a gift to posterity.”

Finally, named gifts, beyond their initial financial impact, also attract world-class clinical scientists who develop world-class clinical programs.

“It’s not an accident that over the last seven years we’ve grown to have five out of the 12 best U.S. News & World Report-ranked medical and surgical specialty programs in the state of Florida,” Lockwood says. “And I predict that over the next decade all of our programs will be ranked as best in Florida.”

Above: The Judy Genshaft Honors College is the most recent donor-supported building project, now rising on the Tampa campus.

“**Donors can have a lasting impact on a medical school and a university by establishing endowed chairs and endowed professorships. The discoveries made by faculty who hold those endowments are a direct benefit to the community and the world. It’s a gift to posterity.”**

— Charles Lockwood

Health (NIH) grants provides multiple benefits.

“No. 1 is the research itself,” he says. “It could be life-changing. Additionally, it has local economic effect in a major way — \$1 of NIH funding generates \$2.30 in local economic activity, plus patents, licensing fees, biotech

What motivates donors to make transformative-level gifts? Frank Morsani explains that attaching his and Carol’s names to a gift was never done out of a desire for acclaim or attention, but to hopefully prompt others in a position to lend a hand — underscoring the key philanthropic concept that giving begets giving.

“As far as Carol and I are concerned, our theory has always been, if you’ll give, then other people will come on board. And they have. That has always been the reason we’ve done things, trying to lead the charge and leave the world a better place.”

Pam and Les Muma are another such pioneering philanthropic couple, whose landmark gift in 2014 named the Muma College of Business. It was and remains a water-



shed occurrence in USF’s history. “Start with the story of our college,” says Dean Moez Limayem. “The naming of the college put us among the top tier of colleges of business, because you can be very good but if you want to be outstanding, you have to be named. But it also gave us the resources to change the lives of so many students, one at a time, for perpetuity.”

He vividly recalls a concern voiced by the Mumas when it came to naming the college. “They wondered, ‘Oh, would other people think now that you have all the resources you need, and stop investing in students and the college?’” Limayem says. “I assured them that would not be the case, and that it would, in fact, inspire others to give. And that is exactly what has happened.”

Among the vast number of examples is Kate Tiedemann’s milestone gift in 2014 to name the Kate Tiedemann School of Business and Finance at the USF St. Petersburg campus, followed by spouse Ellen Cotton’s gift to establish scholarships and name the new building’s atrium. Then there’s Lynn Pippenger, who provided donations to name the Lynn Pippenger School of Accountancy at Muma College of Business in 2015, followed by gifts to name Lynn Pippenger Hall — housing the Kate Tiedemann School of Business and Finance — and, in 2020, a gift to

streak of its own. Endowed through generous gifts from Drs. Kiran and Pallavi Patel, the center’s mission is to foster social, economic and environmental sustainability.

“The vision for PCGS,” says Dean Govindan Parayil, “is to make it an incubator for sustainable innovation and a hub for training a new generation of global sustainability graduates.”

Those graduates will have a unique impact on the region, armed with vast knowledge and experience from a groundbreaking program.



It is a dream under construction, a new building taking shape on the Tampa campus that will hold endless possibilities within its striking, modern facade. From the top floor of the Judy Genshaft Honors College, you can peer straight down past columns of steel beams and concrete slabs to the spacious atrium — and imagine the many ways students will be uplifted on each flight from floor to ceiling.

The five-story structure on renamed Genshaft Drive is more than a state-of-the-art, \$50-million-plus home to 2,700 Honors students in multiple disciplines, each pursuing academic and creative heights in a facility aiming to be the best honors college in the country. It is a symbol of the power of transformational giving.

At the heart of this philanthropic endeavor, like all of the giving that has propelled USF to new heights in so many areas, is untold impact.

“First of all, consider that there is not one great city in America without a top-notch research university — and we are that university for Tampa Bay and Florida,” Genshaft says. “These Honors College students are multi-talented with multiple interests. They are the future inventors, innovators, risk-takers — and creative thinkers of tomorrow, regardless of their major. And many of them stay in Tampa Bay — contributing to economic development in high-paying jobs and industries that improve our community.”

“The impact that this gift will have is incalculable,” adds Dean Charles Adams, the only endowed honors college dean in the nation. “It’s going to be a very big canvas on which many great ideas will be painted.

“And in a larger sense, this building speaks to the core values of USF. It says something about how much the university cares about its students, and is a tremendous statement about academic excellence at USF. We want to recruit high-ability students from all over the country and world, and this building is a gleaming statement that puts us front and center in recruiting across the nation.”

From that lofty vantage point, it will underscore the power of named colleges — and the impact USF’s transformative giving has had on Tampa Bay and beyond.

- DAVE SCHEIBER | USF Foundation



When USF’s reputation is elevated, we attract better students, retain faculty and staff, and serve our community more effectively — keeping companies here in Tampa Bay and attracting more companies. It’s a full circle — everybody wins.”

– Moez Limayem

endow a deanship at the Muma College of Business.

The impact becomes cyclical, Limayem explained. “When USF’s reputation is elevated, we attract better students, retain faculty and staff, and serve our community more effectively — keeping companies here in Tampa Bay and attracting more companies,” he says. “It’s a full circle — everybody wins.”



The Patel College of Global Sustainability (PCGS), the newest degree-granting college at USF, is on a winning

Molekule makes an impact

THE COMMERCIAL SUCCESS OF TECHNOLOGY created at USF is having a ripple effect on the state of Florida's economy. Yogi Goswami, distinguished university professor and inventor of the Molekule air purifying system, is responsible for the creation of 47 jobs with an average salary of \$70,000, generating valuable tax revenue for the state.

The Molekule is manufactured in Lakeland, where dozens of employees help assemble parts for the five-line company – Air Mini, Air Mini+, Air, Air Pro and Air Pro RX. Patented at USF, the technology uses photo electrochemical oxidation to capture and destroy airborne bacteria and viruses, such as COVID-19. Several of the lines have received FDA 501(k) clearance as Class II medical devices, meaning they're safe to use in operating rooms, emergency department waiting rooms and isolation units.



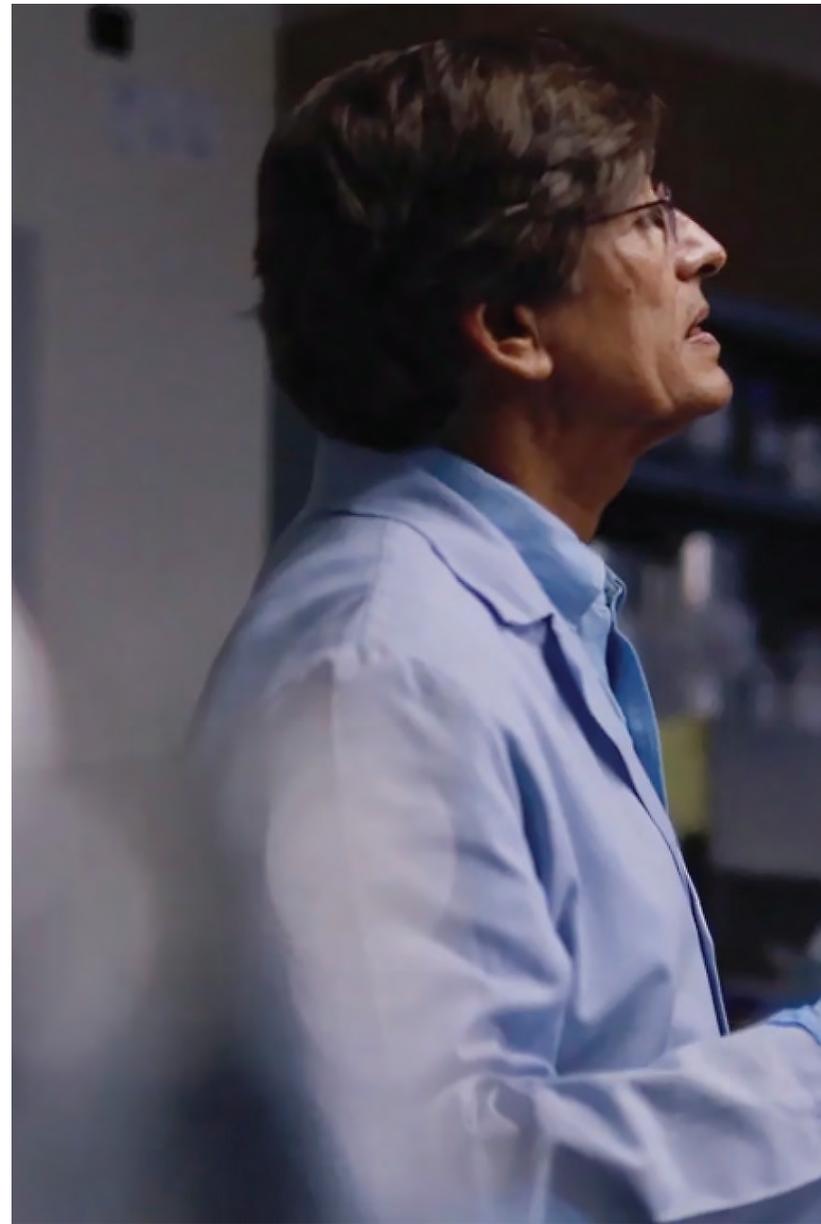
Molekule has had a significant impact, helping lead a wave of new commercial and industrial development in the region. It's been exciting to see the business's manufacturing facility expand over the years ..."

– Phil Myers

"We started this business to help people. I invented the technology and developed the product for our son, who suffered from debilitating asthma and allergies, and then others known to us who had similar problems, so we started scaling up to help other people," Goswami says. "Certainly, as a private company, we like to make a profit so we can keep people employed, but at the same time, the core philosophy is that we are here to help people with our technology."

Goswami conducted rigorous research for 20 years before he, his wife, Lovely, and children Dilip and Jaya formally founded Molekule in 2016. Today, eight doctoral and post-doctoral students conduct research and product development for Molekule at the USF Research Park. Several USF graduates are now full-time researchers with the family-owned business, including Goswami's former student, Phil Myers, who's been with Molekule for five years. Myers earned his master's and doctoral degrees in chemical engineering at USF and is now the senior principal research engineer at Molekule, where he works on the Research and Development team, designing and implementing testing strategies for future products and technologies.

"Molekule has had a significant impact, helping lead a wave of new commercial and industrial development in the



region," Myers says. "It's been exciting to see the business's manufacturing facility expand over the years and to be able to take advantage of the great talent produced at USF."

Molekule projects to more than double its production by the end of 2022 – enhancing its economic impact on the region and state. The product line has grown in popularity throughout the COVID-19 pandemic and Molekule has paid it forward, donating thousands of units to hospitals and schools across the globe. The company has also contributed \$500,000 for research at the Clean Energy Research Center at USF, for which the Florida High Tech Corridor has provided matching funds, accounting for a \$1 million investment in USF research. This has helped fund undergraduate, graduate and postdoctoral fellowship research, bringing Goswami's and Molekule's success full circle.

– TINA MEKETA | USF News



Above: From left, Yogi Goswami, distinguished university professor and inventor of the Molekule air purifying system, and Kerri Surbaugh, '15 and MS '19, a research microbiologist at Molekule, Inc., at work in the lab.

From left: Former graduate student Phil Myers, MChE '12 and PhD '15, one of eight doctoral and post-doctoral students who conduct research and product development for Molekule; Yogi Goswami.



Photo: NOAA

The USF College of Marine Science: an anchor of research and innovation in shifting seas

FLORIDA MAN'S GOT NOTHING ON THE HEADLINES about coastal and climate change in Florida.

Red tides fueled by land-based nutrients can make people sick, devastate sportfish populations, and flatten economies and livelihoods. A recent report by the University of Florida documented a hit of \$184 million to the southwest Florida economy from the 2018 red tide.

High-tide flooding events on sunny, blue-sky days silently nibble away at your chassis. These “king tides” or “sunny day flooding” events are projected to rise significantly in the next 10 years. The flooding risks increase



Innovation is critical as Florida and communities around the globe grapple with this suite of natural hazards and new normals.”

— Tom Frazer

when combined with extreme rainfall events.

Flood insurance costs skyrocket because of hurricanes such as Ida that mushroom from a Category 1 to a Category 4 within a handful of hours. Ida made landfall in Louisiana and stayed fierce enough to flood subways and basements in New York City and New Jersey — even after a 1,400-mile journey over energy-sapping land.

We are watching scientific predictions unfold like a live action movie in the Sunshine State and adjacent waters in the Gulf of Mexico and Atlantic Ocean.

But there is good news, and reason to take a deep breath.

“Innovation is critical as Florida and communities around the globe grapple with this suite of natural hazards and new normals,” says Tom Frazer, dean of the USF College of Marine Science. “Our college is now front and center in this innovation space, and we look forward to ensuring the action-based research we produce will benefit Florida communities statewide.”

The college was recently designated as the home for a new state-funded Flood Hub for Applied Research & Innovation.

In a recent opinion piece in the Tampa Bay Times, J.P. Booker, director of Florida Conservation for the Ocean Conservancy, wrote, “The creation of the Flood Hub is a laudable achievement and will provide a quintessentially important clearinghouse of information and data on the impacts that the rising sea will have on our state — the modeling that will be produced by the Flood Hub will be invaluable for forecasting floods, floodplain inundation



mapping, and assessing economic damage.”

And this: “With the former Chief Science Officer of Florida Tom Frazer at the helm at the College of Marine Science, the Flood Hub is certain to be a resilience science powerhouse.”

The college will not do the work alone.

“Our power lies in our partnerships,” Frazer says.

While the college holds broad expertise in coastal resiliency, long-term sea level rise, paleoclimate change, ocean acidification, harmful algal blooms, fisheries management, oil spill response and recovery, water quality, and shoreline change, it is also the backbone to a bevy of marine science expertise in St. Petersburg that includes:

- USGS St. Petersburg Coastal and Marine Science Center
- NOAA National Marine Fisheries Service
- Florida Fish and Wildlife Research Institute
- Florida Institute of Oceanography
- Tampa Bay Estuary Program
- US Coast Guard
- St. Petersburg Innovation District

According to statistics tracked by the St. Petersburg Innovation District, the marine science community within St. Petersburg contributes \$251 million in gross county product. More than 1,900 people within the district hold marine science-related jobs.

The college’s partnership list is long, built and nurtured over nearly 55 years.

The college also works closely with colleagues across USF’s 13 colleges; holds strong partners at the state level as part of the Florida Climate Institute and various regional climate coalitions, such as the Southeast Florida Climate Compact and the Tampa Bay Regional Resiliency Coalition; and with key industry groups, such as the Urban Land Institute that enable its research teams to serve as a bridge between the scientific community, the public at large and key public policymakers.

More good news:

The college recently announced it has joined the Ocean Visions Research Consortium, which includes a healthy list of ocean science powerhouses such as Scripps Institution of Oceanography, MIT, and the Woods Hole Oceanographic Institution.

The mission of the Ocean Visions Network, established in 2019, is two-fold: To address the disconnect between research and ocean solutions, and to mobilize research universities and institutions, professional ocean-focused societies, NGOs, IGOs, foundations, business and financial institutions, into action. Its stated vision is easy to support: “A world where smart design and equitable solutions foster a thriving ocean for all that depend on it.”

A key focus for Ocean Visions is coastal resiliency and reversing the climate crisis in the ocean, Frazer says.

“Not only do these partnerships ensure that the actionable science results we generate are robust but that they can be applied in a timely manner at regional and national levels and also find their way into the hands of

decision-makers and citizens,” says Gary Mitchum, associate dean and professor of physical oceanography in the college.

Last but certainly not least: in 2020, the college was awarded a five-year, \$9 million cooperative agreement by the National Oceanic and Atmospheric Administration’s (NOAA) Office of Coast Survey to launch the Center for Ocean Mapping and Innovative Technologies (COMIT). The center will develop new technologies and approaches to ocean and coastal zone mapping in line with NOAA’s commitment to building resilient coastal ecosystems, communities and economies.

A surprisingly small percentage of the ocean floor has been adequately mapped, including that around the state of Florida.

“This partnership will enable us to deliver detailed maps of the seafloor that will help improve our ocean prediction and modeling efforts for the Florida coast so they include more precise storm surge and inundation forecasts,” says Steve Murawski, the College of Marine Science professor who led the 10-year research effort in response to the Deepwater Horizon oil spill, and now leads COMIT.

One of its first field missions, slated for the end of this year, will harness the power of cutting-edge aerial and autonomous ocean-based technologies to develop high-resolution maps of parts of the seafloor in Tampa Bay and the Gulf of Mexico that feed into prediction models. The target areas comprise a complex set of challenges to conventional mapping technologies because of depth, water clarity, ship/boat traffic and habitat types that make it a solid model for mapping around the state of Florida, Murawski says.

“All of these initiatives are tied by a singular mission: To help us responsibly manage the rich array of precious natural resources found in our backyards that are so vulnerable to human activities and natural disasters,” Frazer says.

- KRISTEN KUSEK MA, MS '98 | USF College of Marine Science

Florida’s coastal economy

- **Coastal tourism and recreation** contribute over 1.7 million jobs to the nation’s economy and over 200,000 jobs and \$50 billion to the state’s economy.
- **The fishing industry** contributes more than the cattle and citrus industries combined. Seafood sales contribute more than \$30 billion to the state’s economy.
- **Florida is uniquely dependent on maritime transportation** for supply of petroleum products and other commodities for its growing economy. The Gulf of Mexico supplies more than 90 percent of offshore oil and gas to the nation and 40 percent of the seafood supply caught off the continental U.S.

The power of academic medicine

ACADEMIC MEDICAL CENTERS (AMCs) across the country attract the brightest minds and care for the sickest patients with the most complicated medical conditions.

They are hubs of surgical innovation, scientific discovery and, many times, miraculous cures.

They are also employers to countless jobs and attractors for related biomedical and pharmaceutical industries that can add to local job numbers.

Through their education, research and patient care work, AMCs across the United States support more than 6.3 million jobs in multiple industries — translating to almost 3.3% of all jobs nationwide, as reported by the Association of American Medical Colleges (AAMC) in a 2018 study on the economic impact of AMCs. These institutions, the report notes, pay more than \$386 billion in aggregate annual wages, salaries and benefits.

In Tampa, USF Health is an AMC.

With its four colleges, health-focused schools and programs, and its multi-specialty faculty practice plan, USF Health as a whole directly employs about 8,000 people. And a new enhanced affiliation with Tampa General Hospital greatly expands the footprint for Tampa Bay's AMC.

Add to that the ripple effect that just the clinical operations has on the local and state job market (suppliers, construction, insurance carriers, deliveries, technology support, etc.) and USF Health's impact on employment jumps by nearly 20,000 other people with overall labor income of \$527.5 million. That equates to a value added (a measure of the contribution to GDP) \$721.2 million and an output (the total value of production of goods and services generated through USF Health-related spending) of more than \$1 billion.

"USF Health has become a powerhouse for economic growth through training our region's health work force, generating research grants and biotech spin-offs and creating one of the largest multispecialty practices in Florida caring for some of the sickest patients in the state with among the best outcomes in the nation, particularly during the COVID-19 pandemic," says Dr. Charles Lockwood, senior vice president for USF Health and dean of the USF Health Morsani College of Medicine. "As part of the region's only academic medical center, USF Health is recognized for not only advanced care, treatments and cures, but also for providing significant economic impact and opportunity. Families, leaders and donors across our state visibly recognize the economic value USF Health brings to our community, not just in terms of jobs but also the types of jobs."

And the new endeavor with Tampa General will likely elevate all of these metrics even more.

USF Tampa General Physicians

In July 2020, USF and Tampa General Hospital announced a new enhanced affiliation that will expand the impact of each organization, and allow for additional economic impact and growth of a new organization, the USF Tampa General Physicians (USFTGP). In essence, USFTGP will be one of the largest academic medical groups in Florida.

USF Health and TGH have been closely aligned since the formation of USF's medical school 50 years ago. In fact, TGH has long been the primary teaching hospital for countless USF medical, nursing and pharmacy students, and most Morsani College of Medicine faculty see patients or provide surgeries and procedures at TGH, and many USF faculty lead key TGH services and departments.

This enhanced affiliation and launch of USFTGP adds to that rich history, not only by creating a model mirrored across the country — that of an AMC closely aligning with a region's hospital or health care system — but also expanding the reach and impact of Tampa Bay's only academic medical center to patients and their families.

"We're taking the foundation built by USF Health over the decades and coupling it with TGH and its expansive growth in services and reputation," Lockwood says. "As a new entity, USFTGP will support both USF Health and TGH in the long run, as the health-care landscape continues to shift away from fee-for-service models to value-added care. USFTGP will also give patients greater access to advanced care as it grows in number of providers, services and locations."

USFTGP creates a combined management services organization with more than 800 health-care providers under a unified management structure, becoming one of the largest academic medical groups in Florida. The new nonprofit organization was created by joining the administrative infrastructure of Tampa General Medical Group (TGMG) and the USF Health physician faculty practice group. Once fully launched, the organization will provide unified management and support structure for physicians employed by both USF Health and TGMG, allowing for more coordinated care and increased patient access to the kind of world-class, specialized care typically found only at academic medical centers. The new organization also promotes coordinated and strategic planning, investment, and joint accountability across both organizations' shared clinical, research and teaching efforts.

Transition planning has taken place since announcing the broadened affiliation last summer, and USFTGP is going live across the end of 2021 and beginning of 2022. Patients of both USF Health and Tampa General Medical



USF Health: Trains the region's health workforce, generates research grants and biotech spinoff businesses



Above: The new Morsani College of Medicine and Heart Institute opened in January 2020.

Group will likely not see changes to their care, appointments or how they access their health-care providers until well into 2022.

Morsani College of Medicine + Heart Institute

A single building might not tip the scales for economic impact — unless that building is the new Morsani College of Medicine and Heart Institute in downtown Tampa, referred to as MDD.

Opened in January 2020, the 13-floor, 395,000-square-foot structure was the first building to break ground and the first to open in the new Water Street Tampa district of downtown Tampa, a \$3 billion redevelopment project spearheaded by Strategic Property Partners, a joint venture of Jeff Vinik (who owns NHL Stanley Cup double champions Tampa Bay Lightning), and Cascade Investment LLC, led by Bill Gates. The design construction firm for the building was Skanska/HOK.

At the corner of Meridian Avenue and Channelside Drive, the new MDD helps expand USF's downtown footprint already started with the Center for Advanced Medical Learning and Simulation (CAMLS) and the South Tampa Center for Advanced Healthcare (one of two flagship clinical facilities for the Morsani College of Medicine), and puts the medical school in closer proximity to TGH, USF Health's primary teaching hospital.

This newly opened facility is causing various waves of impact — all adding to the overall economic impact of USF Health both now and projected for the future.

Since the announcement of the building some six years ago, metrics across many areas have soared, most notably the caliber of students vying for coveted spots in the MD program of the USF Health Morsani College of Medicine, and the success in recruiting top National

Institutes of Health-funded researchers to the USF Health Heart Institute.

Counted also is the incredible ripple effect a construction project of this size had on local jobs, from the actual design and construction to the support of businesses that supplied building materials, furnished the building and are now helping to maintain MDD.

Once it opened in early 2020, the facility brought about 1,800 students, faculty and staff to live, work, study and conduct research along the downtown waterfront, all of whom are contributing to other lanes of the economy through real estate, retail and additional consumer activity.

And there's more on the horizon: In addition to USF Health's MD program and the Heart Institute, the building is designed to hold the Taneja College of Pharmacy, which is on target to move there in early 2023, as well as TGH for collaborative efforts focused on cardiology, urgent care, imaging and executive wellness. TGH leased approximately 25,000 square feet of space in the building.

"We knew our building would help attract the best in education and research to USF and contribute to the district's knowledge economy, and data are proving both our immediate impact and extraordinary potential future impact," Lockwood says.

The Heart of Research

To further illustrate how the success of an academic medical center like USF Health will pay off economically for decades, focus a moment on research in the USF Health Heart Institute.

One of the primary components of the institute is a plan to recruit about 30 NIH-funded researchers over several years. That level of effort does more than simply hire a researcher because, for each scientist hired, there are many positions that support that researcher, most of which are high-skill, specialized jobs, including more doctoral students and a host of support scientists and technicians. Add to that the need for each lab to complete its setup, buy equipment and stock supplies, and you can see USF Health's continuous wave of impact across the region for years to come.

Much of that impact is already in motion: to date, The Heart Institute has successfully recruited about 15 researchers. And, with the forecast including 15 more, the future impact continues the drumbeat that research now impacts the economy across time.

Research funding is certainly a piece of any economic impact reporting, and USF Health clearly leads in that arena.

Research funding for USF Health's four health-related colleges, schools and programs regularly accounts for more than two-thirds of USF's overall research awards and



Left: The facility has brought about 1,800 students, faculty and staff to live, work, study and conduct research along the downtown waterfront.

In addition to USF Health's MD program and the Heart Institute, the building is designed to hold the Taneja College of Pharmacy, planned to move there in early 2023.

contracts. In fiscal year 2020, USF Health was awarded \$378.6 million – about 70% – of USF's \$535.4 million research contracts and grants.

Another metric to consider is patents: over a third of all USF patents and licenses went to USF Health faculty in fiscal year 2021.

And steady increases in federal funding over recent years is also a badge of honor for USF Health, seeing increases in NIH funding across the last six years of 68.8%, going from \$102,062,442 in fiscal year 2015 to \$172,234,325 in fiscal year 2021.

And it's a known formula: every \$1 in funding from the National Institutes of Health will spark at least \$2.35 into the local economy.

So, with the 2021 NIH total above, USF Health's NIH funding alone should lead to about \$404.7 million going into the Tampa Bay area economy, a clear impact spurred on by this region's only academic medical center.

- SARAH WORTH '86 | USF Health Communications

5 minutes with BILL



Photo: PENNY CARMATHAN / USFAA

My fellow Bulls,

AFTER NEARLY TWO YEARS OF RAPID-FIRE CHANGES most of us never foresaw, it's a real comfort when some things remain steadfastly, unwaveringly, the same.

For me this year, that's you.

Your dedication to USF's success has always burned bright. Historically, your support through membership in your USF Alumni Association has grown through economic downturns, military conflict, even a global pandemic. This year, as we undertook an overhaul of our membership program to better accommodate our rapidly expanding family of Bulls, you responded with characteristic commitment and enthusiasm.

In less than six months, the number of association Life Members has swelled by 25 percent! Since July, more than 1,800 of you have joined this upper echelon of membership, bringing us to more than 7,400 Life Members. And that growth shows no sign of slowing.

Life Membership is a very special gift to USF because the bulk of dues is deposited into an endowment, which supports Alumni Association programs today and for generations to

come. That includes prestigious awards recognizing alumni achievement and service; high-quality student development opportunities, such as the groups represented by the young Bulls opposite this page; and more than \$6.5 million in association-distributed scholarships.

With the changes we've made, all USF alumni are now general members of the association. We've always strived to ensure everyone feels included, and we hope that this new membership tier does just that.

Thank you to all of our Life Members, and welcome to all of our general members!

A highlight of your association's many programs and activities is Homecoming Week, when we host and sponsor events to help you reconnect with USF and each other. During the 45th USF Alumni Awards on Nov. 4, we recognized five Bulls and two devoted friends of USF. It marked our first Alumni Awards event in two years, due to the pandemic, and included recognition of our 2020 and 2021 award recipients.

Wow. Each of these Bulls has an amazing back story that includes a fierce dedication to excellence and a seemingly limitless capacity for service — particularly to their favorite university! If you don't know their names, check the photo and story on page 8.

The following night, despite heavy rain, hundreds of you came out to the Alumni Center for our Welcome Home Party, which we moved indoors. Even though the party's usual highlight — the Running of the Bulls Parade — was rained out, alumni spirits ran high. We ate, drank, danced and met a very special guest — the Super Bowl Vince Lombardi Trophy!

On Nov. 6, the Bulls took on the Houston Cougars for the big Homecoming game. We loved seeing more than 3,000 of you, your family and friends, stopping by our tailgate-area Spirit Tent for swag before the game. We've missed your big smiles, painted faces, Horns Up, and all the happy hugs as old friends reconnect.

Some things never change!

On behalf of your Alumni Association staff and all of University Advancement, I wish you a safe and joy-filled holiday season. I hope it finds you reuniting with friends and loved ones, enjoying get-togethers that may look a little different but still leave you fulfilled, and decorating everything you see in green and gold!

Bill McCausland, MBA '96

*Vice President and Executive Director, USF Alumni Association
Life Member No. 2331*

Meet your 2021-22
USF Alumni Association
**Student
Group
Leaders**

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



ORDER OF THE GOLDEN BRAHMAN (OGB) includes top student and alumni leaders who are committed to public service, working together to lead the USF community, and promoting and protecting USF throughout their lives.

Clockwise from bottom left:
Kianna Freeman, president;
Spencer McCloskey, treasurer;
Jaida Abbas, alumni relations;
Connor Murray, recruitment chair;
Brittney Canning, vice president

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



Mario McPherson, *President Tampa campus*



Livia Rosales, *President St. Petersburg campus*



Madison McMahon, *President Sarasota-Manatee campus*



THE STUDENT ALUMNI ASSOCIATION (SAA) is USF's largest student organization with more than 3,500 members. It provides opportunities to interact with peers and alumni, helps individuals grow skills and networks, and helps forge lifelong bonds with USF.

From left: **Steven Long**, president;
Hope Brock, event chair; **Alex Zwarycz**, social media chair;
Marisa Laccione, membership chair

Living

LARGE

Alum's little neighborhood of tiny homes is taking off in big ways

By JOEY JOHNSTON, '81

ON THE OUTSKIRTS OF TAMPA, people are living large in a village of tiny homes. They are fully functional, handsome-looking dwellings, ranging from 350 to 600 square feet. Who's in? Everyone from millennials to retirees, physicians to business owners to college professors. Tiny homes: An HGTV programming gimmick? More like an American phenomenon.

"Our business is out of control and the demand is exponentially growing," says Dan Dobrowolski, geography '79, a TV meteorologist-turned-serial entrepreneur who developed ESCAPE Tampa Bay Village. It began in 2020 with 10 tiny homes on a secluded property in Thonotosassa, a semi-rural Tampa suburb far from the urban core, but still close to everything.

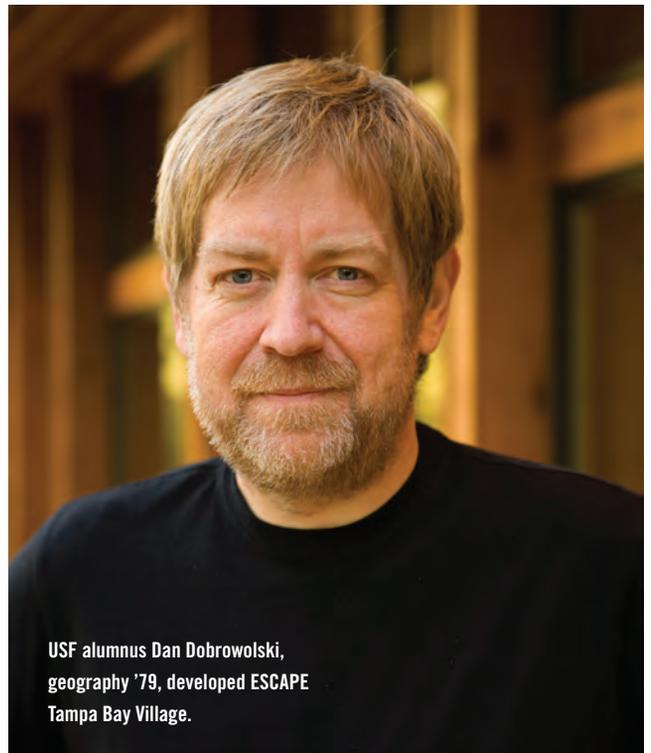
When Phase Two is completed ESCAPE's population will triple. Who knows where it goes from there?

"It was growing at a rapid pace and COVID put gasoline on the fire," Dobrowolski says. "People figured out in a hurry they didn't want to be in an apartment building or condo, all jammed together. They wanted their own safe space.

"People are figuring out they can live so much cheaper in something about 20 percent of the (normal) cost and it's less than living in an apartment. Why would you not want to own it?"

The next phase of homes in the little neighborhood will start at \$120,000.

Ray Pelaez, a digital marketing entrepreneur, gave up



USF alumnus Dan Dobrowolski, geography '79, developed ESCAPE Tampa Bay Village.

“It’s 21st Century living. Some people don’t want the big yard and all that maintenance. Our homes are beautiful, functional and versatile.”

— Dave Peterson

a Hyde Park apartment near downtown Tampa to move into his tiny home. The bedroom he still has at his parents' 3,500-square-foot home is probably larger than his current 450-square-foot home at ESCAPE. But it doesn't feel small.

"The way these places are laid out, the storage is great and I don't feel like I have sacrificed anything," he says. "I was talking to a buddy who said, 'How's the minimal living going?' And I was like, 'What do you mean?'"

"At one time, I had a lot of space. Too much space. I was almost like a hoarder. I had a two-car garage literally filled to the brim with stuff. The downsizing forces you to realize what's important in life. I feel liberated. My new dream is having a bunch of acres, plopping one of these houses in the middle, and being very comfortable."

For now, Pelaez is spending all the money he's saving on a Tesla and a planned trip around the world.

"People are finding they can adjust their thinking, change the way they live and maybe be able to afford a bunch of more toys," says Dave Peterson, ESCAPE's development director. "It's 21st Century living. Some people don't want the big yard and all that maintenance. Our homes are beautiful, functional and versatile."

Fully assembled in Wisconsin and transported to Florida, they're also classified as recreational vehicles, so they can be towed to a campground or other vacation spot.

"It just makes sense to jump out of the normal rat race that everybody is so used to," Pelaez says.

That was Dobrowolski's thinking nearly three decades ago when he left his television career for good and acquired the land to build Canoe Bay, a 300-acre getaway destination in



Above: The original ESCAPE Tampa Bay is sold out. Residents purchase their tiny homes and rent their lot.

Left: ESCAPE homes are available in a variety of designs. This one is Traveler XL.





northern Wisconsin. It's a place to unplug, with cottages and tiny homes sprinkled among spring-fed lakes.

Dobrowolski also established ESCAPE vacation spots throughout the United States, but he always had his eye on Florida. He fondly remembered Tampa from his years at USF and his tenure as weekend meteorologist for WFLA-TV, Tampa's NBC affiliate.

He dispatched Peterson to the prospective ESCAPE Tampa Bay Village location, telling him to "Make it scream Florida." Peterson planted 49 palms on the property.

But the cutesy houses are the true attraction. Panoramic windows and other light-enhancing design features give them an open, spacious feeling, while hard marble cabinets and modern sheet-rock create a woody ambiance.

"I'm a big person physically, so if it doesn't work for me, we don't build it," Dobrowolski says. "Everything functions like a normal house. It's not downsized; it's actually right-sized. Like any great architecture, it has a great design behind it. It should feel like something special. People see it and say, 'I can live in here. I can stay here.' It has space. We like space."

ESCAPE tiny homes are inspired by the architectural design of Frank Lloyd Wright, with plenty of work space, comfortable bedrooms and great kitchens, Dobrowolski says.

"You can spend your money on cars or traveling or experiences instead of rooms that you never see that you use to store things you don't need. If you absolutely must have some of that stuff, I guess you rent some place to store it," he says. "It makes sense for everyone. People think young people or retirees. Truthfully, our target customers are anyone with a pulse."

Building critically acclaimed tiny houses and creat-



Above: Inspired by Frank Lloyd Wright's architectural designs, Dobrowolski's tiny homes have plenty of windows and a woody aesthetic.

Left: Dobrowolski's tiny homes range from 350 to 600 square feet and include clever storage and space-saving features.

ing forward-thinking communities wasn't the career path Dobrowolski had in mind at USF. He attended out of convenience – his family had moved from the Midwest to Sarasota, so it was nearby.

He has happy memories of his professors and the opportunities they encouraged. As it turned out, he tried plenty of them — from television to owning businesses to becoming a chef and starting a wine program at Canoe Bay.

He envisions an eventual move to Florida because he believes the ESCAPE Tampa Bay concept has great potential. "We're building and shipping these homes constantly and the trucks are always moving," Dobrowolski says. "It's amazing. I love doing this. I can't wait to see what happens next."

For now, he's living large.

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These Bull-led businesses are WINNERS

2021 Fast 56 Awards recognize skyrocketing companies

THE 2021 USF FAST 56 includes businesses from restaurants to restorations; wellness to wines; pharmaceuticals to farms – well, one farm. They're the 56 fastest growing Bull-led businesses, and their leaders were recognized at a sometimes raucous awards event in September. The enthusiasm was understandable; the popular event was back in person this year after going virtual due to the COVID-19 pandemic.

The event's highlight is a dramatic countdown to the No. 1 fastest growing business. This year, that honor went to PainTEQ LLC and its executive director, Charles Girsch, '12. PainTEQ was founded on the concept of innovating health-care procedures and bringing those innovations to market. It currently offers LinQ, a minimally invasive procedure that reduces back and leg pain by stabilizing the sacroiliac joint.

While all award recipients meet eligibility criteria related to revenue growth over a three-year period, large companies typically don't have the rapid growth that pushes them high in the rankings. So two special awards recognize these businesses.

The Accelerator Award goes to the company with more than \$25 million in annual revenue and the largest percentage of cumulative growth. This year's recipient – for the second consecutive year – was Virtex and its CEO, Brad Heath, '85, Life Member.

Virtex provides strategic electronic manufacturing services for an array of cutting-edge industries.

The Apex Award recognizes the Fast 56 company with the highest annual revenue. Taking the prize: ReedTMS Logistics and its Bull leaders, president Mark Reed, '93 and MAcc '94, Life Member; CFO Bryan McDonald, '91 and MAcc '93; and COO Jordan Strawn, '09.

ReedTMS provides freight management and brokerage services, and asset-based dry van, refrigerated and private fleet services.

While he didn't receive a special trophy, Shannon Gonzalez, '98 and MS '04, Life Member, got a special shout-out. He's president of Flatwoods Consulting Group Inc., the only company that's received a Fast 56 trophy since the award's inception in 2013.

The Alumni Association's annual Fast 56 awards recognize 56 business — a nod to USF's creation in 1956 — based on revenue growth over three years. It celebrates exceptionally successful Bull-led businesses, and has become a valuable vehicle for professional networking. The USF Fast 56 scholarship, funded by recipients, provides awards to students based on their innovative business ideas.

The deadline to nominate a business for the 2022 Fast 56 is May 28. Visit usfalumni.org/fast56 for more information.

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



1

PainTEQ LLC

Tampa

www.painteql.com

Charles Girsch, '12, Life Member
Executive vice president

PainTEQ is a medical device innovator. It works with pain management specialists to assist patients suffering from sacroiliac joint dysfunction through a minimally invasive procedure.



2

Ideal Agent

Tampa

www.idealagent.com

**Steve Johnston, '95, Life Member
Founder/CEO**

**Zavier Rodriguez, '99 (not pictured)
Co-founder/CTO**

**Gavin Scott, '00
Co-founder/VP of Tech**

Ideal Agent uses modern technology to save home sellers and buyers thousands of dollars in commissions via a referral network of top real estate agents.



3



Matrix Hormones

Tampa

Matrixhormones.com

**Dr. Edward Leonard, '02
CEO**

The Matrix Hormones clinic tailors treatments for symptoms such as low libido, fatigue and muscle loss to meet individuals' needs, blood-work and body type.



4

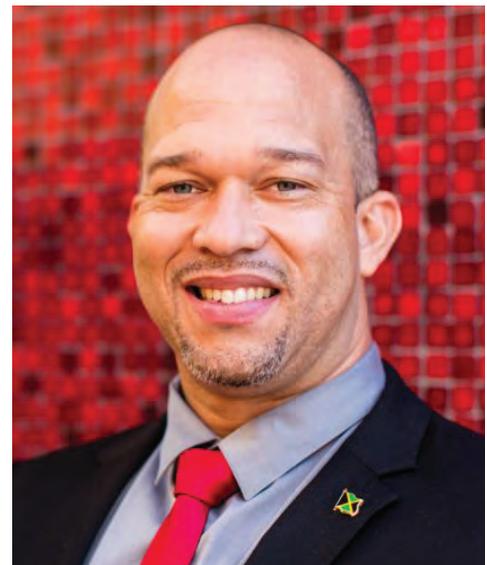
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**Rory Anthony Marsh, '01
Managing director**

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FOREVER BULLS

5

BFrank Studio, LLC

Tampa

Bfrankstudio.com

Beverly Frank, '01 and Marc '05
Principal

BFrank Studio is a small, certified minority and woman-owned design firm engaged in a range of commercial and institutional projects at many scales.



BFRANKSTUDIO

6

ComplianceQuest

Tampa

www.compliancequest.com

Prashanth Rajendran, MS '90, Life Member
CEO

ComplianceQuest is an Enterprise Quality, Safety and Environment Management (QHSE) solutions platform natively built and run on Salesforce technologies.



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7



STRATEGIC TAX
CONSULTING, INC.

Strategic Tax Consulting, Inc.

Tampa

Staxinc.com

David Vileno, '08
President

Strategic Tax Consulting provides full-service accounting and financial planning services for select individuals.



8



So Good So You

Minneapolis

Sogoodsoyou.com

Rita Katona, '02
Executive chair and chief brand and innovation officer

So Good So You is a category-leading manufacturer and marketer of delicious functional juice shots that are sold in over 6,000 stores nationwide.



9



Sea & Shoreline

Ruskin, Florida

Seaandshoreline.com

Carter Henne, '09
President

Jeff Huenink, '80, Life Member
CEO/CFO/Partner

Sea & Shoreline is an aquatic restoration firm that restores fresh and saltwater habitats to healthy, self-sustaining ecosystems.



10

Marketing Direction

St. Petersburg

Marketingdirection.com

Christy Vogel, '93, Life Member
President/founder

From strategy to planning to program development and execution, Marketing Direction provides companies with an experienced, dedicated marketer on a fractional basis.



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direction
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WHO SAYS SLOW AND STEADY WINS THE RACE?

We're honored to be among this year's top ten USF Fast 56 awardees



Although we work with some pretty slow moving customers (like turtles and manatees), we're growing rapidly and so excited to be one of USF's Fast 56 awardees. We've been busy restoring Florida's water bodies to healthy, thriving ecosystems since 2014. Congratulations to all the University of South Florida's Fast 56 awardees.



For more information on our projects and services, please visit seaandshoreline.com or follow us on social media.





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The 2021 Fast 56

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AspirEDU, Inc.
BFrank Studio, LLC
ChappellRoberts
ComplianceQuest
DCE Live, Inc.
Diamond View
Drummond Carpenter, PLLC
Edgility Inc.
Element Engineering Group, LLC
Everett Financial Group, LLC dba GreatFlorida Insurance
Fine Homes of Tampa/Berkshire Hathaway HomeServices
Florida Properties Group
Flatwoods Consulting Group Inc.
Florida Berry Wines Inc.
Guardian Restoration Services, Inc.
Hammerlane Apparel
Home Care Connect
Ice of Central Florida
Idea Nest
Ideal Agent
Identity Fusion, Inc.
Infinity Engineering Group, LLC
Intex Builders, LLC
Keel Farms
KirkpatrickPrice
LeBel Landscaping
Little Greek Fresh Grill
MADE Brands, LLC
Marketing Direction
Matrix Hormones
Meldam Realty International, T/as Keller Williams Jamaica
Moxie Digital
Northwestern Mutual-New Tampa
PainTEQ LLC
Patel, Greene and Associates, LLC
Playbook Public Relations, LLC
PowerChord, Inc.
Priority Marketing
Pure Air Control Services
Raney's Inc.
ReedTMS Logistics
Sea & Shoreline
Six Stars Beverage Company, LLC
So Good So You
Sourcetoad
Strategic Tax Consulting, Inc.
Tampa Civil Design, LLC
TeleVoIPs
The Grow Group Inc.
The Joint Chiropractic Tampa Bay
Virtex
VoltAir
Vuram Inc
Walker Chiropractic and Wellness Center
Westminster Pharmaceuticals



Congratulations to the Fast 56!

USF Federal Credit Union is proud to support this year's winners — and all the entrepreneurs in the USF community.



Bulls support Bulls

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WHERE'S Rocky?

a Sometimes you just want to head for the hills! Rocky joined Magda Saleh's herd in the Smoky Mountains' Wal-land, Tennessee. From left: nephews **Umar Abunamous**, '15 and MBA '19; and **Yasir Abunamous**, '09 and MD '15; sister **Samira Elsayed**, '93; and **Magda Elkadi Saleh**, MPH '95. Saleh's Bulls family also includes two sons and four daughters-in-law!

b **Jessica Martinez**, '18, and Rocky enjoy the blooming bougainvillea on USF's Tampa campus this fall. The colorful vine brightens walkways, entrances and other venues throughout USF's three campuses.



C



FOREVER BULLS

C Rocky and **Pat Carr**, MLIS '14, Life Member, visit the WoodenBoat School in Brooklin, Maine. From May to October, water lovers like Rocky can take one- to two-week courses in boat building, seamanship, marine surveying, and related crafts.

d, e Peace and love, Bulls! Rocky and **Jacki Jackson**, MPA '80, Life Member, catch some of both at the Beverly Hills sculpture designed by musician Ringo Starr. They just missed the former Beatles drummer, who visited the site on his 81st birthday July 7. The two also paid homage to iconic martial artist Bruce Lee at the Hollywood Walk of Fame,

d



e



Take Rocky along on your next outing, bring him to work, school or your wedding! Share his adventures by emailing your high-resolution photos (300 ppi) and details to Penny Carnathan at pcarnathan@usf.edu, or mail to her at USF Alumni Association, 4202 E. Fowler Ave. ALC100, Tampa, FL 33620-5455.

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@usfalumnigroup.org

College of Business Alumni

Samantha Fitzmaurice
sfitzmaurice@usf.edu

Dance Alumni Network

Sadie Lehmker
slehmk@usf.edu

DBA Alumni Network

Andy Hafer
USFDBAAlumni@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

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Delia Jourde
latinoalumni@usfalumni-group.org

LGBTQ+ Alumni

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

Medicine Alumni

Valerie Riddle
valerie25@usf.edu

Music Alumni

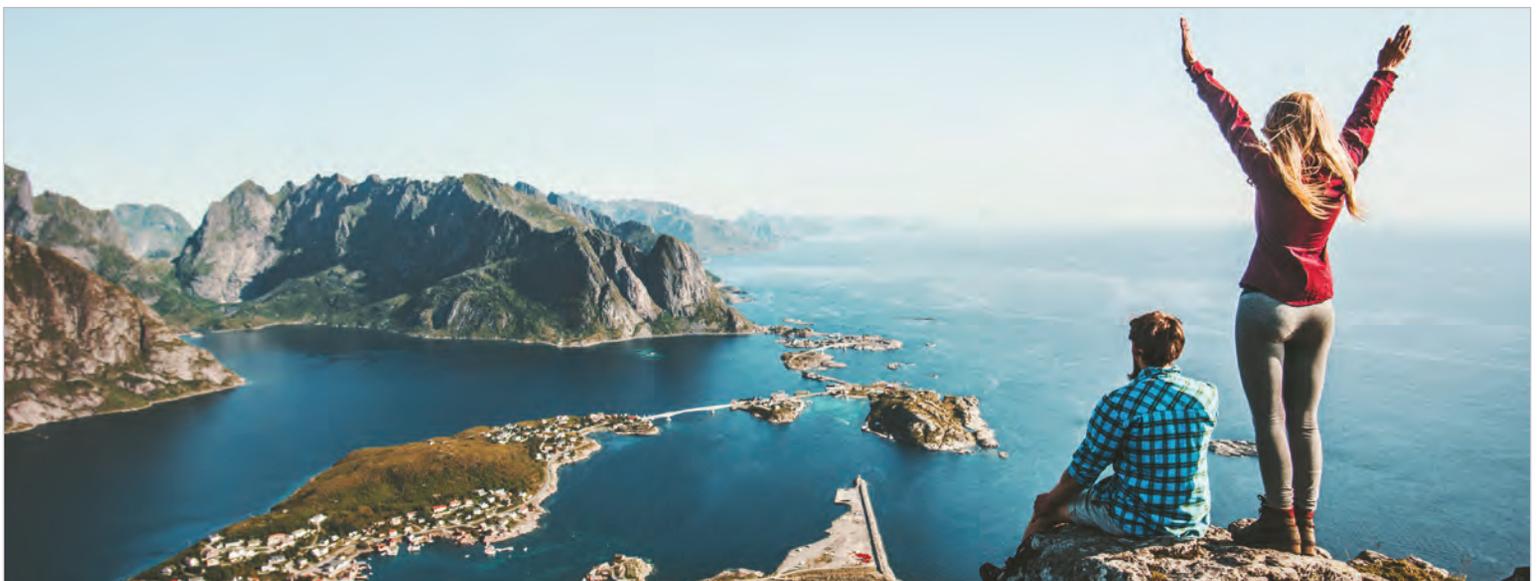
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Tanya Bruce
usfmusicalumni@gmail.com

Nurse Alumni

Kara Steiner
karasteiner@usf.edu

Patel College of Global Sustainability

Julie Cornwell
Arnel Garcesa
patelnetwork@usfalumni-group.org



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Chloe Lipking
usftampaalumni@gmail.com



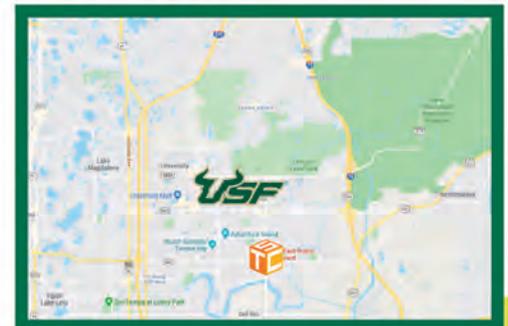
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Class Notes

1960s

JOEL D. BRONSTEIN, Political Science '69, was included in the 2022 edition of "The Best Lawyers in America." Bronstein practices corporate, tax, and trusts and estates law in the St. Petersburg office of Johnson, Pope, Bokor, Ruppel & Burns, LLP.

1970s

DR. RICHARD BRILLI, MD '76, Life Member, received the 2021 Distinguished Alumnus Award for Academics from the USF Health College of Medicine Alumni Society. He retired as chief medical officer from Nationwide Children's Hospital in Columbus, Ohio, which he helped lead to a top 10 ranking by US News & World Report.



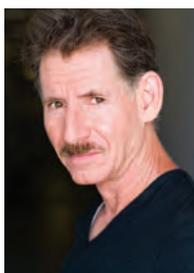
RENEE GARRISON, Mass Communications '78, was elected president of the nonprofit Florida Authors and Publishers Association. A former reporter for the now defunct The Tampa Tribune, she is the author of young adult novels "The Anchor Clankers" and "Anchored Together."



GIL KERLIKOWSKA JR., Criminology '78 and MA '85, was appointed to the board of governors of United Service Organizations, which provides live entertainment to U.S. military members and their families. Kerlikowske is a former Commissioner of U.S. Customs and Border Protection and a 2014 USF Distinguished Alumnus.

RICK NORCROSS, Mass Communications '73, has published "Press Pass," a digital collection of rock and country music concert photographs he shot from 1969-1974, and some of the accompanying concert reviews he wrote for the now defunct Tampa Times newspaper. Norcross is a musician with Rick & the All-Star Ramblers.

THOMAS B. SMITH, History '74, was included in the 2022 edition of "The Best Lawyers in America." Smith practices health-care law in the St. Petersburg office of Johnson, Pope, Bokor, Ruppel & Burns, LLP.



RICK WILLIAMSON, Theatre '77, Life Member, won Best LGBTQ Film for "TempaKILL" at the 2021 Los Angeles Film Awards. Williamson, who directed the film, is also an actor and stunt coordinator.

JON WILSON, English '78, MA Mass Communications '03 and MLA '09, received the keys to the city of St. Petersburg in recognition of his work documenting local African American history. Wilson retired as a reporter from the then-St. Petersburg Times.

1980s



ANDY HAFER, Electrical Engineering '88 and MBA '90, Life Member, was elected to the Community Foundation of Tampa Bay's board of trustees. The foundation connects Tampa Bay area nonprofits with donors and other community partners. Hafer is the co-founder and CEO of DCE Productions and founder and CEO of Dynamic Communities, both recipients of multiple USF Fast 56 Awards.

DR. DEBORAH HUMPHREY, Chemistry '80 and Biology/Psychology '87, received the 2021 Distinguished Alumna Award for Service from the USF Health College of Medicine Alumni Society. A faculty member in USF Health's department of internal medicine, Humphrey was recognized for her volunteer work on behalf of Family Promise of Hillsborough County, which provides housing for homeless families.

W. KENT IHRIG, Political Science '81, was named Shumaker's regional service line leader for finance, banking, creditor's rights and insolvency. He's based in the Tampa office.

KEN KUPFERMAN, General Education '88, was selected for the class of 2022, Leadership Pasco. The

Florida nonprofit organization facilitates development of current and potential county leaders. He is the president and CEO of Affordable Lock and Security Solutions in Tampa.



RICHARD MANCINI, Political Science '87, was named a Top Lawyer by Naples Illustrated magazine based on a survey of licensed attorneys in Lee and Collier counties, Florida. Mancini practices trusts and estates law with Henderson, Franklin, Starnes & Holt, P.A.

DR. DOUGLAS MURPHY, MD '80, was named president of the Florida Medical Association. Murphy has served residents of Ocala, Florida, as an obstetrician/gynecologist for 37 years.



of development and marketing for Habitat for Humanity of East and Central Pasco County.

MELISSA PARKS, Criminology '81, was selected for the class of 2022, Leadership Pasco. The Florida nonprofit organization facilitates development of current and potential county leaders. She is director

CHARLES A. SAMARKOS, Accounting '86, Life Member, was named 2022 Lawyer of the Year for litigation-intellectual property in "The Best Lawyers in America." Samarkos practices commercial litigation and litigation/trusts and estates in the Clearwater office of Johnson, Pope, Bokor, Ruppel & Burns, LLP.

1990s

MICHAEL BRADFORD, Political Science '95, Life Member, was included in the 2022 edition of "The Best Lawyers in America." Bradford practices in commercial and personal injury litigation with Marshall Dennehey Warner Coleman & Goggin's Tampa office.

MELISSA DUNLAP, MPA '94, was selected to serve on the Visible Men Academy board of directors. The educational nonprofit serves disadvantaged boys in Sarasota and Manatee counties. Dunlap is an urban planner.

Send us your class notes!

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



NICOLE GOETZ, English '93, was named a Top Lawyer by Naples Illustrated magazine based on a survey of licensed attorneys in Lee and Collier counties, Florida. Goetz practices appellate and family law with Henderson, Franklin, Starnes & Holt, P.A.

HOLLY HAMILTON, Broadcast-News '93, Life Member, was included in the 2022 edition of "Best Lawyers: Ones to Watch." Hamilton practices financial services regulation law with Marshall Dennehey Warner Coleman & Goggin's Fort Lauderdale, Florida, office.

CHRISTOPHER KNIBB, Accounting '94, has joined Prime Therapeutics LLC in Eagan, Minnesota, as CFO. He previously held the same position at SOC Telemed.

ANN KULIG, MBA '94, has retired as executive director of the Westshore Alliance in Tampa. She joined the alliance as marketing director in 2002 and went on to lead development of a comprehensive master plan for the business district.

Snapshots



Homecoming love

After graduating with music and management degrees from USF, Herd of Thunder Marching Band drum major Arupa Gopal, '07, Life Member, took off for grad school in New York. But she always came home for the band's Homecoming reunions. At one of these, she met a fellow former HOT drum major, Aaron Campbell '13. The two realized they make great music together, and on Oct. 23, they married. Gopa is the executive assistant for College of The Arts dean Chris Garvin and volunteer leader of the USF Music Alumni Society.

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Class Notes

ROY OTTO, MPA '91, has joined The Weld Trust and North Colorado Medical Center Foundation in Greeley, Colorado, as director of development. He was previously Greeley's city manager.



DAVID ROOS, Political Science '91, was named a Top Lawyer by Naples Illustrated magazine based on a survey of licensed attorneys in Lee and Collier counties, Florida. Roos practices Workers' Compensation law with Henderson, Franklin, Starnes & Holt, P.A.



DINA BUSCIGLIO SHERIDAN, English '98, co-chaired the grand re-opening of Joshua House, a Tampa group home for children. Sheridan, a former USF SunDoll, serves on the Joshua House Foundation

board and is a partner at Busciglio Sheridan Schoeb Trial Attorneys in Tampa.

ROCIO SMITH, Psychology '97, is the new Hillsborough County market vice president for Achieva Credit Union. She previously served as a branch manager for BMO Financial Group in Ellenton, Florida.

LOIS ANN SORENSEN, MBA '90, Life Member, graduated with a master's in divinity from Luther Seminary in St. Paul, Minnesota, was ordained to the ministry, and is now pastor of Reformation Lutheran Church in Lakeland, Florida. She previously served as a program manager for the Southwest Florida Water Management District in Tampa.

2000s

SURENDRA AJJARAPU, MBA '06, was recognized by Continental Who's Who as a trusted executive for his years of leadership in the pharmaceutical industry. He is the CEO and chairman of Trxade Group, Inc., a marketplace for pharmacies.

BRANDON BELLEW, Political Science '03, was included in the 2022 edition of "The Best Lawyers in America." Bellew practices litigation-trusts and estates law in the Clearwater office of Johnson, Pope, Bokor, Ruppel & Burns, LLP.

CHAD CHOATE III, Political Science '07, as appointed to the Manatee County (Fla.) School Board. He is a financial advisor at Edward Jones Investments in Sarasota.



ANDREA GALLAGHER, English '09 and MA Library & Information Science, Life Member, has published "Come, Stay, Learn, Play: A Guide to Making the Museum Experience" through Rowman & Littlefield

and the American Alliance of Museums Press. Gallagher is director of experience and operations at the Tampa Bay History Center in Tampa.

MICHELLE HODGE, Sociology '04 and MPH '06, has been promoted to West Florida division corporate responsibility director for AdventHealth. She previously served as assistant regional corporate responsibility officer.

DAVID ISHAQ, Communication '09, was selected for the class of 2022, Leadership Pasco. The Florida nonprofit organization facilitates development of current and potential county leaders. He is a teacher with the Florida Autism Center of Excellence in Tampa.

SONYA KRISTIE, Finance '05, received her Juris Master degree from Florida State University. She is vice president, trust officer and Sarasota office manager with Caldwell Trust Co.

MICHAEL POLEN, MBA '03, was appointed CEO of Physician Partners, a Tampa-based national health-care management services organization. He previously served as senior vice president and national Medicare CEO for Centene Corp.



PAUL E. PRZEPIS, Criminology '04, has joined Slater I Grant Personal Injury and Trial firm in Tampa as a senior attorney. He previously served as managing attorney at Kimsey Law Firm, P.A., in Tampa.

DR. JAMES RAO, MD '01, has joined SageWest Health Care in Riverton, Wyoming, as a hospitalist. He previously worked as a physician at St. Luke's Magic Valley Medical Center in Twin Falls, Idaho.



MEG ROSS, Management '04 and MA Criminal Justice '08, retired from the USF Police Department. Ross served 33 years with the Tampa campus agency, rising from patrol officer to acting assistant

chief, the highest rank attained by a woman in the department. In 2016, she was inducted into the USF Criminology Wall of Fame.

ANDRE SESLER, Finance '07, was appointed secretary of the Hillsborough County Bar Association board of directors. A lawyer with Hinshaw & Culbertson LLP, his practice is focused on insurance-related matters.

ANDY TAYLOR, Political Science '09, Life Member, was selected for Leadership Tampa Bay's class of 2022. The Florida nonprofit educates local leaders on regional issues, challenges and opportunities. Taylor is a legislative aide for Pasco County (Fla.) Commissioner Mike Moore.

REP. JACKIE TOLEDO, Psychology '04, received the 2021 Mental Health Hero Award from Gracepoint, a nonprofit mental health services provider serving the Tampa Bay area. Toledo represents District 60 in the Florida House of Representatives.

VALENTINA TSONEVA, MA English Education '09, ran in the 28th annual Seminole Stampede 5K, benefiting low-income students and small businesses in Pinellas County. She teaches composition and literature at Keiser University.

BEATRIZ "BETTY" VIAMONTES, Accounting '95, MAcc '97 and MBA '03, Life Member, was named a Tampa Bay Business Journal CFO of the Year. She is the CFO for Lions Eye Institute for Transplant & Research in Tampa.

HEATHER WILLIAMS, Accounting '02, has been appointed to the Sarasota County Economic Development Corp. board of directors. She is a shareholder with Kerker Barberio & Co.

2010s

RICHARD BASKAS, Science Education '10, Life Member, received a doctor of education in higher education and adult learning from Walden University. He works as an education specialist at U.S. Penitentiary Leavenworth in Kansas.

DEREK BORTON, MA Mathematics '13, has joined the faculty of State College of Florida, Manatee-Sarasota, in the mathematics department. He previously taught at Hillsborough Community College.

ASHLEY BRYAN, Electrical Engineering '11, has been promoted to director of transmission and distribution for the Virgin Islands Water and Power Authority. She previously served as interim director.

JANETTE E. DENNY, PhD Nursing Science '16, was appointed assistant chief nursing officer at Oak Hill Hospital in Brooksville, Florida. She previously served as a nursing director at Palms of Pasadena Hospital in St. Petersburg.

ANNA FARRELL, General Business Administration '10, was selected for the class of 2022, Leadership Pasco. The Florida nonprofit organization facilitates development of current and potential county leaders. She is an attorney with Doran, Beam & Farrell, P.A., in New Port Richey, Florida.

KATHLEEN GIBSON-DEE, PhD Curriculum and Instruction '16, has joined the faculty of State College of Florida, Manatee-Sarasota, in the mathematics department. She previously worked as a senior lecturer at USF's St. Petersburg campus.



RYAN GRAYDON, MPH '17, is a life scientist and drinking-water rule manager in the U.S. Environmental Protection Agency's Chicago office. He was previously an Oak Ridge Institute for Science and Education Research Fellow.



DR. MICHELLE HENNE, Chemistry '10 and MD '13, Life Member, received the Polk Emerging Leaders Award from the Lakeland, Bartow and Winter Haven (Fla.) chambers of commerce. The honor recognizes young professionals making significant contributions to the community. Henne is the founder, owner and medical director of Relevé Sports Medicine in Winter Haven, Florida.

BRITTANY LAMONT, Marketing '10, has joined the Lakewood Ranch (Fla.) Business Alliance as president and CEO. She previously served as vice president of the Greater Sarasota Chamber of Commerce.

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DR. KATHY LUE, MD '15, has joined Executive Urology of Fisher-Titus of Norwalk, Ohio, as a physician. She previously worked as a resident at USF Health Morsani College of Medicine.

JANE O'CONNOR, English '15, was selected for the class of 2022, Leadership Pasco. The Florida nonprofit organization facilitates development of current and potential county leaders. She is vice president of human resources at Gulfside Healthcare Services in New Port Richey, Florida.

MARIA PRAST, Marketing '10, has joined the USF Alumni Association as its executive administrative specialist. She previously worked with USF's Florida Covering Kids & Families.

LORI RAKES, MEd '10 and PhD '15, was named the Nina B. Hollis Chair in Education at Florida Southern College in Lakeland, Florida. She was previously an associate professor of education at the college.

SHELBY REGISTER, Chemistry '13 and MD '17, has joined Compassion Health Care Inc. in North Carolina as a psychiatrist at its clinics, the James Austin Health Center and the Caswell Family Medical Center. She previously served as chief resident at University of North Carolina at Chapel Hill.



KAYLA RICHMOND, Management and Political Science '10, was named a Top Lawyer by Naples Illustrated magazine based on a survey of licensed attorneys in Lee and Collier counties, Florida. Richmond

practices family law with Henderson, Franklin, Starnes & Holt, P.A.

TRENT SCHNEIDER, Communication '19, has expanded Vantage Sports to Pensacola, Florida. The former USF punter is a partner in the youth athletics coaching business.

ALI SETTEL, Mass Communications '12, was promoted to national account manager for LexisNexis in Boca Raton, Florida. She previously worked as a field account manager for the data and information service.

ANTHONY WOODSON, Public Health '18, has joined ZooTampa at Lowry Park as safety and compliance coordinator. He was previously a lifeline dispatch specialist for Johns Hopkins All Children's Hospital in St. Petersburg.

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HELEN AMOLE, Industrial Arts-Technical Education '77 and MEd '89, Aug. 23, 2021
 EDWARD PETER ANDERSON, Accounting '96 and MAcc '00, Life Member, Aug. 8, 2021
 LANA (MASSARO) BELLINI, Finance '86, Aug. 3, 2021
 ANDREW D. BENEFIEL, Finance '85, Aug. 9, 2021
 ANDREW "SKIP" COYNE III, Sociology '74, July 18, 2021
 MARGARET HAUGDA COX, Early Childhood Education '74, Aug. 5, 2021
 SHIRLEY ANN (GREESON) CRAIG, Psychology '93 and MA Rehabilitation Counseling '93, July 29, 2021
 PATRICIA LEE CULBREATH, Distributive/Marketing Education '82, July 19, 2021
 JENNIE ROSALIE CUSMANO, Mass Communications '02, Aug. 31, 2021
 NANCY RICHBOURG DINKEL, MA Gifted Education '74 and PhD '77, July 17, 2021
 THOMAS EREDITARIO SR., MEd '91, Sept. 8, 2021
 JOYCE FARIA, English Education '69, Sept. 11, 2021
 HERMAN PETER "PETE" FINGAR, JR., MA Industrial Arts-Technical Education '72, Aug. 4, 2021
 THOMAS PATRICK FOX, Management '72, July 30, 2021
 ELIZABETH ANN GARCIA, English '97 and MA Library and Information Science '99, Nov. 4, 2020
 DAVID WILLIAM GRAHAM, Civil Engineering and MCE '08, Sept. 28, 2021
 ETHEL HASKINS, Elementary Education '72, Oct. 3, 2021
 RALPH HEATH, Zoology '69, Oct. 2, 2021
 MARY "MEME" HIENEMAN, MA Behavior Disorders '90 and PhD '97, Aug. 5, 2021
 MARVIN LEROY HOCAMP, Criminology '81, Sept. 2, 2021
 LEANNE (ZIBELIN) HONEYCUTT, Zoology '80, Aug. 12, 2021
 FLOYD "STEVE" HULSEY, MPA '98, July 28, 2021
 JONAS KAUFFELDT, History and International Studies '92, Aug. 11, 2021
 MARJORIE (JONES) KNAPP, MEd '76, Sept. 26, 2021
 JENNIFER MEYER KRITCH, English Education '02 and MA '20, Aug. 1, 2021
 AUDREY LAMPE, English Education '72, Life Member, July 18, 2021
 GARY LINN MCDOWELL, Education '72, Aug. 6, 2021
 DEBRA LEE MILLS, Elementary Education '98, July 28, 2021
 DOROTHY "DOTTIE" IRENE MOORE, Elementary Education '71 and MA '91, July 31, 2021

CYNTHIA NEIDICK, Education: Specific Learning Disabilities '94 and MA '00, June 17, 2021
 MARK FROBERG NELSON, Mass Communications '82, Aug. 14, 2021
 ROBERT OAKES, Geography '67, July 30, 2021
 MICHELLE LEE PAGE, MA Elementary Education '14, Aug. 18, 2021
 FAUSTINO PRADO, MA Business Economics '80, Aug. 25, 2021
 JAMES A. RIOUX, Accounting '76, May 29, 2021
 DONNA MARIE ROSSI, English '97 and MA Reading Education, Aug. 10, 2021
 ELIZABETH MASLIN RUSS, MA Rehabilitation Counseling '74, July 10, 2021
 GERALD DEAN STARLING, Elementary Education '82, Sept. 3, 2021
 ROBERT TRUJILLO, Political Science '72, Aug. 29, 2021
 WILLIAM J. VANHOUTEN JR., Accounting '89 and MAcc '91, Life Member, Aug. 11, 2021
 GREGORY VECSEY, Geography '86, Aug. 2, 2021
 HELEN (KOSCINSKI) VOLLMER, Industrial Arts-Technical Education '92, Sept. 10, 2021
 DONNA REBMAN (GREENBERG) WATERS, Art '86, Sept. 16, 2021
 WINSTON R. "ROD" WELLS, Accounting '77, July 4, 2021
 PATRICIA WARD WILLIAMSON, Elementary Education '74, Sept. 12, 2021
 NANCY WILSON, Education Specialist '75, Aug. 10, 2021

Faculty and staff

LARRY W. DUPREE, Psychology '64 and MA Gerontology '69, Life Member, Professor Emeritus, Aging and Mental Health, July 21, 2021
 JOHN C. FOLLMAN, Professor, Education, Aug. 15, 2021
 GEORGE MEYER, Assistant Professor, Journalism, Aug. 17, 2021
 DR. DAVID SOLOMON, USF Health, Faculty, Internal Medicine, Aug. 26, 2021

Friends

MARION UPHAM BALLARD, Benefactor, Oct. 14, 2021
 LAVINIA WITT TOUCHTON, Benefactor, Aug. 27, 2021
 ROBERT "BOB" M. WILSON, Benefactor, July 15, 2021

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