

# inside unf

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## One-Stop Shop project to help students

A director has been hired for UNF's new One-Stop Shop project bringing the concept one step closer to reality and one step closer to ending student "runarounds."

Jim Owen, who had been the assistant director of Graduate Studies, began his new job last month returning to the area of the University in which he started in 1997.

"I'm thrilled to have this opportunity, but what's truly remarkable is the tremendous enthusiasm from everyone I've spoken to about the One-Stop," Owen said.

He noted that every student seems to have some experience in which they were shuffled around from one office to the next. "It's exactly this frustration that we're trying to eliminate. These experiences really encourage buy-in from the students, faculty, and staff, so it seems that the One-Stop is an idea whose time has arrived. I'm very excited."

The One-Stop Shop is the brainchild of Deb Kaye, assistant vice president for Enrollment Services. The project is designed to create one area where students can get questions answered or process routine paperwork without being sent to several different offices. It brings together financial aid, admissions, the registrar's office and academic advising by cross-training staff to handle multiple issues.

"We want to improve our services so students aren't sent around campus in search of the right information or to handle very basic paperwork," Kaye said.

UNF will be one of the first state universities in Florida to implement this concept and Kaye has big plans for the program. "I hope to take this farther than anyone else in the nation," she says.

The idea for the project started about two years ago when Kaye attended a conference at which a model program at the University of Cincinnati was discussed. When she returned to UNF she established a task force that was chaired by Barb Soliah, assistant director for Enrollment Services. That task force, which included all staff members in Enrollment Services and the Cashier's Office, produced a comprehensive report in April of last year that examined all aspects of the project.

Owen's hiring is the first major step to implement the concept at UNF.

"I'm delighted Jim has agreed to re-join us," Kaye said. "From firsthand experience I know how he treats students and how interested he is in their welfare."



Jim Owen

IVONE MOUTELA

Owen graduated from UNF in 1993 with a bachelor's degree in literature. He then received a master's degree in English in 1997 and started working as an admissions officer the same year. In July 1999, Academic Affairs established the Office of Graduate Studies. As his responsibilities grew with the new office he was reclassified as assistant director.

"He built Graduate Studies from the ground up so he has the experience of starting

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## Distinguished Voices continues in March

The Distinguished Voices lecture series continues in March with two speakers specializing in foreign affairs. Both lecturers are co-hosted by the World Affairs Council of Jacksonville's Global Issues Forum.

### David Brooks

On March 15, *New York Times* columnist David Brooks will discuss "Americans Today: How We See Ourselves, How We See the World."

The lecture begins at 7:30 p.m. at the University Center. Admission is free but tickets are required. Tickets can be obtained by calling the UNF Ticket Box Office at ext. 2878.

Brooks's column on the op-ed page of *The New York Times* started in September 2003. He has been a senior editor at *The Weekly Standard*, a contributing editor at *Newsweek* and the *Atlantic Monthly*, and he is currently a commentator on The Newshour with Jim Lehrer.

He is the author of *Bobos In Paradise: The New Upper Class and How They Got There* and *On Paradise Drive: How We Live Now (And Always Have) in the Future Tense*, both published by Simon & Schuster.

Brooks worked at *The Wall Street Journal* for nine years. His last post at the Journal was as op-ed editor. Prior to that, he was posted in Brussels, covering Russia, the Middle East, South Africa and European affairs.

He is also a frequent analyst on NPR's *All Things Considered* and *The Diane Rehm Show*. His articles have appeared in the *The New Yorker*, *The New York Times Magazine*, *Forbes*, the *Washington Post*, the *TLS Commentary*, *The Public Interest* and many other magazines. He is editor of the anthology *Backward and Upward: The New Conservative Writing*.

### Michael Doran

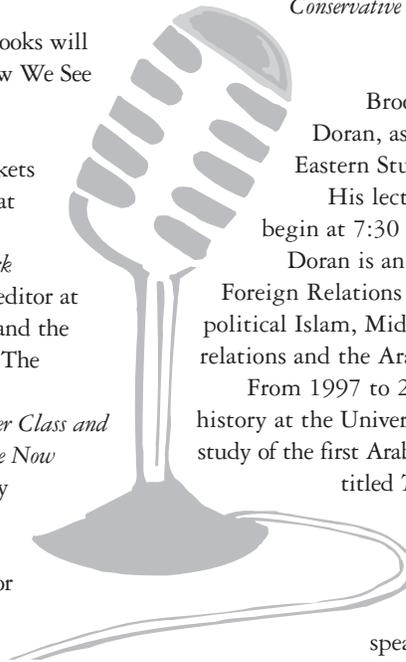
Brooks will be followed on March 31 by Michael Doran, assistant professor in the Department of Near Eastern Studies at Princeton University.

His lecture "The Schizophrenic Saudi State" will begin at 7:30 p.m. at the University Center.

Doran is an adjunct senior fellow at the Council on Foreign Relations in New York. He also teaches courses on political Islam, Middle Eastern nationalisms, U.S.-Middle East relations and the Arab-Israeli conflict.

From 1997 to 2000, Doran was an assistant professor of history at the University of Central Florida. He is the author of a study of the first Arab-Israeli war and is currently working on a book titled *The Trump Card: Israel in the Arab Civil War*.

After he published an influential article on Osama bin Laden in the January/February 2002 issue of *Foreign Affairs*, he has frequently been invited to speak on Middle Eastern affairs.



## Lecturer discusses Oregon's assisted suicide law



BETH SLATER

Tom Beauchamp

National expert on physician-assisted suicide used his UNF appearance recently to take issue with many of the arguments advanced by former attorney general John Ashcroft to oppose Oregon's assisted suicide law.

Tom Beauchamp, a professor of philosophy and a senior research scholar at

Georgetown University's Kennedy Institute of Ethics criticized Ashcroft's appeal to the U.S. Supreme Court. His lecture was part of the Distinguished Voices Inquiry & Insight lecture series.

In November, Ashcroft asked the Supreme Court to block the nation's only law that allows physicians to help terminally ill patients die more quickly. The appeal stems from a lower court ruling that said the federal government can't punish Oregon doctors who prescribed lethal doses of federally controlled drugs.

Beauchamp called the Ashcroft's appeal "unfortunate." He said there was little justification in law or medical ethics to support the Bush administration's position. Based on previous Supreme Court decisions, he predicted the appeal would not succeed.

The Bush administration's appeal is based on the authority of the attorney general to enforce the Controlled Substances Act. Since the Department of Justice has decided that

physician-assisted suicide is not a "legitimate medical purpose," the dispensing of drugs in such cases can be considered drug trafficking, the administration argues.

However, Beauchamp countered that a great many medical actions fall outside this conservative definition of legitimate medical purposes, such as reproduction assistance, nutrition, hospice care and cosmetic surgery. In addition, he notes that federal law expressly gives the states the authority to regulate controlled substances for medical use.

"Mr. Ashcroft's actions would not only nullify Oregon's law but would undermine both our federal-state system of separation of powers and override a popularly adopted state law," he said.

Beauchamp cited numerous previous statements from Supreme Court justices who in previous rulings have encouraged the states to explore the controversial issue. In 1997, the Supreme Court ruled that although Americans

(Continued on page 15)

## Delaney tentatively accepts preliminary brand recommendation

UNF President John Delaney has tentatively accepted the preliminary recommendation from the Integrated Marketing Team to establish a brand at the University that revolves around individual attention and transformational learning experiences for students.

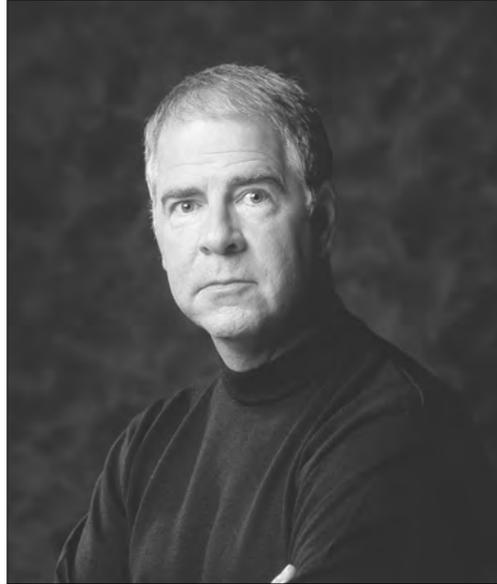
Delaney accepted the recommendation following a presentation to him and vice presidents by Tom Robinson and Melanie Husk of Husk Jennings Galloway + Robinson, the University's agency of record.

In making the presentation, Robinson explained that focus groups and other research have conclusively shown that students and alumni place the highest value on the individual attention they receive from faculty and the life-changing experiences they encounter at UNF.

"In our focus groups, students and alumni repeatedly told us how the relationships they formed with faculty were instrumental in their learning experience," Robinson said. "In searching for a brand that is distinctive, believable and relevant, it is clear that the experience UNF offers through its faculty is the key to our message."

Focus groups were conducted with faculty and staff; alumni and parents; students and prospective students; and donors and business leaders.

Based on these results, the Integrated Marketing Team recommended a brand promise that seeks to combine the basic elements of individualized attention for stu-



Tom Robinson

dents while emphasizing transformational learning experiences. These experiences were defined as including internships, domestic and international study programs and participation in undergraduate research projects.

Robinson and IMT chair Dan Dundon then conducted a series of one-on-one meetings with vice presidents, deans and selected department directors to explain the proposed brand and solicit suggestion for changes.

These changes were incorporated into a revised brand statement that was tested with a cross-section of students. The results showed that 80 percent of students surveyed approved or strongly approved the proposed brand statement.

The brand promise is:

*The University of North Florida recognizes that every student is an individual, with different goals, different learning styles and different needs. UNF is committed to offering each student a highly individualized educational experience made possible by an engaged faculty and opportunities for life-changing experiences such as internships, study abroad or off-campus programs and dynamic research projects. At UNF students are our first priority.*

The next step is to continue to seek feedback from other University stakeholders and target audiences. All original focus group participants, both internal and external, will be asked for feedback on the proposed brand.

These participants also will be asked to review a proposed new logo for the University and a tag line that reflects the brand statement. The Integrated Marketing Team has already done extensive testing with students on a variety of logo treatments and possible tag lines.

Robinson emphasized that the new logo and tag line are designed to call attention to the brand promise. "They are merely symbolic of the deeper commitment that is reflected in the brand promise," he said.

The Planning Group, an IMT subcommittee, will oversee implementation of the brand in coming months. Group chair Steve Borowiec said a plan will be undertaken to engage the campus in a University-wide buy-in campaign. "We have a major job ahead of us not only to inform the University community of the brand promise but to encourage our faculty and staff to live the brand promise in everything we do," he said.

The tentative timetable calls for the information campaign to extend the next four to six months. The brand rollout is scheduled for fall semester.

**To learn more about the UNF Integrated Marketing Team and the answers to frequently asked questions go to:**

**<http://www.unf.edu/development/news/imt>**

**Units wanting to schedule a presentation by a representative of the Integrated Marketing Team to explain the proposed University brand to their faculty and staff are encouraged to contact Dan Dundon at ext. 2142.**

## Eagles practice at UNF



**NFL PRACTICE:** Members of the Philadelphia Eagles used the UNF Soccer/Track Stadium to practice before the Super Bowl. The NFL paid to upgrade the stadium field and even brought in NFL regulation lockers for the team to use while practicing. The lockers were then donated to UNF.

**ALL ABOUT HEALTH FAIR:** The All About Health Fair was designed to introduce UNF students to educational programs and employment opportunities in the health care field. Tamara Bushy (back, from left), Maria Prado, Julie Jones, (front left) Shelley Chancey and Kathleen Martin are part of the UNF Student Nutrition Club. Their booth displayed information on how to test your portion control and how to eat healthier.



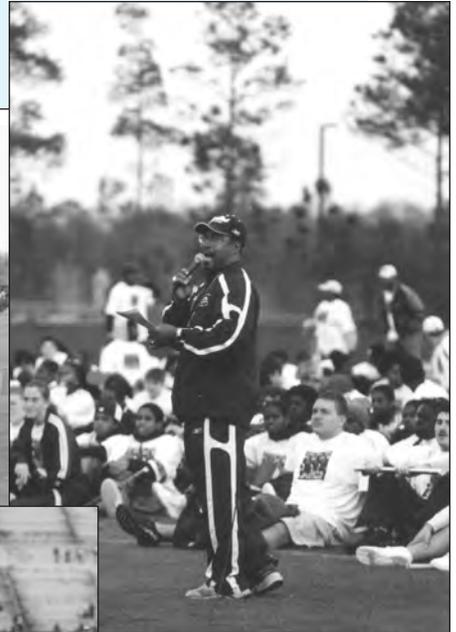
**Renee Fuller (left) and Karen Conrad with Heartland Health Care Center participated in the fair.** Fuller is a grad student interning with Heartland, and Conrad is the Human Research manager.



# osprey images - NFL Youth Clinic

PHOTOS BY BETH SLATER

**Kynan Forny, guard for the Atlanta Falcons, watches as three participants race through training exercises.**



**NFL YOUTH CLINIC:**  
UNF played host to the NFL Youth Clinic during Super Bowl week. The soccer and track fields were sub-divided into 40 stations which allowed participants a close-up training session with NFL players.

**Nat Moore (above), former Miami Dolphin and executive director of the NFL kids clinic, gives the participants some inspiring advice before the end of the clinic. Among other things, Moore told the kids, "You need to be able to think [on the football field]. You learn that in the classroom."**



**Chris Hanson of the Jacksonville Jaguars throws a pass to the one of the kids.**



**The UNF Soccer stadium was put to use by the 2,000 young people who participated in the NFL Youth Clinic participants.**



**Players from 20 NFL teams participated in the Youth Clinic.**

# homecoming unf

PHOTOS BY IVONE MOUTELA



Roulette was one of many games during casino night along with poker, craps and blackjack.



Anna Hanawalt Van Ormer, winner of the College of Health Outstanding Alumni Award, enjoys a game of blackjack with her husband, Carl.

Class of '75 Noah Henderson and wife, Kathy, a '79 alum, enjoy casino night.



First place winners in the float competition were Alpha Chi Omega and Pi Kappa Phi.



Several of the original Presidential Envoys attended the 20th anniversary reunion during homecoming. Pictured are (from left) Paula Weatherby, alumni director in 1985, Sandra Salem Ossi, '86, Debbie Davies Youhas, '88, Missy Jones Brouillette, '86, Dee Dee Lang '89, and Janice Ishii, executive secretary for Alumni Services who assisted in the development of the Envoy organization.

# homecoming unf-mudfest

PHOTOS BY IVONE MOUTELA

**Sally Johnston (left) and Britto Caldwell were the last two standing in the mud during Simon Says.**



**Members of Sigma Chi and Zeta Phi Beta play a muddy game of volleyball against Pi Kappa Phi and Alpha Chi Omega.**



**After a "dirty" game of volleyball team members from Pi Kappa Phi and Alpha Chi Omega pose with their muddy feet.**



**MUD FEST:**  
A new homecoming tradition sponsored by Residence Life and Student Government began with Mudfest 2005. Mudfest included a variety of events in an enormous pit of mud. Members of various fraternities and sororities on campus kneel in the mud during mud fest to play a game of Simon Says.



**Students enjoy the mud as they dance to music for free gift certificates.**

**Members of Delta Gamma and Lamda Chi Alpha smile for the camera before they begin the fun in the mud.**



## honors & awards

# Distinguished Alum - Mark Vitner

By INGRID ROEBUCK  
Freelance writer

**M**ark Vitner, an alum who has gained a respected reputation in his field of investment banking and economic forecasting, was honored last month as UNF's 2004 Distinguished Alumni.

Raised in Atlanta, Ga., Vitner received his undergraduate degree in economics from the University of Georgia in 1984. He moved to Jacksonville shortly after graduation to work at Barnett Bank (now Bank of America) as an economic analyst. He was encouraged to further his education, first by attending the NABE (National Association of Business Economics) Advanced Training in Economics program at Carnegie Mellon University and then later to earn an MBA at UNF in 1992. "My interest in getting an MBA was to help better understand how I could apply economics to business decision-making. The MBA program at the University of North Florida did an excellent job of this. All of the classes in the program taught me things that I still use today," said Vitner.

Vitner is currently a director and senior economist in the Corporate Investment Bank at Wachovia Corporation, where he has worked for the past 12 years. He and his wife, Amy, who works as an investment banker for Bank of America, live in Charlotte, N.C., with their son Saul and their daughter Sylvia.

His duties include working with various areas of the corporation in meeting customers' needs and recruiting new business. This requires producing reports on the U.S. and regional economies and visiting with customers on an almost-daily basis. Each year, he gives approximately 200 presentations and does more than 800 interviews with media. He also writes about 100 economic reports, on topics ranging from the impact of last year's hurricanes on the Florida economy to the impact of the tax-rate reduction on investment dividends in municipal bonds.

While there's a lot of paperwork involved, Vitner said it's the person-to-person contact that keeps him going. "The most rewarding part of my job is the interaction I have with clients and prospects. About half of my presentations are to large groups or bank functions, such as customer breakfasts and luncheons. The other half are specific customer visits, where we might go out to their office or place of business, or invite them out to lunch or dinner. I learn so much from these visits, and I trust that they do as well. There are customers that I have called on now for more than a dozen years, some dating way back to my Barnett days. I feel that their business is my business and I am always on the lookout for opportunities or threats that might impact their bottom line," said Vitner.

Making sure you give the right financial advice is tricky and of course, no one gets it right every time, Vitner explained. It is, however, rewarding, when his advice results in helping his customers. For example, he prepared a report for Wachovia last year examining the unusually sluggish job growth in the U.S. economy. The report predicted that the jobless recovery was likely over and that 2004 would see a net gain of about two million jobs. "When I discussed the report on CNBC, reporter Steve Liesman responded, 'Are you crazy?'" At the time the markets were expecting the Fed to hold interest rates unchanged through all



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**Dr. Gary Fane, (left) interim dean of the Coggin College of Business, congratulates Mark Vitner, the 2004 Distinguished Alum.**

of 2004. We got this message out to customers before the employment report was released. Job growth was considerably stronger than expected and interest rates rose. Many customers were able to lock in unusually low interest rates ahead of this market-changing development. We nailed it. We made our customers and the bank a good bit of money that day. That is immensely satisfying."

## Honorary Alumni Award Winners

The Honorary Alumni Award is presented to friends and supporters of UNF for exemplary service to the University.

### 2005 Honorary Alumni Award Winners

- Thomas Borowy
- Thomas Brown
- Luther W. Coggin and Blanche B. Coggin
- Kevin Twomey

### 2004 Outstanding Alumni Awards

#### COLLEGE OF ARTS AND SCIENCES

- Charles M. Ged -Bachelor of Science, 1986

#### COGGIN COLLEGE OF BUSINESS

- Mary Biggs Knauer -Master of Business Administration, 1987
- Francis (Frank) J. Mackesy-Bachelor of Business Administration, 1995
- Master of Business Administration, 2000
- Michael Tanner-Bachelor of Business Administration, 1991
- Master of Accountancy, 1994

#### COLLEGE OF COMPUTING, ENGINEERING AND CONSTRUCTION

- Philip Mobley -Bachelor of Science, 1975

#### COLLEGE OF EDUCATION AND HUMAN SERVICES

- William C. "Bill" Mason III - Doctorate in Educational Leadership, 2002
- William Edward (Ed) Pratt-Dannals -Master of Education, 1981

#### COLLEGE OF HEALTH

- Ann Hanawalt Van Ormer-Master of Science in Health, 1982
- Gary Jarvis - Bachelor of Arts, 1984; Master of Science in Health, 1985
- Teri Coutu -Bachelor of Science in Health, 1999

#### DIVISION OF CONTINUING EDUCATION

- Issis Richter - Completion: 2 levels of English Language Instruction
- Bachelor of Arts, 2001

## honors & awards

# Student Affairs presents employee awards

**M**easured by meeting or exceeding one of 13 vice presidential “expectations,” Achievement Awards were presented to five Student Affairs employees at a luncheon ceremony recently. “These employees were among those singled out in peer nominations for their accomplishments and for being excellent role models for our employees,” Vice President Mauricio Gonzalez explained.

Counseling Center staff counselor Carrie Fleider received the Best Academic Collaboration Award for her coordination of a fully-funded, campus-wide, year-long eating disorders project. This award category “celebrates an employee's personal initiative or cooperative programs that helps bridge the gap between Student Affairs and Academic Affairs resulting in greater understanding between the two professions that Student Affairs' mission complements that of Academic Affairs.”

Residence Life area coordinator Kelly Stinchon won the Student Affairs Diversity Award, which this year recognized her role-modeling and creative programming for students and professional staff that challenged them to be more sensitive and caring and more educated regarding issues of diversity.

Career Services career counselor Valerie Robinson was awarded the Exemplary Educator Award, which recognizes her role as an effective and patient student-educator on a daily basis, providing students with future organizational, interpersonal or other life skills and emphasizing learning outside of UNF's classrooms.

Office manager Barbara Dupuis won the Tribute for Caring Award for going out of her way to be supportive of co-workers, parents, students or campus visitors, as well as for getting her job done but never forgetting the importance of the human condition.

Women's Center events coordinator Dr. Annabel Brooks received the OPS Employee for Exemplary Performance Award, given this year for the first time to a Student Affairs OPS employee noted for being a dynamic and committed team player and exhibiting the qualities and values that the division has outlined for its full-time employees.



**Student Affairs employees winning division Achievement Awards included (from left, top) Dr. Annabel Brooks, Barbara Dupuis, and Kelly Stinchon (bottom) Valerie Robinson, and Carrie Fleider.**

DORREEN DAILY

## Residence Life staff wins Spirit Award

**T**he UNF Resident Assistant delegation attending the 2005 Florida Resident Assistant Seminar (FRAS) walked away as champions, securing the Spirit Award for the second time in the past five years.

The UNF team was selected as “most spirited school” among 22 attending institutions from the state of Florida.

The resident assistants who participated were: Alison Moore, Terri Wilson, Aaron Rotherth, Bekah Schuck, Jake Spence, Jessica Fred, Simon Michael, Melissa Zeligman, Anne-Marie Comeau, Kat Clark and Travis Medieros. This group, along with advisors Kelly Stinchon and Heather Weeter, represented the UNF Residence Life Staff at FRAS throughout the weekend of January 28-30. The seminar was hosted by Florida Atlantic University in Boca Raton.



**Members of the UNF delegation who won the Spirit Award for the second time in the past five years at the annual Florida Resident Assistant Seminar.**

IVONE MOUTELA

## faculty&staff

The Faculty & Staff page appears each month in Inside UNF and is designed to recognize professional achievements and accomplishments of faculty and staff. To submit items, please contact Julie Williams or your college dean.

### College of Arts & Sciences

BIOLOGY: **Dr. Doria F. Bowers** published "Avian Fissura Prima: Differential Accumulation of Extracellular Matrix at a Fold" in the *Journal of Morphology*.

**Dr. Joe Butler** presented the paper "Establishment of a Diamondback Terrapin Working Group" at the 25th annual Symposium on the Biology and Conservation of Sea Turtles in Savannah in January.

**Dr. Daniel C. Moon** published "Quality or Quantity: the Direct and Indirect Effects of Host Plants on Herbivores and their Natural Enemies" in *Oecologia*, No. 142, 2004; "The Relative Importance of Top-Down and Bottom-Up Forces in Coastal Versus Upland Tritrophic Complexes" in *Ecology*, Vol. 85, No. 10, 2004; and "Endangered Cactus Restoration: Mitigating the Non-Target Effects of a Biological Control Agent (Cactoblastis Cactorum) in Florida" in *Restoration Ecology* Vol. 12, No. 4, 2004.

ENGLISH: **Dr. Keith Cartwright** presented "Bugs Bunny Gone Global: The Senegambian Roots of Gullah Culture and 'Hippikat' Migrations to the Bahamas, Trinidad, and Beyond" at The Bouki Blues Festival sponsored by the West African Research Center and Universite Cheick Anta Diop in Dakar, Senegal, in January.

**Michele Leavitt** has seven poems published in the current issue of *The Hypertexts*, located at <http://www.thehypertexts.com>. They are "My Reprieve," "Datura," "Winter in a Beach Town," "Chasing the Dark," "Blackout," "The Kettle," and

"The Mongrel Fix."

MATHEMATICS AND STATISTICS: **Dr. Michelle DeDeo** co-presented a talk, "Symplectic Maps and Generalization of the Toda Lattice," at the Joint Mathematics Meeting in Atlanta in January.

**Dr. Leonard Lipkin** gave a talk, "Oscillation, Comparison, and Separation of Zeros," at the January National AMS/MAA meeting in Atlanta.

**Dr. Ognjen Milatovic** gave a talk, "Self-Adjoint Higher-Order Differential Operators on Manifolds of Bounded Geometry," at the January National AMS/MAA meeting in Atlanta.

**Dr. Richard Patterson** gave a talk, "Summability of 8-Rearrangement for Double Sequences" at the Joint Mathematics Meeting in Atlanta in January.

MUSIC: **Dr. William Prince** performed as a soloist at the Florida Music Educators Association Convention in Tampa and the Georgia Music Educators Association Convention in Savannah. He also produced a CD featuring the music of Robert Friedman with vocalist Lynn Roberts.

PHILOSOPHY: **Dr. A. David Kline** organized and participated in a panel discussion titled "On What's Fish-y about Civic Education" at the annual meeting of the Association of American Colleges and Universities in January.

SOCIOLOGY, ANTHROPOLOGY AND CRIMINAL JUSTICE: **Dr. Michael Hallett** presented a paper titled "The Globalization of For-Profit Imprisonment: Bentham, Neocolonialism, and Human Rights" at the American Society of Criminology Meetings in Nashville in November. **Hallett** and **Dr. Christine Rasche** also presented a paper titled "The Politics of School Discipline: School Resource Officers and the New Status Offenses" at the same event.

**Dr. Ronald Kephart** present-

ed "Ecology of Creole French on Carriacou" at the joint meetings of the Society for Pidgin and Creole Linguistics and the Linguistic Society of America in Oakland, Cal., in January.

**Dr. Christine E. Rasche** published "Sexual Relations with Staff" in the 2005 two-volume edition of *Encyclopedia of Prisons and Correctional Facilities*, Vol. 2.

### Coggin College of Business

ACCOUNTING AND FINANCE: **Dr. Bettie M. Adams** presented "Is your Financial House in Order?" at the annual conference of the Florida Association of Women in Education (FAWE) in Tampa in January. Adams also was recognized as the 2005 Mentor of the Year by FAWE.

**Dr. Jeff Michelman** and **Dr. Jeff Steagall** presented "A Case Study of Entrepreneurial Spirit in the Czech Republic" with Vaclav Rericha of Palacky University (Olomouc, Czech Republic) at the fifth annual International Business Research Seminar at UNF in February.

ECONOMICS AND GEOGRAPHY: **Dr. Mina Bali moune-Lutz** presented "The Effects of Globalization in Developing and Emerging Economies" with student Kristen Wolfe at the fifth annual International Business Research Seminar at UNF in February.

**Dr. Andrés Gallo** and **Dr. Earle Traynham** presented "The Decent Work Index: A Comparison of Developed and Developing Countries" at the fifth annual International Business Research Seminar at UNF in February.

**Dr. Gregory Gundlach** presented oral testimony and written statement on "Slotting Fees - Fees Charged by Grocery Retailers for Shelf Space: Are They Stifling Competition?" before the California State Senate Standing Committee on Business, Professions and Economic Development in February.

MANAGEMENT, MARKETING AND LOGISTICS: **Dr. Yemisi Bolumole**, **Dr. Robert Frankel** and **Dr. Dag Naslund** presented "Developing a Theoretical Framework for Logistics Outsourcing" at the fifth annual International Business Research Seminar at UNF in February.

**Dr. Adel El-Ansary** presented "An Integrative Framework for Evolving A Socially Responsible Marketing Strategy" with Annette Cerne of Lund University, Sweden, at the fifth annual International Business Research Seminar at UNF in February.

**Dr. A. Coskun Samli** presented "De-Facto Globalization: How Far Could It Go?" at the fifth annual International Business Research Seminar at UNF in February.

**Dr. Valerie Spittler** published "Learning to Use IT in the Workplace: Mechanisms and Masters," in the *Journal of Organizational and End User Computing*, Vol. 17, Issue 2.

**Dr. Juan Pablo Stegmann** presented "A Powerful Decision Making Model for CEOs Linking Stock Value, Knowledge and Market Power with Strategic Management" at the fifth annual International Business Research Seminar at UNF in February.

### College of Computing, Engineering and Construction

BUILDING CONSTRUCTION MANAGEMENT: **Dr. Mag Malek** published two papers, "Structural Analysis of the World Trade Center" and "A Case Study: Application of Systematic Layout Planning (SLP) Methodology on A Tower Construction Project" in *The American Professional Constructor Journal*, Vol. 28, No. 2, 2004. Malek also received a \$5,000 research contract from the Stonewood Towers Condominium on the "Analysis and Prevention of Concrete Spalling."

ENGINEERING: **Dr. Nick Hudyma**, K. Sutterer and Jonathan Wu presented their paper, "Undergraduate Geotechnical Laboratory and Field Testing: A Review of Current Practice and Future Needs," at the ASCE Geo-Frontiers Conference in January. Hudyma also was appointed vice chair of the ASCE Geo-Institute Engineering Geology and Site Characterization Committee and served as a judge in a student design competition and as a panelist in a conference session on geotechnical education issues.

**Dr. Steve Nix** was elected to the Board of Directors of the Florida Section of the American Water Resources Association in January.

**Dr. Susan Vasana** presented and published "A Simple Demodulation Method in Zero-IF Receiver" at the International Conference on Circuits, Signals and Systems sponsored by the International Association of Science and Technology for Development in November.

**Dr. Pat Welsh** served as a session chair on "Land Surface and Urban Observations" at the ninth Symposium on Integrated Observing and Assimilation Systems for Atmosphere, Oceans, and Land Surface at the American Meteorological Society's annual meeting in San Diego in January. Welsh presented "The NOAA Coastal Storms Initiative (CSI) Weather Research & Forecast Model Project: A Prelude to Neighborhood Weather," at the American Waters Resources Association's annual meeting in Orlando in November.

**Dr. John Woolschlager** with Michael Barnett, Tony Lee, Larry Jentgen, Steve Conrad, Harold Kidde, Eduardo Cantu Lozano, Scott Kelly, Michael Eaton, Darren Hollifield and Colin Groff, published "Real-Time Automation of Water Supply and Distribution for the City of Jacksonville, Florida, USA" in the *Journal of EICA*, Vol. 9, No. 3, 2004.

## The College of Education and Human Services

CURRICULUM AND INSTRUCTION: **Drs. Marianne and Lehman Barnes** presented a workshop on action research to Las Cruces, New Mexico teachers in December. The teachers are working toward applying for state funding for their action research projects.

**Dr. Edwidge Bryant** was selected by the U.S. Department of Education and the Center for Applied Linguistics to serve as a member of a technical working group to research assessment-related issues in adult ESL. The first meeting was held in Washington, D.C. in December.

**Dr. Cathy Cavanaugh** is principal investigator on a new project studying online algebra learning at Florida Virtual School. The project is one of seven supported by U.S. Department of Education funding in response to e-learning being named as a national priority in the new National Educational Technology Plan.

**Dr. Jan Bosnick** and alumnus Kathy Gillan will also work on the project. Cavanaugh also has been selected to serve a two-year term as the research adviser to the North American Council for Online Learning.

**Dr. Jace Hargis** and grad student A. Rait co-authored and published "A Project-Based Science Approach" in *Eisenhower National Clearinghouse*, Vol. 13, No. 1, 2004.

**Dr. Wanda Hedrick** (with Janis Harmon, University of Texas at San Antonio and Karen Wood, University of North Carolina at Charlotte) presented a paper, "Prominent Content Vocabulary Strategies and What Secondary Pre-Service Teachers Think About Them" at the National Reading Conference in San Antonio in December.

**Dr. Dennis Holt** presented the results of his current research on educational technology for higher education to participants attending the 2005

Southeastern Conference of the Florida Music Educators' Association in Tampa in January.

**Dr. Nile Stanley** published "An Interview with Joe Torgesen: Reading Instruction with Sense and Sensibility" in the December 2004 issue of *Florida Reading Quarterly*.

COUNSELING AND EDUCATIONAL LEADERSHIP: **Drs. Warren and Emilia Hodge** presented "Leadership Strategies for Principals in Developing Countries" at the Cayo Principals' meeting in Belize in November. They also presented a weeklong seminar on "Quantitative, Qualitative, and Mixed-Method Research" at the University of the West Indies Institute of International Relations in Trinidad and Tobago.

**Dr. Barbara Pepper** has been appointed to serve as a reviewer on the editorial review board for the professional school counseling journal, *ASCA School Counselor*.

**Dr. Carolyn Stone** published "Taking Stock in Children: Collaborating to Promote Success for Low-Income Secondary Students" with co-authors Mary Ann Clark and Kristine Shreve, in the *National Association of Secondary School Principal Bulletin* in December. Stone also is president-elect for The American School Counselor Association, based in Alexandria, Va.

SPECIAL EDUCATION: **Dr. Karen Patterson** published "What Classroom Teachers Need to Know About IDEA '97" in the Winter 2005 edition of the *Kappa Delta Pi Journal*.

**Dr. Susan Syverud** held a parent workshop in mid-November on how to teach young children to read.

DEAN'S OFFICE: **Cindy Jacobs** presented "The Survey: Alive and Well?" at the Mid-South Educational Research Association annual meeting in Gatlinburg, Tenn., in November.

**Dr. Claribel Torres-Lugo** received the 2004 NASSP Middle

Level Dissertation of the Year award at the NASSP Annual Convention in San Francisco in February, where she also presented her dissertation work, "Principals' Reactions to Florida's Model of Accountability: An Overview of School Factors Associated with High-Stakes Accountability."

## College of Health

PUBLIC HEALTH: **Dr. Elissa Barr**, with co-author D. Wiley, published "Advocacy to Action: Addressing Coordinated School Health Issues with School Boards" in the *Journal of School Health*, Vol. 75, No. 1.

**Catherine Christie** co-authored (with S. Mitchell) "Fat is Not Your Fate," published by Simon & Schuster in January. Christie also co-authored with B. Fletcher "Insulin Resistance Syndrome; Lifestyle Interventions," the fourth chapter in "Reducing Cardiovascular Risk in the Insulin Resistant Patient" published by the Preventative Cardiovascular Nurses Association in December.

**Dr. Reid Oetjen** (with co-authors D. Oetjen and T. Rotarius) published "Judgment in Management Decision Making in the Group Practice Setting" in *Physician Practice Management: Essential Operational and Financial Knowledge*, Jones and Bartlett Publications.

## University Housing

**Paul E. Riel**, director of Housing Operations, was selected to be the chair of the Counseling and Family Support Committee for the United Way. Riel was also selected to be the chair of the Education Subcommittee with the Southeast Citizens Planning and Advisory Council.

## Intercultural Center for PEACE

**Oupa Seane** recently delivered the keynote address for the HOPE Foundation in Bloomington, Ind.

## Chartered faculty and staff retire after nearly 33 years of service to UNF

By JULIE WILLIAMS and TOM CAIN  
*Staff Writers*

**W**hen UNF first opened its doors to 1,400 students in October 1972, only a handful of faculty and staff were here to experience the excitement. Since then the University has evolved from a two-year, four-building college situated in the middle of a remote, undeveloped area of Jacksonville into a thriving university offering 77 degree programs on the undergraduate, graduate and doctoral levels.

Five of the original faculty and staff members who played a large part in the growth of UNF have recently retired or plan to retire later this year after nearly 33 years of service. They are Bill Caldwell (July 2005), Don Graham (June 2005), Len Lipkin (February 2005), Frank McLaughlin (December 2004) and Donna Rawlins (February 2005).

### Bill Caldwell

The challenge of starting a new university is what brought Bill Caldwell to UNF from the University of South Carolina. He began his work at UNF in 1973 as professor and chairman of the Department of Mathematical Sciences.

"I started in May on a part-time basis and had to set up the summer quarter schedule and begin the search for two new faculty to start in August," he said. "I had to learn a new system fast!"

Caldwell believes everyone who was on board in the early days did many things to define what UNF is today. One of those things for him was helping to develop and maintain the Sunshine State Scholars Program, a program that recognizes excellent achievement in mathematics and science among Florida's high school seniors.

Perhaps a lesser-known achievement is Caldwell's role in the selection of the osprey as UNF's official mascot. The mascot candidates were the chicken, armadillo and manatee. The night before the students were to vote, he and fellow professor, Ray Bowman placed signs around the campus urging a write-in of the Osprey, just for fun. "Thankfully, it won," he said.

After retirement Caldwell plans to "continue to work on a few statewide projects I've started at UNF, read, do some writing, travel, golf and fish, do some woodworking and attend lectures and the symphony," he said. "I'll still conduct activities for UNF and maintain my ties with faculty here."

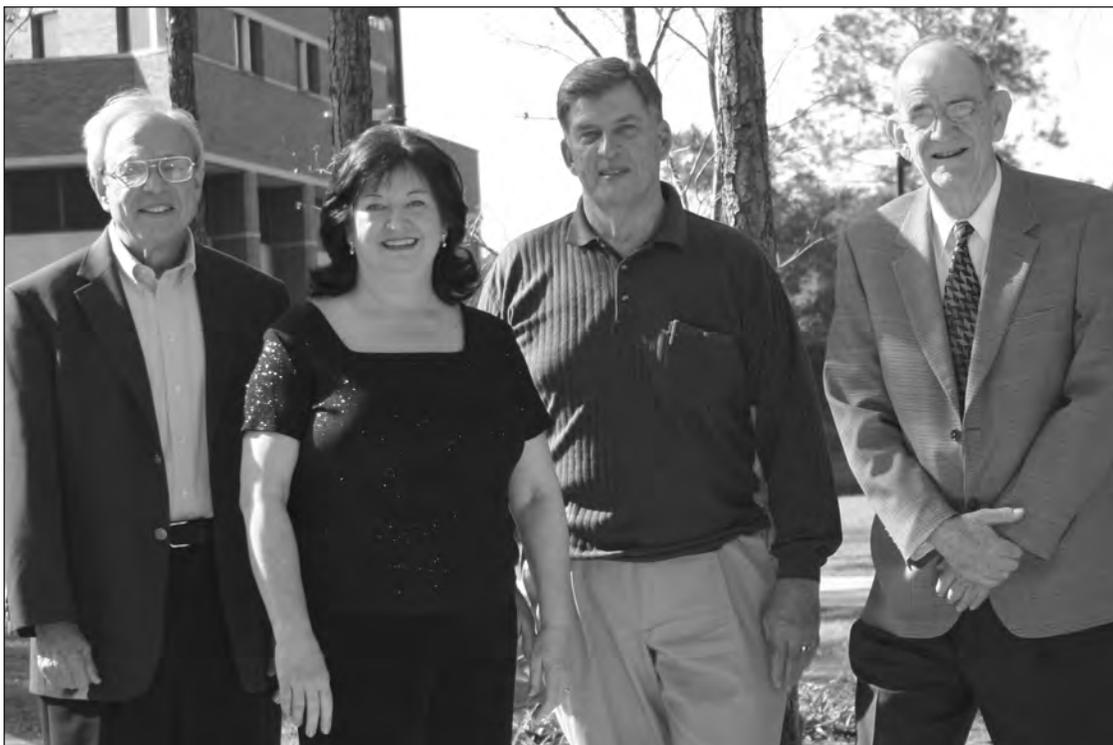
### Don Graham

Six months out of grad school and working in logistics at a chemical company in Houston, Don Graham was excited about the opportunity to come to Jacksonville to help start a new college. His former University of Houston department chair, Warren Rose, became chair of UNF's Department of Transportation and Logistics and invited Graham to join him. Graham was subsequently hired as an instructor and academic advisor in the business college.

Graham continued as an advisor, also holding the positions of interim director of Records and Registration and interim director of Graduate Studies, before moving on to become the study abroad coordinator for the International Center.

"The most obvious change I've seen over the years has been the growth of UNF," he said. "But despite its size, the atmosphere of friendliness and helpfulness has continued to grow."

Graham has enjoyed his work at UNF, but he says it's time to move on. "When you start spending a lot of time looking back fondly at the good old days, you know it's time to retire," he said. "It's time



Len Lipkin, Donna Rawlins, Don Graham and Frank McLaughlin (from left) each devoted nearly 33 years of service to UNF before retiring. Not pictured: Bill Caldwell.

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## inside unf

to make room for other people and for me to do something different.”

Upon retirement, Graham plans to establish a new home in the mountains of North Carolina or Tennessee. “I was raised in Houston and I've spent my career in Jacksonville, moving directly from one coast to another,” he said. “I'm ready now for some vertical scenery.”

He looks forward to finally having some time to refinish antique furniture, spend hours relaxing deckside and enjoy some good old mountain barbecue.

### Len Lipkin

The prospect of teaching mathematics at a new university appealed to Len Lipkin 33 years ago, but so did living in a mild climate. Other than a two-year stint teaching at the University of California at Berkeley, Lipkin had spent most of his life in parts of the country where winters were cold, harsh and long. Originally from Peoria, Ill., Lipkin came to UNF from the University of Kansas in Lawrence.

“There seemed to be a lot of interesting opportunities here at UNF, and I was attracted to the innovative curriculum,” he said. “The Venture Studies program indicated that UNF was geared toward teaching and doing innovative things, so that was very appealing.” The warm weather was a nice bonus that helped seal the deal.

In addition to teaching, Lipkin spent eight years as chair for the Department of Mathematics and Statistics. He also was involved in implementing a National Science Foundation grant, which focused on integrating technology into high school mathematics curriculum.

“Mathematics has evolved over the years and I've been involved in helping to modernize how undergraduate mathematics is taught,” he said.

Lipkin is looking forward to playing more golf and doing some community volunteer work, but he's not planning on abandoning his profession after retirement. “I really expect to do a lot of education-related things, like continuing to work with the public school system and the NSF grant to help train secondary education mathematics teachers.”

### Frank McLaughlin

A year before classes started, Frank McLaughlin was hired as associate professor and chairperson for the Department of Management, Marketing and Business Law. He was one of the first people to get a look at the campus while it was under construction.

“There weren't any paved roads out here at that time and we took a Jeep ride to campus through the woods,” he said. “Of course we got stuck in the mud and had to walk for miles just to get back to Beach Boulevard. There were no cell phones, no St. Johns Bluff Road, no buildings, no nothing. It was quite a haul.”

McLaughlin's job was developing curriculum and hiring

faculty for the department. In addition, he taught off-site courses designed to prepare UNF's first graduate students for the MBA program.”

“The first day of classes was very exciting, but even more exciting than that was the first day of registration, which was done at the Chamber of Commerce building before campus was opened,” he said. “We didn't know if we'd have two people or 70 in each class, and although we did our best estimation, there were a few surprises.”

McLaughlin served as assistant dean, associate dean and interim dean of the College of Business Administration, then returned to teaching for many years before retiring in December. He doesn't have any definite plans other than catching up on household projects neglected over the years.

“I'm still waiting to get used to retirement,” he said. “There's definitely a learning curve when you retire and it takes a while before you're quite sure what to do with your time.”

**“I'm still waiting to get used to retirement. There's definitely a learning curve when you retire and it takes a while before you're quite sure what to do with your time.”**

FRANK MCLAUGHLIN

### Donna Rawlins

Getting on an elevator on the way to do the interview for this story, Donna Rawlins struck up a conversation with a fellow passenger. By the time the elevator reached the second floor, Rawlins and the woman were chatting like old friends.

The elevator episode is a microcosm of Rawlins' nearly 33 years at UNF. “I'm one of those people who's never met a stranger,” said Rawlins, coordinator of Auxiliary Services, who retired Feb. 28.

Rawlins, born to a farming family in Tifton, Ga., started her UNF career in 1972 when the University offices were in the Florida Chamber of Commerce Building on the Arlington Expressway.

While she is looking forward to retirement, Rawlins tears-up when she talks about what she'll miss most about UNF - the people. “I've got so many friends here,” she said. “The people at UNF have been like family to me.”

Rawlins managed the UNF Bookstore for 18 years from 1973 to 1991. She said her proudest accomplishment came when the Bookstore received its accreditation.

On a personal note, she is very proud of having earned a bachelor of business administration degree in management from UNF in 1997. Rawlins received the Gabor Award for Employee Excellence for A&P personnel in 2003.

“If it is not already there, Donna's picture should be next to the words customer service in the Webster's Dictionary,” said Tully Burnett, assistant director of Auxiliary Services. “Quality customer service has been the cornerstone of Donna's contributions to the UNF family.”

Asked if there was anything she would care to say in parting to everyone at UNF, Rawlins answered, “For the past 33 years, UNF has been my home away from home and a second family to me. May God bless you.”

Compiled by Angela Pompey

**Achievements**

Congratulations to the Library Employees of the Year, **Tammy Anderson and Mohini Rohatgi**.

**Oupa Seane (Intercultural Center for PEACE)** recently delivered the keynote address for the HOPE Foundation in Bloomington, Ind. The HOPE Foundation helps to develop and support educational leaders over time at district-and state-wide levels to create school cultures that sustain all students' achievements, especially low-performing students. Seane also recently attended a diversity training conference in Bethesda, Md. Seane will be developing diversity workshops at UNF.

**Len Lipkin (Mathematics)** recently received the Distinguished Service Award and the Outstanding Teacher Award from the Florida section of the Mathematics Association.

**Paul E. Riel (Housing)** was selected to chair the Counseling

and Family Support Committee for the United Way. Riel was also selected chair of the Education Subcommittee of the Southeast Citizens Planning and Advisory Council.

**Anniversaries**

Congratulations to **Dr. Ellis White** and Helen in celebration of their 70th wedding anniversary on Dec. 31. Dr. White was the first dean of the College of Education and Human Services.

**Births**

**Sarah Phillips (Library)** recently became a grandmother. Mateo Eugene Zabijaka was born on Jan. 18 to Sarah's daughter Meg, and son-in-law George Zabijaka.

**Yu Wang (ITS)** and wife, Ming, welcomed their first child on Jan. 10. Jessica weighed 7 pounds, 9 ounces and was 19 inches long.

**briefs****STUDENTS IN FREE ENTERPRISE WIN GRANT**

The UNF Students in Free Enterprise (SIFE) Team was awarded the "I Choose!" grant offered by the Marcus Foundation (Bernard Marcus, Founder of Home Depot). The \$5,000 grant will require SIFE students to implement T.E.A.C.H (Teaching, Empowering, Achieving, Challenging and Helping through free enterprise education) to economically-challenged and high-risk students in the North Jacksonville area. The program's purpose is to develop entrepreneurial and personal skills needed for students to be successful in their educational and career pursuits. The program will commence in May.

Active in more than 900 campuses in 20 countries, SIFE is an international, non-profit organization that has been challenging students for over 25 years. SIFE teams work with businesses and higher education to help students take what they are learning in the classroom and apply it in real-world working situations. UNF SIFE gives students the tools to develop leadership, teamwork, and communication skills by learning and teaching the free enterprise system.

**Art student** *Continued from page 16*

ish, but he didn't mind. "I think I made about 50 cents an hour, but that's okay. I really enjoyed the work and talking with the visitors who stopped by along the way to check out my work."

Although the unveiling has come and gone, Gentry's still not ready to call it quits. "I worked on the mural the morning of the unveiling and I'm still working on it now," he said. "I have my own keys to Tree Hill so I can go out there whenever I want and add new portraits to the mural."

The last thing Gentry plans to add to the mural is his signature, the mural's finishing touch. "I'm definitely going to sign it, but not until I'm satisfied that it's completely finished," he said.

Gentry is seven courses away from graduating from UNF with a BFA in painting and drawing and a minor in art history. "I'll be retiring from JEA at just about the same time I graduate from UNE," he said. "This mural is exactly the kind of work I'd like to do after graduation."

**Gentry touches up mural**

# Lecturer rebuts administration arguments

(Continued from page 2)

do not have a constitutional right to assisted suicide, states may decide the issues for themselves.

The Georgetown scholar also examined opponents' arguments that improvements in medical care have greatly reduced the pain associated with terminal illnesses. Beauchamp said surveys have shown that most people who seek assistance to hasten their death do so not because of a fear of pain. They request such assistance because they fear the loss of physical or mental capacity, a loss of control over their life or the loss of the ability to enjoy life.

Another survey cited by Beauchamp



BETH SLAWTER

indicated that 14 percent of American physicians have been involved in at least one case in their career in which they have hastened the death of a patient. Is it not better, he asked, to handle such cases in the open with proper safeguards rather than covertly

where the safeguards may or may not be in place?

The Oregon law requires that two physicians certify that the individual has six months or less to live and is mentally competent to make such a decision. About 170 residents have used the law to hasten their deaths.

He predicted that voters in every state sooner or later will be asked to decide this issue. "When the question comes to Florida, how will you vote?" he asked.

# One-Stop Shop project (Continued from page 1)

a new program," Kaye added.

Kaye and Owen have a big job in front of them, not the least of which is the renovations that are being proposed.

Ultimately all of the first floor of Founders Hall is being proposed to be dedicated to Enrollment Services. A design includes not only a one-stop center and wireless self-service kiosk area, but also recruiting offices and a welcome center for prospective students and their families.

The long-range plan calls for the center to offer other departments space for temporary satellite offices during peak periods. The cashier's office and medical compliance are two possible examples, she said.

Such extensive renovations, however, take money and Kaye realizes all the resources may not be available at one time. So she has proposed a prototype center in which some of the services can start being offered perhaps as early as the spring of next year.

The other major component will be the creation of a virtual one-stop shop. This will use the University's new Web portal system and greatly improve the students' ability to find needed services

quickly without having to click between numerous department Web pages. A new technology coordinator has been hired to assist with this phase of the project.

The key to the entire concept is cross-training and Owen is expected to begin that task this year. Ultimately participating staff members will be trained in multiple areas and become "service associates." This training will have to be continual to keep staff members aware of changes in various areas.

Kaye realizes the One-Stop Shop won't be able to handle all student problems. For example, some of the more complicated financial aid issues will have to be handled separately by financial aid specialists. But Kaye is convinced that a large percentage of routine issues that students experience — particularly during registration

# Coughlin retires

Capt. John Coughlin of the University Police Department retired recently after more than 26 years at UNF. Coughlin worked in every department division and was interim chief from February to May of 2003.



John Coughlin

"The UPD is excited for John and the fact he will now spend most of his time traveling, but we will most certainly miss the many contributions he made to this agency on a daily basis," said Chief Mark Foxworth. "John not only knew everything there is to know about this campus, he was also a mentor to me as I transitioned into the job of police chief." Foxworth also said the department personnel will miss the grilled sausage Coughlin made every Friday morning.

Coughlin graduated from the Jacksonville Police Academy in 1978 and was hired at UNF by former chief Martin Garris. Coughlin was named the department's 2003 Employee of the Year. Coughlin's wife, Carol, recently retired from UNF's Thomas G. Carpenter Library.

and at the beginning of the semester — can be handled from one location.

This will be especially important for freshmen students who are sometimes overwhelmed by the first weeks of a semester.

"The bottom line is the One-Stop center will make our services a much more positive experience for students" Kaye said.

inside unf

### DEADLINE

Information to be included in the April 2005 issue of **inside unf** must be received in the Office of Marketing and Publications by noon March 15 and is subject to space limitations. Please submit information to Dan Dundon or Julie Williams.

### inside unf STAFF

- |   |  |
|---|--|
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# Art student creates mural at local nature center

By JULIE WILLIAMS  
Staff Writer

**M**any people learn by doing. UNF art student Clay Gentry is no exception. When asked to create a 47-foot-long mural of the St. Johns River at the Tree Hill Nature Center in Jacksonville, he didn't hesitate to say yes.

Never mind that he had no experience creating large-scale murals or working with acrylics, the medium to be used. And the fact that he'd never before painted animals didn't deter Gentry from jumping into the project feet-first.

"It was all brand new to me, but I really wanted to do it," he said.

JAXPORT commissioned the mural as part of its broad environmental and educational outreach programs. Titled "A River in Harmony," the mural was designed to depict the St. Johns River and all of its users - both human and aquatic.

"JAXPORT is always searching for ways to better educate the city's young people about the Port, specifically its relationship to the St. Johns River and to the community," said Robert Peek, director of communications for JAXPORT. "When we learned that Tree Hill had space available for a mural, we jumped at the chance to showcase the river and the Port to local students."

As part of a contract between Tree Hill and Duval County Public Schools, students from every third-grade class in the county visit the center during educational field trips. For that reason, Gentry designed the mural to be "kid-friendly," with the majority of creatures painted at or below three feet high.

"The mural shows the river, people fishing and boating, and all kinds of animals, including sandhill cranes, a manatee, fish, rabbits, ospreys, squirrels - you name it, it's in there," Gentry said. It also shows a cruise ship passing under the Dames Point Bridge, as well as a cargo ship.

"The mural is fabulous," Peek said. "It perfectly captures the modern essence of the St. Johns River, which is abundant in natural flora and fauna that continue to flourish amidst a variety of human activity."

Gentry spent six months on the project, working on the mural between his full-time job as an operations supervisor at JEA and the art classes he's taking at UNF. His work schedule (seven days on, seven days off) allowed him to spend countless hours perfecting his masterpiece, which was unveiled at a ceremony in January.

When asked how many hours the project took to complete, he said "millions." He had no idea it was going to take so long to fin-

*(Continued on page 14)*



**Student Clay Gentry paints a 47-foot-long mural of the St. Johns River at the Tree Hill Nature Center in Jacksonville.**



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