

INSIDE: Phi Beta Kappa inducts U.S. House historian PAGE 10
Alumna physician creates world-changing type 2 diabetes management tool PAGE 18 **JMU builds a better engineer** PAGE 38



Madison

THE MAGAZINE OF JAMES MADISON UNIVERSITY

SPRING/SUMMER 2012

‘The best
presidency
in America’

THE ROSE LEGACY

A JMU Nation eager to
create a brighter future

PAGE 22

FULLFRAME



Meet the O-Team

JMU President Linwood H. Rose and his wife, Judith, share a few laughs with the 2011-12 "O-Team." The JMU Orientation Office includes professional and student staff members who develop, coordinate and supervise the transitional needs of freshman and transfer students embarking on their Madison Experiences. The O-Team coordinates Summer Springboard; 1787 August Orientation; creates and publishes *The One Book*; and selects, hires and trains 300 students to assist new students in their transition to JMU. From explaining JMU jargon to helping new students become academically and socially acclimated, the O-Team works throughout the year to provide students with the resources, knowledge and peer connections to ensure success.

* Learn more at www.jmu.edu/orientation



SPRING/SUMMER 2012



A Madison Experience defined JMU President Linwood H. Rose shares some of the most outstanding moments of his career. **PAGE 22**

FEATURED

22 The Best Presidency in America BY LINWOOD H. ROSE

In his final letter for *Madison* magazine, President Linwood H. Rose ('12H) looks back on 14 years as JMU's president and reflects on his own Madison Experience.

24 The Rose Legacy BY PAM BROCK

Madison's fifth president, Linwood H. Rose, has made his mark on JMU by keeping the university's focus firmly on the quality of the Madison Experience. That has meant managing enrollment growth, growing operations, seeking resources, measuring institutional performance, increasing academic quality, and building out programs and facilities — all for the ultimate benefit of the JMU student who will go on to create a brighter future. Starting on Page 26, see what the university community has achieved during Rose's tenure as president.

38 Building a Better Engineer

BY ERIC GORTON ('86, '09M) AND MARTHA GRAHAM

JMU's first School of Engineering majors graduate as marketable, collaborative problem solvers who are already tackling global, human issues with curiosity and practicality. While most engineering schools separate students into specific fields, JMU takes a different approach. On top of a full complement of liberal arts courses, engineering students study across all engineering disciplines — an approach that parallels industry changes driven by increasingly complex and interrelated systems. From this holistic perspective, students examine how projects might impact people, the environment, the economy and technology. Learn how engineering students are using classroom projects to solve real-world problems.



Up Front

1 Full Frame

JMU President Linwood H. Rose and his wife, Judith, have some fun with the JMU Orientation team

4 22807

Your letters and feedback

6 Contributors

7 Reflections

The five Madison presidents

ON THE COVER:

Linwood H. Rose and student photograph by Mike Miriello ('09M)
More at www.jmu.edu/MadisonOnline

ROSE PHOTOGRAPH BY KATHY LAM;
ENGINEERING BY MIKE MIRIELLO ('09M)

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- 8 News** Jonathan Friedman ('94) wins Doritos' "Crash the Super Bowl" contest; Nick Langridge ('00, '07M) takes helm of university advancement, JMU students No. 1 in CPA Exam pass rate; JMU inducts U.S. House Historian Matthew Wasniewski ('91) into Phi Beta Kappa; former College of Business dean to lead Association to Advance College Schools of Business; Madison Forever update, and more
- 11 By the Numbers** What's No. 1? 12, 15, 35, 36 and 50? What's in the top 5% nationally? Are you among the 56,893?
- 17 Dukes Turf** Congratulations to the women's basketball team

Departments

- 13 Connections** JMU is on Facebook, Flickr, LinkedIn, WordPress.com and Twitter. Are you connected to the JMU Nation?
- 14 Be the Change** GABRIELLE PICCININNI ('11) Alumni Barry Kelley ('83) and Andrew Forward ('86) bring new life to downtown Harrisonburg
- 18 Bright Lights** Diabetes Manager System® founder Dr. Suzanne Sysko Clough ('93), iPad app creator Josh Smead ('12) and political science major Christina Grier ('12)
- 41 Professors You Love** PAULA POLGLASE ('96, '96M) honors JMU President (and secret class professor) Linwood H. Rose
- 42 Mixed Media** Announcements of books by professors and alumni

Alumni

- 43 News** JMU Alumni Association news, Madison College luncheons, JMU LOVE, Be the Changer Adam Armiger ('07) creates the Hope Marietta Foundation, Road Dawg and the Save the Date calendar
- 48 Madison Milestones** Jamie Jones Miller ('99) shares how alumni can help provide stability during a presidential transition
- 50 Madison Perspectives** Sigma Phi Epsilon brother Michael Cappeto ('70) shares memories of the 1960s/1970s reunion
- 52 Class Notes** News from alumni and former faculty, and scholarship thank-yous from students. JMUWorks features New Horizon Security Service. Alumni highlights on Madison twins Elrose Couric ('58) and Susie Hollinger ('58); also John-Paul Lee ('01) and Justin Kittredge ('00)
- 64 Picture This** JMU's Lego League robotics team is largest in the world

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GET INSPIRED TO BE THE CHANGE

The Be the Change website has stories and videos about students, professors and alumni changing the world.

Sign up, connect, chime in:
www.jmu.edu/bethechange
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madisonmag@jmu.edu

VISIT JMU:

Prospective students, alumni, community members, JMU friends: Find it all here. The JMU events calendar, campus map, area lodging and dining. Log on before you roll in to the 'Burg:
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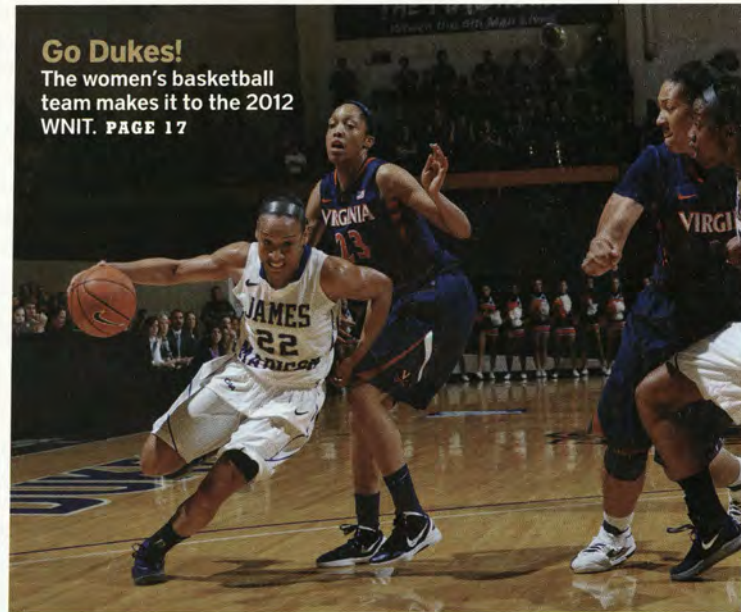
Leadership

Nick Langridge ('00, '07M) takes the helm of university advancement and asks alumni to engage in the JMU community. **PAGE 9**



Go Dukes!

The women's basketball team makes it to the 2012 WNIT. **PAGE 17**



Pioneer

Suzanne Sysko Clough ('93) creates Diabetes Manager System® to help those with type 2 diabetes. **PAGE 18**



Be the Change Barry Kelley ('83) and Andrew Forward ('86) revitalize downtown Harrisonburg. **PAGE 14**



New Horizon Security Service
J.J. ('97) and Christy Frazer ('97) have your back.
PAGE 61

22807

Madison

SPRING/SUMMER 2012 * VOL.35 * NO.2

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Your letters, stories and photos

FORBES CENTER IN THE SPOTLIGHT

I took this photo of the Forbes Center for the Performing Arts last spring. One evening I was walking on the bridge on South Main Street next to the Quad. I was on my way home from class, and I saw the sun setting and accentuating the sharp edges of the building. I thought it was a beautiful sunset that nicely highlighted Forbes and painted the sky in Dukes' colors. I quickly snapped a shot with my iPhone 4 and turned my eyes back to the sun to enjoy some last few moments of this gorgeous view. I am from Smolyan, Bulgaria. This was going to be my last semester as a Duke. I will receive my master's in psychological sciences in May. But, I was just accepted into the Ph.D. program in assessment and measurement — Class of 2015. Now, I will be a double Duke!

BO BASHKOV ('12)

Smolyan, Bulgaria

NOT TOO PROUD TO STEAL

Dear *Madison*: Our writing team saw your magazine online. Most impressive! Would you mind sending us a copy or two of past issues? We are a smaller publication and staff and not above stealing great ideas! Happy spring to everyone at James Madison University.

TEDDY ALLEN

Writer, Louisiana Tech Magazine



DAKOTA DUKES CONNECTIONS

In May 2011, my husband, JMU Professor Emeritus of Art Jerry Coulter, and I traveled to four western states to visit historical and artistic sites and to complete our visits to 49 of the 50 states. In North Dakota we visited the Theodore Roosevelt National Park. As we entered the visitor's center, one of the rangers asked us where we were from and when we answered, "Virginia,"



Keep those letters and story ideas coming! *Madison* welcomes letters in response to magazine content. The staff reserves the right to edit for clarity, length and style. Anonymous letters will not be published. Send to "22807" *Madison*, 235 Cantrell Ave., MSC 3610, JMU, Harrisonburg, VA 22807, or email madisonmag@jmu.edu.

{Guest Editor's Note}

I love it here

When Shirley ('56) and I came to her 50th class reunion in 2006, we had not been back to the Madison campus in 25 years. It was the first time I heard JMU President Linwood H. Rose speak, and I'll never forget it. Instantly, I understood how he and JMU valued relationships.

That experience with Dr. Rose led to many more trips to Madison over the next five years. Each time, Shirley and I would make a point to walk around the campus, asking students if they liked JMU. Every single one of them said, "I love it here."

I wanted to know why. I came to learn that it comes from the close relationships students have with the teaching faculty, which is very rare in a university the size of James Madison University.

Such relationships can thrive only if the person at the very top supports and nurtures them. There are many subtle and not-so-subtle ways that any college or university could undercut this relationship, especially one growing as fast as JMU has grown under Dr. Rose. As a retired president and CEO myself, I understand that challenge. Some might repeat mantras like, "They'll still get an education," or "It's too expensive," or "Other things are more important." Dr. Rose made no such excuse. Instead, he understood the critical importance of faculty-student mentorship as essential to JMU's character and to the Madison Experience. He fully supported the intellectual and personal exchange that occurs inside and outside the classroom.

That kind of intangible relationship between a teacher and a learner is rare and invaluable, and it will sweep into young graduates' careers. It will influence how they treat other people. It will make a difference in their lives and those they encounter. I hope that it continues to flourish. As long it does, students will continue to say, "I love it here."

— RICHARD "DICK" ROBERTS

JMU benefactor who honored his wife Shirley ('56) by naming the Forbes Center's Shirley Hanson Roberts Center for Music Performance



U.S. Park Service Ranger Greta Doyle ('03) catches up with Professor Emeritus of Art Jerry Coulter in Roosevelt National Park.

another ranger offered, "I am, too." As we explored the connection, we discovered she is a 2003 JMU graduate and has worked for the National Park Service since graduation. Please share this photo of Professor Coulter and Greta Doyle ('03). We love the Roosevelt park as much as Greta and can highly recommend it as a destination for Dukes.

PHYLLIS COULTER
Harrisonburg, Va.

CONGRATULATIONS TO DR. LINWOOD H. ROSE

It has been a wonderful experience to watch President Linwood H. Rose lead James Madison University. He has given the university and the campus community his entire professional career and led Madison to great achievements and many wonderful new successes. I was glad to work with him for so many years.

DR. RONALD E. CARRIER,
President emeritus, Harrisonburg, Va.



Linwood H. Rose picked up the mantle of leadership from Ronald E. Carrier and has taken JMU to new heights.

How is an award-winning magazine made? by YOU!

The Council for the Advancement and Support of Education (CASE District III) named *Madison* magazine the **2011 Grand Award Winner** in the Alumni Magazine III category for university publications.

Congratulations to everyone who participated in the university magazine. In 2011, 385 alumni, students and faculty members contributed articles, essays, photographs, Professors You Love entries, Letters to the Editor and event support to *Madison* and the magazine staff.

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YOU are the life of *Madison*.

So, turn the pages and let's get started on 2012!

Madison

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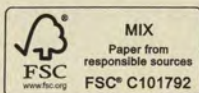
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Madison magazine intern **Kelsey Dill ('13)** is a social work major with a minor in non-teaching exceptional education. She aspires to attend law school and become an attorney for the Children's Law Center of Massachusetts. Dill is a member of the National Society of Collegiate Scholars and is a member of Phi Alpha Delta, the international pre-law fraternity. She has worked with many Harrisonburg organizations including Our Community Place and the Arc Op Shop. This summer, she will volunteer at a community health clinic that serves disadvantaged elementary school students.



JMU Alumni Association President **Jamie Jones Miller ('99)** shares news from the alumni association on Page 48. A longtime JMU volunteer, Miller is a member of Alpha Sigma Tau and an international affairs major. She also is a member of MetroDukes, JMU Politicos and the JMU Duke Club. She is legislative director for U.S. Congressman Rob Wittman of Virginia's 1st District. Miller and her husband, Tim Miller ('96, '00M), live in Vienna, Va.

JMU President Linwood H. Rose, who shares a message on Page 22, is known for his love of rebuilding classic foreign sports car engines and tinkering with computer gadgetry. His former assistant Nick Langridge ('00, '07M) recalls returning from lunch on his first day to find that the president had configured his computer while he was out. Rose has turned that attention to detail into a deep and thorough understanding of everything Madison and built a strategic presidential perspective focused on students. Virginia Del. Kirk Cox ('79) has described him as "the most over-prepared man in America." Called "a student advocate extraordinaire" by JMU Vice President Mark Warner ('79, '81M, '85Ed.S., '07P), Rose also "loves to teach," says JMU Board of Visitors Rector Jim Hartman ('70). "Not a lot of people know that about him." The Virginia Tech graduate has spent his entire career at JMU. After receiving his master's at the University of Tennessee-Knoxville, Rose began as a JMU residence hall adviser in 1974 and rose through the ranks while earning a doctorate at the University of Virginia. He became assistant to President Ronald E. Carrier in 1984 and later held several vice presidential positions. In 1998, Rose was appointed president, and since then his young sons, John and Scott, have grown to adulthood. He and his wife, Judith, have lived at Oakview and presided over unprecedented JMU growth and achievement. Rose says, "I have the best job in the country." Former Board of Visitors rector Joe Damico ('76, '77M) adds, "Lin Rose has led JMU in such a way that JMU will miss him and, frankly, proceed without missing a beat."



PERSPECTIVES

Presidential reflections

BY JAN GILLIS ('07)

Whether they served as president of the State Normal and Industrial School for Women at Harrisonburg, the State Normal School for Women at Harrisonburg, the State Teachers College at Harrisonburg, Madison College or James Madison University, the biographies of the presidents of this institution employ the same adjectives. Visionaries, builders, achievers and diplomats, their collective efforts over 104 years have resulted in JMU's position of national prominence. Among the numerous commonalities, perhaps none is more pervasive than their investment in students.

Samuel Page Duke (1919-1949)

Samuel Duke was a builder on a number of fronts — expanding the school's physical plant, increasing its enrollment and strengthening it academically. During his tenure the small normal school changed into Virginia's largest teachers college, one he proposed should be named Madison College, honoring President James Madison "not only for his great work in the establishment of our Federal Constitution but also for his outstanding efforts in behalf of both popular and higher education."

"Many of you may come to the college not knowing what you want. I trust, however, that everyone may find here such wise counsel and such well-planned opportunities that you may at least leave the college wanting what you know."

Ronald E. Carrier (1971-1998)

Ronald Carrier ('98H) ushered in an era of growth and change that would see JMU receive acclaim as one of the nation's finest comprehensive public universities. During his presidency, Madison became James Madison University, developed a major athletics program and added some 40 major buildings to a campus that expanded east of Interstate 81. "Uncle Ron" Carrier coupled his expansive vision with a clear emphasis on student well-being.

"The institution is responsible for establishing a climate of honesty and open inquiry, value-building, and self-inquiry for all of its students. This can only occur where the institution places its top priority on its primary reason for being — students."

* Learn more about President Rose's tenure as president — including his personal reflections — beginning on Page 22.

**Julian A. Burruss (1908-1919)**

Gifted with the ability to envision the future as well as organize the present, Julian Burruss made decisions that would have ramifications for decades to come. In 11 years he built a new school from which a major national university would emerge. Burruss maintained that the school should take the lead in education and encourage progress by giving its students an academic foundation that equipped them for the real world — an attitude that would be echoed by his successors.

"We believe that thought which does not function in action is largely wasted, that it is the duty of the school to teach its students to do as well as to think."

**G. Tyler Miller (1949-1971)**

G. Tyler Miller was an education champion, coming to Madison after spending 20 years as a career educator. His administration revamped the curriculum, developing a full liberal arts program to join the teacher education program and gained authorization to award master's degrees. Most significantly, he fought and won the battle to make Madison College coeducational.

"I should like for all students to feel that they have a ready welcome in the President's Office and that a cordial reception awaits them there."

**Linwood H. Rose (1998-2012)**

Linwood H. Rose ('12H) galvanized the JMU community with the challenge to set the standard for a new kind of American university — one that offers the best of a small liberal arts college and the opportunities available at a large research university. Under his leadership, JMU solidified a position of national prominence, established itself as a leader in institutional performance measurement and put a new emphasis on private giving. He unified JMU around a student-centered mission to prepare educated and enlightened citizens who lead productive and meaningful lives. That vision became the heart of Madison even in the face of phenomenal enrollment and campus growth.

"When asked who influenced your life the most, former students never say the president. They name a professor. Rather than 10 buildings, \$10 million, or 10 new programs, I would prefer to be responsible for creating the conditions for 10 faculty to flourish and to alter the lives of students they teach."



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Keep current and connected

[Media Arts and Design]

\$1 million idea

Alumnus talks about Doritos' "Crash the Super Bowl" win

BY GABRIELLE PICCININNI ('11)

Jonathan Friedman ('94) was sitting in his Virginia Beach home when an idea involving a Great Dane named Huff, Doritos and a motif just came to him. What he didn't know was that his idea was worth \$1 million. After becoming a top-five finalist in the 2012 Doritos' "Crash the Super Bowl" commercial contest, Friedman took the top prize sponsored by *USA Today*.

With a budget of \$20 for a cat collar, some dog treats and a few bags of Doritos, Friedman set out to make his video entry, *Man's Best Friend*. Competing against entries that cost upwards of \$3,000, Friedman's commercial was dubbed an underdog.

"You need just enough money so that production values are good," Friedman says. Shooting for the commercial took five hours, but the editing process took nearly three weeks. "In the end, creativity always wins. Ideas are what win or lose," says the School of Media Arts and Design graduate.

And sometimes, ideas are so good they need to be kept confidential.

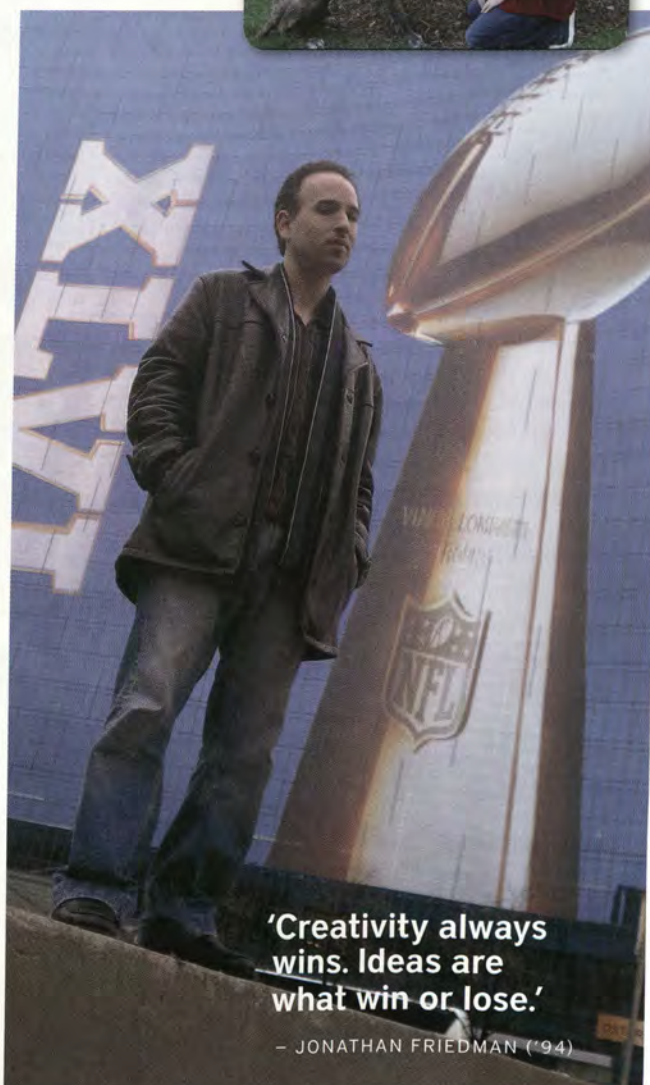
Once his script was set, Friedman called fellow JMU alumnus Derek Leonidoff ('94). Knowing full well the potential success of his commercial, Friedman waited until Leonidoff arrived on set to disclose script details. Friedman knew that the best concept would win.

According to judging criteria, each commercial is evaluated on originality and creativity; adherence to the creative assignment ("Make it action packed. Make it funny. Make it something you've never seen before."); and on overall appeal. Up against 6,100 entries, *Man's Best Friend* earned Friedman a \$25,000 prize as a top-five finalist before the big payday.

The five finalists — and a chosen guest — were flown to Indianapolis and provided a hotel suite to watch the Super Bowl. They eagerly awaited the commercial breaks. Only two of the five commercials would air. Friedman's was the first to air. "I just couldn't believe it," he says. "I have so much respect for the creators of the other commercials. The win came as a huge surprise."

Noting that the Doritos commercials have captured the No. 1 spot on *USA Today's* ad meter four years running, Friedman said he had great confidence in the originality and creativity of his commercial, but still couldn't get away from the fact that he was competing against huge brands like Budweiser and Pepsi.

* Learn more at smad.jmu.edu/newsfriedman.html



'Creativity always wins. Ideas are what win or lose.'

— JONATHAN FRIEDMAN ('94)

Jonathan Friedman ('94) has no plans on how to spend his \$1 million Super Bowl ad winnings, "I'm just thinking about gifts for friends," he says. "I have a notebook full of ideas for future projects." (Inset): Scene from his ad featuring Derek Leonidoff ('94).

[Madison Allegiance]

JMU alumnus to boldly lead university advancement

BY JAN GILLIS ('07)

Nick Langridge ('00, '07M), who previously served as assistant to the president and director of the Duke Club, has been appointed acting vice president for the Division of University Advancement.

Langridge has already said he plans to move ahead boldly and not act as a caretaker. "We are on the cusp of our institution's second capital campaign," he says. "Aspirations of hope and greatness abound in every program and college at JMU. We have compelling stories to tell, and we will rely on visionary leaders who will make gifts that allow us to realize those aspirations. Our student experience is unmatched and our rise in the Commonwealth of Virginia and across the country continues, but we will not sustain our trajectory by standing still."

In discussing the university's advancement efforts, Langridge says, "I am a firm believer that the relationship between student and university does not end at graduation. Networking, recruiting, mentoring, guest lecturing, volunteering and most of all contributing financially are ways we can reconnect and reinvest in the university we care so much about. At James Madison we have never had such full ranks of alumni and constituents claiming allegiance to JMU."

'In celebrating one great president and welcoming the next, alumni have a stake in seeing that our institution transitions successfully.'

— NICK LANGRIDGE ('00, '07M)

Madison allegiance is something Langridge knows well. "As an alum myself, it's exciting to think of the heights our university can reach when we harness the power of 109,000 alumni actively engaging and pledging private support," he says. "Together we can take pride in honoring the leadership of Linwood Rose and with the same unity embrace the promising new era of Jonathan Alger's presidency." **M**



Advancement VP Joanne Carr retires

After a career marked by success, the woman who led James Madison University's advancement efforts and oversaw its major fundraising campaigns has retired. As JMU's senior vice president for university advancement, Joanne Carr led JMU to record private fundraising levels. In just her second full year at the university in 2005–06, private fundraising reached \$13.3 million for the year, about \$3 million more than the previous historic high raised in 2003–04.

Carr oversaw the completion of the university's first comprehensive fundraising campaign. Under her guidance the effort brought in \$70 million, surpassing its \$50 million goal by 40 percent.

"My joy has come from seeing so many alumni volunteers and donors working with JMU to produce these important fundraising results," Carr says. **M**



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[Accounting Master's]

Nation's No. 1 CPA pass rate

BY PATRICIA MAY

JMU's Master of Science in Accounting program is No. 1 in the country in pass rate for the Certified Public Accounting exam. The CPA exam is a four-part test, and according to the 2011 National Association of State Boards of Accountancy report, *Candidate Performance on the Uniform CPA Examination*, JMU is the school ranked

No. 1 for overall pass rate for first-time CPA candidates with an advanced degree. The report details examination candidate performance from nearly 2,000 universities.

Paul Copley, director of the JMU School of Accounting, says, "To rank higher than numerous Ivy League and Big Ten schools is quite a distinction

for JMU. We were ranked No. 4 in 2009. To move to No. 1 in 2011 is a tribute to our faculty and students. The work ethic of our students, coupled with a strong curriculum, helped us achieve this honor. And, since 2005 JMU has offered a boot camp to help students prepare for the exam. This sets our master's program apart." **M**

* See how JMU compares to other schools at bit.ly/tGIwRA.



[Phi Beta Kappa]

JMU inducts U.S. House historian into Phi Beta Kappa

Xi of Virginia Chapter welcomes 119 students BY R. ERIC WAGNER ('12)

The JMU Phi Beta Kappa Chapter inducted students and noted alumnus Matthew Wasniewski ('91, '94M) in its annual ceremony in March. Christopher Fox, professor of computer science and president of the JMU Phi Beta Kappa Chapter, presided over the ceremony and welcomed 119 new students and Wasniewski to the Xi of Virginia Chapter.

Wasniewski, historian for the U.S. House of Representatives, is only the second JMU graduate inducted into the JMU Phi Beta Kappa Chapter. Constance Neely Wilson ('70), a board-certified anesthesiologist and founder of Endacea Inc., was the first alum inducted by JMU. Phi Beta Kappa Society is the oldest and most

renowned academic honor society in the country. The JMU chapter works to promote scholarship and honor intellectual achievement.

In his keynote, Wasniewski told Phi Beta Kappa inductees to be "open to new things. My career has been very non-linear; if you had asked me 20 years ago what I was going to do my current job would never have come to mind. Networking is extremely important. Put names to faces and get your name out there to boost your career."

As a freshman journalism major, Wasniewski "found" his passion for history by completing an extra credit assignment. "I came to JMU originally because it had a strong student newspaper and I wanted to write. After declaring journalism,

'Our program teaches you to take a lot of information and synthesize it and articulate your findings.'

— MATTHEW WASNIEWSKI ('91, '94M)

I worked my way up to *Breeze* sports editor," he says. "I once wrote about a one-armed fisherman; I really enjoy the people in profiles."

Despite a strong undergraduate performance in journalism, Wasniewski says his attention shifted to history after "sitting in on a history class to complete some extra credit. I was hooked. I had two roommates who were history majors, and we all loved history."

History was not an idle hobby for Wasniewski. He spent many Saturdays of his youth visiting preserved Civil War battlefields with family.

"I grew up next to the Manassas battlefield. On weekends we would go to farm fields and hunt for Civil War bullets," he recalls. "Holding one in your hand, you realize something big must have happened. That interested me."

Wasniewski followed his passion for history by switching his major and earning a master's degree in history at JMU. He completed a Ph.D. in history at the University of Maryland at College Park and later worked as an associate historian for the U.S. Capitol Historical Society.

Continued on Page 12

By the numbers

36 Physics major Matt Burton ('12), engineering major Peter Epley ('12), and art and art history major Josh Smead ('12) worked together in the Madison Art Collection to develop an iPad application for a JMU museum being named in honor of Gladys Kemp Lisanby ('49) and retired Rear Admiral James Lisanby and the Charles Lisanby collection.



The trio's virtual gallery app is designed specifically for museums, and visitors can use iPads to explore the finer details of exhibits. Within 36 hours of launching, the app was downloaded 136 times by users in 15 countries. Read more on Page 20.

* Learn more at www.jmu.edu/madisonart/

5% The JMU Army ROTC program has consistently ranked in the top 5 percent of 270 U.S. universities' programs. The Duke Battalion earned the prestigious MacArthur Award in 2010, 2004, 1998 and 1992 as one of the top U.S. ROTC units.

* Learn more about JMU's battalion at www.jmu.edu/bethechange/stories/projectNenda.shtml



1 JMU's student-led Madison Investment Fund, which serves as a money manager for the JMU Foundation, is No. 1.

College of Business students won first place among other student teams at the 2012 International Redefining Investment Strategy Education forum.



50 The JMU Department of Social Work celebrated its 50th anniversary in March with a week of events and a gathering of students, alumni, field supervisors and professors. The department is accredited by the Council of Social Work

Education. Students and alumni also honored Ann York Myers ('69), professor and head of the social work department, for her nearly 40 years service to the department.

* www.jmu.edu/socwork/features/50anniversary.html

12 In 1789 James Madison was elected to the First Congress, where he proposed 12 amendments to the U.S. Constitution, which was adopted 225 years ago.



Madison

15 JMU's Lifelong Learning Institute celebrates 15 years in 2012.

* www.jmu.edu/socwork/lli

Lifelong Learning Institute courses are led by faculty and local experts. The course guide is available online.

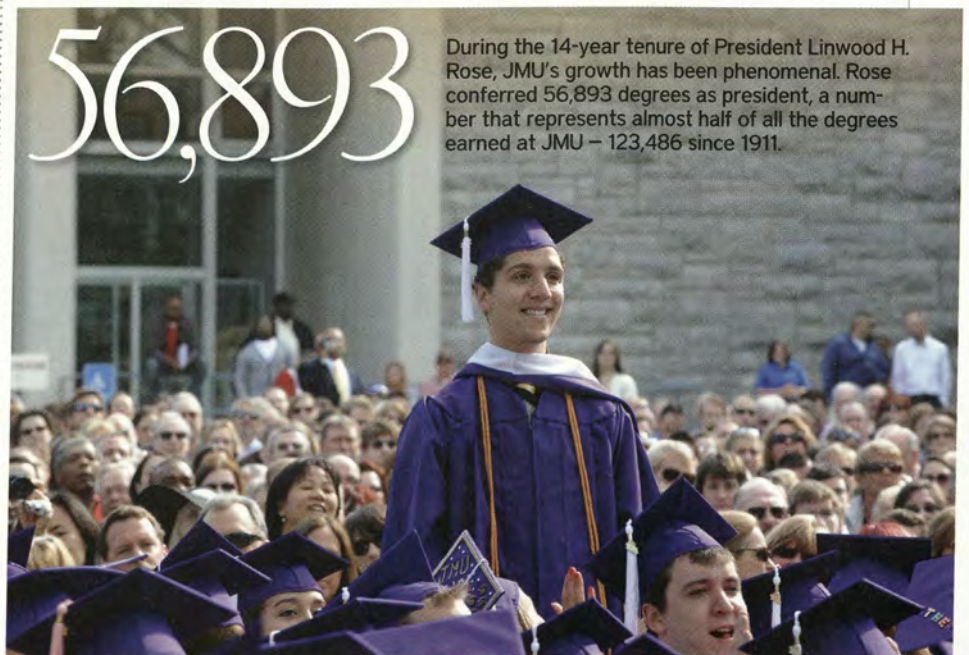
35 Gov. Mills E. Godwin signed the bill authorizing Madison College to change its name to James Madison University 35 years ago, on March 22, 1977. Members of the May 1977 graduating class were given the two name options for their diplomas — 1,050 graduates received Madison College diplomas, and 94 opted for James Madison University diplomas.



President Ronald E. Carrier watches Gov. Mills Godwin approve the JMU name change.

56,893

During the 14-year tenure of President Linwood H. Rose, JMU's growth has been phenomenal. Rose conferred 56,893 degrees as president, a number that represents almost half of all the degrees earned at JMU — 123,486 since 1911.



Continued from Page 10

He has high praise for the JMU Department of History faculty. "Their commitment is to the highest level of education. JMU professors keep long office hours and are always welcoming to new ideas. Several professors had a strong impact on my academic career, including Raymond "Skip" Hyser. He was always a professor you could drop by and just talk to."

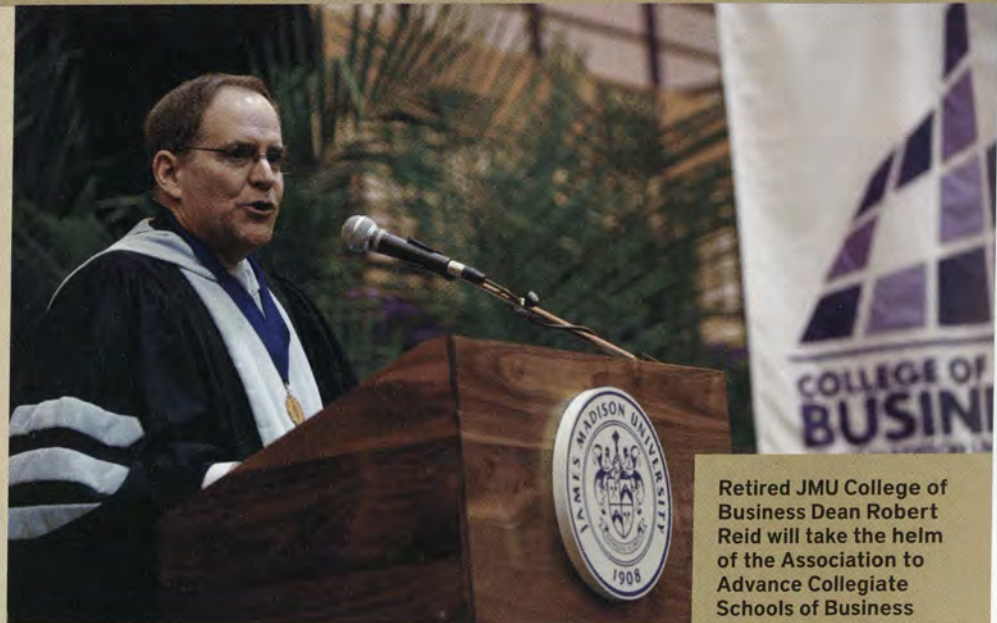
Wasniewski says the JMU history program gives students real career skills. "Our program teaches you to take a lot of information and synthesize it and articulate your findings," he explains. "I thought I was going to end up a teacher so I did a fair amount of teaching assistantships at College Park."

His work with a nonprofit Washington, D.C., organization gave him a historical perspective of the U.S. House of Representatives. His current team of nine works on long-term and cyclical projects, but there is always the unpredictable event. "We are a tight group and enjoy recording the events, members and evolution of the lower chamber," he says.

On Oct. 20, 2011, then-U.S. House Speaker Nancy Pelosi appointed Wasniewski as historian, and he earned resounding support from then-House Republican Leader John Boehner. "Matt's interest in the history of the federal government and his longtime association with the House make him an excellent candidate, who will find innovative ways to not only help the public be better engaged with their House, but to help members better perform their duties by understanding the history of the House." ■

* Learn more at www.jmu.edu/pbk

College of Business



Retired JMU College of Business Dean Robert Reid will take the helm of the Association to Advance Collegiate Schools of Business International. As dean of the JMU College of Business for 15 years, Reid led a team of more than 150 faculty and staff recognized for excellence in curriculum innovation.

Former business dean takes helm of global association

BY PATRICIA MAY

Former JMU College of Business Dean Robert D. Reid will take over as the chief accreditation officer of the Association to Advance Collegiate Schools of Business International on Oct. 1. "In the past 10 years, business education has evolved considerably and AACSB has led the way as a global leader in advancing quality and innovation in business schools," says John J. Fernandes, AACSB president. "Robert Reid's collaborative spirit and more than 30 years of academic experience in business education will provide AACSB with the leadership to continue our focus on the ever-expanding needs of business schools, business and society."

During Reid's 15-year tenure as dean of the JMU College of Business he led the college and many of its programs to consistent national rankings. A longtime active AACSB member, he served as chair of the Maintenance of Accreditation Committee, a member of the Accreditation Coordinating Committee and as a member of AACSB's board of directors. Reid also is the current president of Beta Gamma Sigma, an international honor society of business school students. "I look forward to working collaboratively with business school leaders across the globe to build on the exceptional foundation and continue to advance the quality of management education and AACSB-accredited business schools worldwide," Reid says. ■

Stay in touch!

Congratulations Class of 2012! Just because you're leaving campus doesn't mean you're leaving the Madison community. Share your new address and stay in touch, so that JMU can share important updates and *Madison* magazine with you.

www.jmu.edu/myinfo



PHOTOGRAPH BY HOLLY MARCUS ('03)

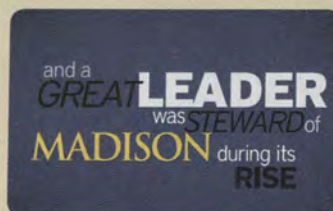
Connections

Get connected

JMU has more than 30,500 Facebook fans, 9,100 Twitter followers, 3,450 LinkedIn members and more than 258,000 YouTube channel views.



JMU FLICKR POOL Add your special JMU photos and comment on other's. (Above): Sarah Derr ('11) shares her photo. Visit www.flickr.com/groups/1132487@N22/pool.



Watch a video tribute to President Rose

www.jmu.edu/link/rose-years



ONLINE

- * JMU's front door: www.jmu.edu
- * Alumni: www.jmu.edu/alumni
- * The Be the Change blog: <http://jmubethechange.wordpress.com>
- * The Newsroom and JMU Public Affairs: www.jmu.edu/news
- * Madison Channel and JMU event videos: <http://media.jmu.edu>

E-NEWSLETTERS

- * *Brightening the Lights of Madison* and the JMU Online Community: www.jmu.edu/alumni/publications
- * *The Family Connection* for JMU parents: www.jmu.edu/parents/Parent_Communication.shtml

TELEVISION

- * WVPT: Students intern at the PBS affiliate for central Virginia, Shenandoah Valley and northeastern West Virginia, (540) 434-5391: www.wvpt.net

RADIO

- * www.wxjm.org: FM 88.7 Student programming, news, talk and music
- * AM 1610: Tune in when you roll in
- * WMRA: <http://wmra.org> NPR, local news and programs. WMRA, WMRY, WMRL, WMLU at FM stations: 90.7, 103.5, 89.9 and 91.3

PRINT

- * *Madison*, the JMU magazine, and MadisonOnline: www.jmu.edu/MadisonOnline. Story ideas: email madisonmag@jmu.edu
- * *The Breeze*, semi-weekly student newspaper: www.breezejmu.org
- More student publications at: <http://smad.jmu.edu>

SPORTS

- * www.JMUSports.com JMU sports action and live video in the *MadiZONE* and *Pawprint*: Duke Club Newsletter, (540) 568-6164

Be the Change wisdom

Many seniors are hunting for jobs and will soon jump into the world's marketplace, take their Be the Change-style Madison Experience and become remarkable employees. Alumni author Jeff Haden ('82), owner of Blackbird Media and a featured columnist for Inc.com, shares the "8 Qualities of Remarkable Employees" on the Be the Change blog. Originally published by Inc.com, Haden's article offers wisdom for JMU's newest graduates. What advice do you have for Madison students? How can they make a difference in your part of the world? Share your Be the Change stories and ideas. Log on and chime in.

* <http://jmubethechange.wordpress.com>

Visit JMU!

Alumni know there is nothing like seeing the campus in person. Prospective students: Plan your campus visit now. Schedule a trip to coincide with a concert, lecture or athletics match-up by viewing the events calendar online. * www.jmu.edu/admissions/visit

Are you plugged in?

- * www.facebook.com/jamesmadisonuniversity
- * www.facebook.com/JMUAlumni
- * www.twitter.com/JMU
- * www.youtube.com/DukeDogTV
- * www.linkedin.com (search JMU Alumni Association under "groups")
- * <http://jmubethechange.wordpress.com>
- * <http://foursquare.com/jmu>
- * <http://pinterest.com/jamesmadisonu>

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VISIT
JMU
VIA:

BETHECHANGE



Revitalizing downtown Harrisonburg

Development duo honor area history while retooling historic sites

BY GABRIELLE PICCININNI ('11)

Barry Kelley ('83) and Andrew Forward ('86) shared an inspiration to help revitalize downtown while honoring the area's history and their alma mater's outreach.

Madison

In the last nine years, residency in the heart of Harrisonburg's downtown has increased 250 percent, due in part to the innovative minds of two Madison alumni, Andrew Forward ('86) and Barry Kelley ('83). This development duo has helped merge the Madison and Harrisonburg communities — the campus' and city's spirit, environment, culture and vibrancy.

Forward and Kelley teamed up in 2005 with plans to bring positive change to downtown Harrisonburg and give back to the community that fostered their education. Forward studied political science as an undergraduate, while Kelley studied biology, but both Dukes built successful careers in real estate. Forward is the owner of Chathill & Associates and Kelley is the president of Matchbox Realty. Together, they are the co-developers of The Flats at City Exchange and the Urban Exchange apartment complexes in downtown Harrisonburg.

Although City Exchange and Urban Exchange were carried out with vastly different strategies and development styles, the same motivation fueled the goals of both ventures. Forward and Kelley wanted to bring life back to the area to stimulate the economy as well as to buttress the relationship between the Harrisonburg and JMU communities.

Historical perspectives

On the corner of West Gay Street and Noll Drive sits a long brick building emblazoned with bold black and white paint spelling out "City Produce Exchange: Butter Eggs & Poultry. Established 1908." In its heyday, City Produce was the largest chicken-fattening and egg production enterprise of its kind in the country. By the mid-1940s the produce business changed, however, causing owners to sell the building to the Wetsel Seed Co.

Founded in 1911, Wetsel Seed Co. was one of the largest seed companies in the Eastern U.S. and one of the world's primary sources of orchard grass seeds. Outgrowing its West Market Street locale, Wetsel began to seek out properties for additional storage and cleaning space. They found their solution only a few blocks away at the City Produce Exchange and bought the property in 1949. At the time the \$100,000 purchase was the largest real estate transaction in Harrisonburg history.

Harrisonburg's downtown was not immune — like many downtown communities across the nation — to the 1970s explosion of suburbia and retail malls relocating stores to larger centers.



A vision to restore

Forward and Kelley saw the decline of Harrisonburg's downtown and were determined to make a change. They started with a plan to restore vibrancy back into the historic site of the City Produce Exchange. They knew a residential space close to downtown could return life and retail opportunities. It's an initiative similar to that of the Harrisonburg Downtown Renaissance organization, formed in 2003. "One of our goals is to encourage and promote downtown living," says Downtown Renaissance Executive Director Eddie Bumbaugh ('73). "The rationale is if you live downtown, you're more likely to shop, dine and attend events downtown."

To maintain the site's rustic roots Forward and Kelley worked with the Virginia Department of Historic Resources to convert City Exchange into 32 luxury apartments. The development duo also embraced the original structure by reusing old doors and windows and by exposing original beams and brick walls. Mirroring JMU's history, City Exchange successfully marries modern innovation with part of Harrisonburg's agricultural history.

After myriad positive responses to the City Exchange revitalization, the duo set their sites on the Urban Exchange project. "We saw an opportunity to link up with the expansion of JMU and what it offers," explains Forward. In the last 15 years, JMU has implemented 20 academic programs, constructed 25 buildings and increased campus by 2.4 million square feet. With a 37 percent increase in enrollment, the need for additional off-campus housing was immediate.

'We saw Urban Exchange becoming a place where campus, city and corporation live together.'

— BARRY KELLEY ('83), real estate developer



Locals enjoy an evening at the Local Chop and Grill House, located on the north end of the City Exchange building. The Chop House creates unique dishes from locally grown produce and meats.

"We saw Urban Exchange becoming a place where campus, city and corporation live together," says Kelley. "It is a one of a kind that was designed for the needs of our community."

Remembering his undergraduate biology studies, Kelley adds, "It might have been wise to take a few business classes, but my biology professors taught me to process information logically. We were taught how to organize, classify and identify. This in itself provided an appreciation of systems and logic. In a simplistic view, real property plus the people that need and use it is an ecosystem. The social, physical and emotional aspects of places all factor into its function with people... It comes down to how we live, it is part of our biology."

Sustainability with a nod to history

Echoing the reintegration of on-site materials at City Exchange, a key feature of the Urban Exchange project was to build affordably and sustainably. Forward and Kelley closely adhered to U.S. Green Building Council principles throughout construction. Despite its expressively modern appearance, the inspiration of the building's design stemmed from Harrisonburg's agricultural heritage. "The mechanics, the factories, the silos in the horizon are very rich and full of energy," explains Urban Exchange architect, Philippe Jentsch.

Within walking distance of the JMU campus, the Farmer's Market, historic sites, and an increasing number of restaurants and shops, Urban Exchange and The Flats at City Exchange are helping bring downtown Harrisonburg back to full bloom. But more important than the standing structures are the students, community members and alumni who walk through the streets and about campus, honoring Harrisonburg's history and molding its future.

Barry Kelley ('83) and Andrew Forward ('86) enjoy the comfort of the fourth-floor Apex inside Urban Exchange.

* Read more about Urban Exchange's inspiration and architecture at www.liveue.com. Learn more about downtown Harrisonburg at www.downtownharrisonburg.org



[Madison Forever]

Giving makes the difference

Checking in with Madison For Keeps scholarship recipient and IT recruiter Ashley Gregory ('11)

BY CARRIE COMBS ('07,'09M)

In the last few years, numerous universities across the nation have experienced unprecedented numbers of students with urgent financial needs resulting from unforeseen changes in family income. Acting without hesitation, JMU deployed Madison For Keeps in 2009, an emergency fundraising campaign, to aid students with the greatest financial need. Thanks to a host of JMU alumni and donors, more than 100 students were able to finish their Madison Experiences. Now JMU has created Madison Forever, a permanent program that enables JMU financial aid officers the flexibility to help students with the greatest need. *Madison* checks in with Ashley Gregory ('11), who says alumni giving had a lasting impact on her Madison Experience.

Madison: What have you been up to since graduating?

Ashley Gregory ('11): After graduating from the College of Business as a management major, I started my full-time job three weeks later working as a recruiter for an IT staffing agency. In my first three months, I learned that my education benefitted me more than other young colleagues. I could apply concepts and knowledge much more quickly.

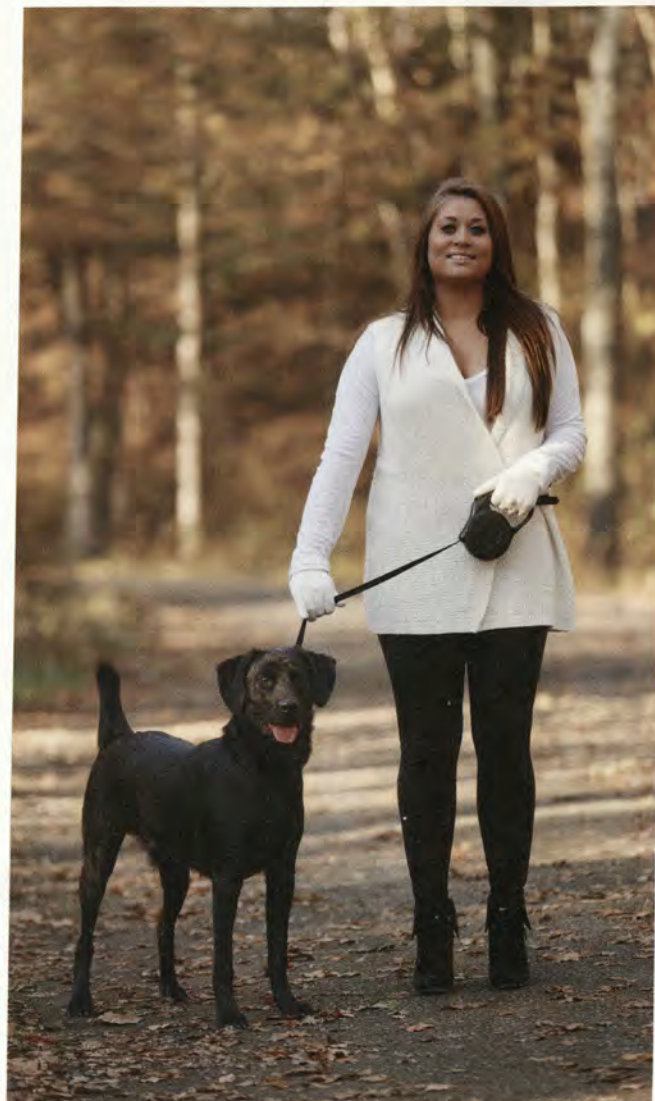
As a student in financial need, how did you learn about Madison For Keeps?

Gregory: My accounting professor Paul Copley told me about Madison For Keeps. I applied for the emergency funding, which allowed me to return for my junior year. Without Madison For Keeps, I would not have been able to finish my education.

What changed in your life that put your Madison Experience at risk?

Gregory: My father passed away from pancreatic cancer. Losing the breadwinner of the family made it nearly impossible to return to JMU. Between the out-of-state tuition, cost of living and travel expenses, the money just wasn't there. The Madison For Keeps program was so fast and the need was so urgent. The financial aid office took that into consideration and turned it around to make an immediate impact. I now have my dream job in Boston working for an IT staffing agency.

Madison For Keeps helped students with situations like mine. It's important to help others in their time of need. Some people feel it's kind of embarrassing to talk about not having enough money, but that's just not the case.



Madison For Keeps scholarship recipient Ashley Gregory ('11) takes a stroll with Sully. Gregory wishes to thank Madison Forever donors whose gifts help students suffering financial crises to stay in school and finish their JMU education.

I'm not going to turn down any help that allows me to continue my education. That is something my dad would have wanted me to do.

What would you tell Madison Forever donors?

Gregory: Their generosity allows students like myself, who have either gone through personal troubles or have been affected by our country's economic downturn, to continue their education. A JMU education is

proven to be more valuable in a student's future than any sum of money. Anyone who is considering donating to Madison Forever should do so without any hesitation. Their donation will truly have a positive impact on the future of deserving JMU students. Because of the generosity of Madison For Keeps donors, I will be in a position to donate myself one day. *M*

* Learn more about Gregory and give to Madison Forever at www.jmu.edu/madisonforever

DUKESTURE

Congratulations to the women's basketball team, which finished second in the 2012 WNIT Championship and posted a school-record 29 wins for the season. (Below): The Dukes celebrate the semi-final 74-71 win over Syracuse. The Dukes lost to Oklahoma State 75-68 in the championship game on March 31.



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A world-changing tool for type 2 diabetics

BY JEFFREY CRETZ ('03)

What if the more than 26 million Americans with type 2 diabetes could improve their overall health by using a tool and support system to manage their disease? What if type 2 diabetics were able to receive real-time clinically based feedback and virtual coaching on effective lifestyle and medication adjustments? And what if the information they entered into their compatible device could be sent to health care professionals without a trip to the doctor's office?

Clough co-founded WellDoc® with her brother and currently serves as the company's chief medical officer. In 2010, WellDoc received U.S. Food and Drug Administration approval to market its flagship Diabetes Manager® System as a class II medical device to health care providers and their adult type 2 diabetes patients. Diabetes-Manager is the first medical device cleared by the FDA for real-time feedback.

Endocrinologist Suzanne Sysko Clough ('93) created DiabetesManager to help diabetes patients be more informed and make real-time decisions about their health and medications.

Lights

*The professors, students
and alumni who shine in
Madison's constellation*

2011 issue of *Diabetes Care*, the preeminent diabetes-focused scientific journal published by the American Diabetes Association. The trial showed that diabetes patients using the DiabetesManager system plus their usual care had statistically and clinically better outcomes versus those patients treated with usual care alone. The main goal of the study was to compare changes in hemoglobin A1C, which is a measure of long-term blood sugar control. The ADA recommends an A1C of less than 7 percent. Most Americans with type 2 diabetes have an average level of more than 9 percent.

"The DiabetesManager System supports medication adherence and securely provides for the capture, storage and real-time transmission of blood glucose data and other diabetes self-management information," explains Clough. "The information is then analyzed by the company's proprietary Automated Expert Analytics System, which identifies trends and delivers relevant educational and behavioral patient coaching and provider decision support, thus enabling effective lifestyle and medication adjustments."

According to Richard Bergenstal, ADA president and executive director of the International Diabetes Center at Park Nicollet, "With type 2 diabetes reaching epidemic rates, health care providers need new tools to more efficiently engage their patients between and during office visits."

WellDoc's System addresses this need, and it can be done from the convenience of a mobile phone. Bloomberg *Business-Week* listed DiabetesManager as one of 15 new mobile health solutions to watch.

The idea for DiabetesManager came to Clough, as with most good inventions, out of necessity. Typical treatments were not working for some of Clough's patients. "Our health care system is not set up to give patients the time they need to make sure they have all the knowledge and self-management skills to gain control over their disease when they walk out of a physician's office," she explains.



**'8.3 percent of Americans – more
than 26 million – have diabetes.'**

– CENTERS FOR DISEASE CONTROL AND PREVENTION

of Medicine. She completed her residency program and endocrinology fellowship at the University of Maryland Medical Systems.

Among Clough's favorite Madison memories are trips with friends along Skyline Drive and the trailers where her biology classes were held while the integrated science and technology buildings were under construction. Having classes in more confined areas with smaller class sizes was perfect for an intense learning environment she says. "If you were not in class, it was noticed. If you had a puzzled look on your face, it was addressed. JMU professors engaged with students."

Clough and her husband, Jack, and their two children, Jackson and Cecelia live in Wilmington, Del. Clough's brother, her parents and her in-laws all live within 30 minutes. "I'm a homebody. It's a dream come true to be able to be so close, literally and figuratively, to my family." ■

* Learn more about Clough's inspiration at www.welldoc.com/Products-and-Services/Demonstrations.aspx and click on the video – *Traditional Treatment Paradigms Are Not Working*.

BRIGHTLIGHTS

[Josh Smead ('12)]

An internship, an iPad and a career

BY MARTHA GRAHAM

The job was to help pay his tuition. As a student employee in JMU's Festival Conference and Student Center, Josh Smead ('12) delivered a banquet table to Kathryn "Kate" Stevens ('96, '99M), director of JMU's Madison Art Collection. Stevens asked the art and art history major if he was interested in an internship, and she forever changed his Madison Experience.

Their conversation occurred around the time that JMU received an important new art collection. In 2010, alumna Gladys Kemp Lisanby ('49) and her husband James orchestrated the acquisition of the life's work of Charles Alvin Lisanby, James Lisanby's brother.

It was a significant acquisition. While Lisanby's name might not be as familiar as Jackson Pollock or Andy Warhol, the influence of his art is far-reaching. Lisanby, the only production designer ever inducted into the Academy of Television Arts and Sciences, is a giant in the history of television arts.

'The intersection between technology and art is non-existent.'

-JOSH SMEAD ('12)

Accepting the internship offer, Smead jumped into Lisanby's interesting life. During his sophomore year, Smead became curator of JMU's Lisanby Collection and quickly realized the television pioneer's legacy was staggering in breadth and depth. The retired production designer's career, which spanned 1948 to 1998, intersected with the most important events in the history of the television industry. Lisanby's art and work merged to create a life of highly influential artistry.

The chance to curate a major collection and to undertake groundbreaking research was a not-to-miss opportunity for Smead. Through graduation in May, he continues as curator, a job that goes



2012 classmates Peter Epley, Matt Burton and Josh Smead developed an iPad app to provide a virtual record of Smead's curation of the Charles Lisanby Collection housed in the Charles Lisanby Center. Part of the Madison Art Collection, the new center will be available to students, scholars and to John Kimbriel ('13), who will become the collection's next curator.

far beyond cataloguing and note-taking. "Dr. Stevens lets me run free with it," Smead says.

Together, Smead and Stevens visited New York and Los Angeles — under the guidance of the retired Lisanby — to box up more than a half-century of documents, correspondence, drawings, photographs, paintings, film reels and sketchbooks from Lisanby's life.

Returning to JMU with the massive collection, Smead unpacked boxes, and sorted and tagged pieces that, as a whole, illuminate the history of television. By sifting, studying and organizing the collection, Smead learned Lisanby's life detail by detail and had the invaluable opportunity to discuss it with Lisanby himself.

One exciting find is a drawing by pop artist Andy Warhol. Warhol was a close friend and protégé of Lisanby. He and Lisanby worked and traveled together, and, Josh believes, Lisanby's influence on Warhol's life and work is substantial.

The collection also includes 260 8mm films, which Smead converted to digital format. "What's so exciting about some of the films," he says, "is that you can look at Mr. Lisanby's original design for a set and at the same time watch the original performance." Comparing the genesis and the "final cut" of a complex production design is one aspect of the collection Smead hopes to exploit through an iPad application that he and two other JMU students have developed.

Physics major Matt Burton ('12) and engineering major Peter Epley ('12)

worked with Smead to develop an iPad application for the museum being named in honor of Gladys Kemp Lisanby ('49) and retired Rear Admiral James Lisanby. With the "virtual gallery app," visitors can use the iPad to explore more of an exhibit, including "the ability to zoom in and see the fine details," Smead explains.

"The intersection between technology and art is non-existent," Smead says. Although he's gotten some push back from art purists, he answers the criticism two ways: the world is becoming virtual and the app will make art more accessible to more people. And further, the new iPad app will create a permanent archive of the Lisanby collection.

Smead's experience has been life changing, yet common on JMU's campus where undergraduate students often find opportunities ordinarily reserved for graduate students at other universities. "Working for Dr. Stevens has been the most rewarding and fulfilling portion of my undergraduate experience," Smead says. "Her forward-thinking guidance has allowed me to have real-world museum experience to prepare me for the next step in my career." Smead plans to attend graduate school and says his work with the Lisanby Collection has established a path that he says he can't help but pursue. **M**

* Learn more about the Lisanby Collection at www.jmu.edu/madisonart/lisanby.shtml and read more about Josh Smead at www.jmu.edu/bethechange/stories/smead-lisanby.shtml.

BRIGHTLIGHTS

[Christina Grier ('12)]

The elite grad school boot camp

BY AMELIA WOOD ('13)

It all started with a literary review of a last-minute paper. Christina Grier ('12) had unfortunately added a ton of pressure on herself by putting off a paper due in Assistant Professor of Political Science Valerie Sulfaro's research methods and statistics course.

Grier had no idea how much this paper would change her life, but she threw herself into the research.

Sulfaro, who always stresses the importance of hunting down original sources instead of relying on secondary references, was amazed by Grier's diligence.

"Christina hunted down the original sources for all of her articles and read them, and then read their original sources, and then read those piece's original sources. Then, she started to panic when she realized that this cycle would probably never end," Sulfaro recalls.

A diligent researcher, Grier shrugs and says she just did what she thought she was supposed to do. After reading Grier's paper, Sulfaro recommended that she check out the Ralph Bunche Summer Institute.

"I knew I wanted to go to grad school, but this program can lead to a doctoral program which can be five years long — five to seven depending on what you study," says Grier.

She convinced herself to apply to the prestigious Ralph Bunche Institute and accepted when she received the offer to participate in the grueling five weeks of intensive study. The institute is a graduate school boot camp. Well known among U.S. university political science departments, the institute is a highly recommended program for



Within those few, short weeks Grier read more than 15 books and numerous articles, and produced a graduate-level paper on a research project that she hypothesized and empirically tested.

minority students looking to pursue a doctoral degree.

Twenty students are chosen annually from well over 100 applicants to attend the graduate-level classes at Duke University in North Carolina.

"There were students from New York and Texas and California and Michigan," says Grier, who took two classes at Duke — Race in American Politics and Statistical Analysis.

"The days were just so long," says Grier, repeating the sentiment more than once.

Within those few, short weeks Grier read more than 15 books and numerous articles, and produced a graduate-level paper on a research project that she hypothesized and empirically tested. "My paper was 34 pages, and I finished it in the last three to four days. I just stayed up and didn't sleep or eat," she says.

Students in the Bunche Institute spent many lunch breaks with a writing tutor receiving help with both the research paper and weekly class papers. Added perks included dinners on Thursdays with guest speakers and graduate student presentations; bag lunches with Duke professors; GRE prep courses and practice exams; and a recruitment fair with at least 20 representatives from graduate schools.

Grier says her "crazy summer" and hard work paid off. She applied to 10 graduate school political science programs as close as American University and George Washington University in Washington, D.C., and as far as the University of Minnesota. "I really didn't have a top choice," she says. "I didn't apply to a school that I couldn't see myself going to."

By early February Grier had heard from four schools and received acceptance letters from Penn State University and Ohio State University. She chose Penn State and plans to focus on American politics. Grier says she would like to research election campaigns from the voters' perspectives. Eventually she would like to become a professor and write books about her research and experiences.

M

2012

R O S E Y E A R S

1998

'The best presidency in America'

In his last *Madison* message,
Linwood H. Rose ('12H) reflects
on his own Madison Experience

BY LINWOOD H. ROSE ('12H), PRESIDENT

It is 5:30 Monday morning, Feb. 20. Yes, it is early, but I am usually up and at the desk with a cup of coffee at this time of day. It is not so much a characteristic of a driven executive as it is a product of the changes in one's body clock after 60 Februarys. I will be speaking to 1,400 prospective students and their parents at our Choices program in the Convocation Center at 9 a.m. today. It is one of my favorite opportunities to share the Madison message. Everyone is happy.

The February Choices program is a near-final opportunity for those students who have been accepted in early action to visit the campus one more time so they can make an informed decision about whether they will attend JMU. There is one inch of white snow blanketing all of the grass and trees. It will be a beautiful day!

My Choices remarks don't require too much additional preparation, so I will use this morning's quiet to begin my final column for *Madison* magazine. In these last months before I surrender the "chain of office," I am often asked what I found most enjoyable about being president of this great university.

When asked that question, before responding, I first consider the person inquiring. Does she really mean enjoyable, or might she mean what has been most gratifying: witnessing a first-generation Centennial Scholar graduate with honors; or most rewarding: reducing the student-to-faculty ratio to under 16:1; or most inspiring: learning of our student volunteers' work in post-Katrina New Orleans; or most significant: successfully completing our first capital campaign; or the most satisfying: the Phi Beta Kappa recognition; or the most exciting: winning the national championship in football; or the most fulfilling: observing the engaged student faces in Dr. Mark Facknitz's literature class; or the most pleasurable: watching the Marching Royal Dukes in all their glory at the Macy's Day Parade. You probably get my point. Precision is important in answering this question, because there are so many benefits to this job as Madison's president.

But back to the original question — what has been most enjoyable?

That is really pretty easy for me. I derive the most joy from the confidence in knowing that we have never lost our way. Not so easy when we have grown by 5,600 students since 1998, while adding almost 800 new full-time faculty and staff members. Not to mention those additional faculty and staff members who have been hired to fill retirement vacancies.

In spite of all of these changes in personnel, I think that we have not only maintained the "JMU Way," we have actually strengthened it. We have more collaboration across academic disciplines and among administrative divisions than ever before. Judging from our student satisfaction numbers and our admissions applications, students feel better about wearing the Purple and Gold than at any time in our history.


As we have attracted even more highly qualified faculty members to our position openings over the years, there has always been the fear that the new professors might bring a stronger commitment to their

own scholarly work than to their students. Our fear, or at least concern, may well have been appropriate, but the reality is that we are drawing new professors to our campus who want to work in the Madison environment, who desire close associations with students, who go beyond instruction to mentor and inspire, who view their work not as a job, but as a calling. Consider the accounting faculty as an example. JMU has the highest first-time pass rate for the CPA exam than any other institution in the nation. Obviously, such outcomes are dependent upon superlative instruction, but I would argue that our students' performance is equally driven by the personal attention and hands-on guidance of those faculty members.

If you visit the fountain plaza in front of Burruss Hall, you will find the names of retired professors etched in concrete pavers. For someone who does not know these individuals, well, they will see a brick; but, when I look at those etched names in cement blocks I see faces — the faces of many faculty members who established the foundation and culture of the modern JMU. The faces of Pat Bruce, Carter Lyons, Kay Arthur, Clive Hallman, Dennis Robison, Julius Roberson, Frank Luth, Richard Whitman, Bijan Sadaatmand, Rex Fuller, Ben DeGraff, Esther and Jerry Minskoff, John Woody, Greg Versen, Cynthia Gilliatt, Joe Estock, Charles Dubenezic, Carl Harter, Steve and Kay Knickrehm, and Crystal Theodore to name just a few. These are the people who lifted us up and helped us become the university we are today. I know that they are, or would be, extremely proud of what has been constructed atop the strong foundation they and others established.

A new leader has now been selected. Jon Alger joins James Madison University as our sixth president in July. I am confident not only in Jon's abilities, but in his values. He will bring his own talents, skills, perspectives and personality to be sure. But, having met and visited with him on a number of occasions during these transition months I know that he shares our commitment to students and to their development as engaged citizens. He admires our nurturing and friendly campus culture. I hope

that you will give him the same support and encouragement that you have shared with me. I know it made my job much easier, and I expect that he will be deeply appreciative.

I said on the occasion of my inauguration in 1999 that this was the best presidency in America, and now after almost 13 years I can validate that I was right in my initial assessment. You have made it so! 

'What has been most enjoyable? . . . I derive the most joy from the confidence in knowing that we have never lost our way.'



The greatest accomplishments of JMU are the enriched lives and enhanced intellects and talents of the students who become JMU graduates. The lives they lead, the values they teach others, the contributions they make to our future are far more meaningful than what is often quantified as a measure of success. Dr. Rose knew this and has, in his blood, an unshakable commitment to a high-quality undergraduate experience.

— MEREDITH STROHM GUNTER, *former JMU Board of Visitors rector*

1998
ROSE YEARS
2012

The Rose legacy

Fueling Madison's brighter future

JMU's fifth president lifts the student-centered university to national prominence, raises academic quality and empowers a culture to create a brighter future for all.

During the 14-year tenure of President Linwood H. Rose, JMU's growth has been phenomenal. Rose conferred 56,893 degrees as president, a number that represents almost half of all the degrees conferred at Madison — 123,486 — since 1911. That's a lot of graduation handshakes, personal stories and JMU successes.

Enrollment has increased exponentially, along with a corresponding growth in academic programs and campus. Through all of these upward pressures, Madison academic excellence has outpaced growth. Teaching remains the No. 1 priority of the faculty. The student-to-faculty ratio has improved from 19.2:1 in 1998 to 16:1 today — no mean feat of presidential leadership in the face of such growth. Phi Beta Kappa has just marked its third year on campus. The honors program has intensified. The number of residential learning communities has increased. JMU has reached the top 10 nationally for graduation rates. Traditionally strong faculty scholarship, research and artistry have entered a new order of magnitude. And so have mentored undergraduate research experiences, hands-on internships, student-teaching placements and service-learning opportunities, which number in the thousands each year.

President Rose's most profound accomplishment, however, might just have been his first — bringing the entire university around a strong, clear-cut, inspiring mission statement: "We are a community committed to preparing students to be educated and enlightened citizens who lead productive and meaningful lives."

The mighty academic, social and personal implications of that statement have powered an era. Those words have fueled the intellect, the compassion and the enthusiasm of professors, staff members, students, alumni, donors and friends who know they are on this planet for reasons beyond their own well being: To do more. To transcend the mundane. To change the status quo. To touch lives. To Be the Change.



During Rose's tenure, students, professors, alumni and staff members responded with numerous individual, group and campuswide efforts to national tragedies like Sept. 11, 2001, Hurricane Katrina and the Virginia Tech shootings. Quiet, unlauded Be the Change moments also happen in the classroom and through service to others — proving that Madison is a community that cares about the needs of others. This societal awareness is no accident.

The president has steered the university firmly toward developing programs that benefit the public good. He has personally championed the value of higher education as the key to producing an enlightened citizenry who can sustain democracy and solve its greatest issues. Rose has helped JMU solidify a position of national prominence and established JMU as a leader in institutional performance measurement, accountability and assessment of student learning.

All the while, Madison's intimate atmosphere persists. JMU students' overall satisfaction with the university has increased from 92 percent to 97 percent, and students who report that they are satisfied with the university's concern for them as individuals has increased from 72 percent in 1998 to 88 percent today.

Steady, attentive to detail, quiet and uncomfortable with what he considers undue personal attention, Rose has created the framework for the Madison community to thrive and prefers to let the evidence of success — and more importantly, the success of others — speak for itself.

President Rose said in his inaugural address that the JMU presidency is the best one in the nation. The following pages highlight some of JMU's achievements during Rose's tenure and demonstrate his indelible mark on the Madison Experience. **m**

Linwood H. Rose

{JMU PRESIDENT 1998-2012}

Highlighting top university
achievements under
Madison's fifth president



As the father of a recent JMU grad, I have witnessed firsthand the terrific work and quality of instruction at the school and the tremendous pride that students and alumni have in the JMU community. . . . I want to thank Dr. Linwood Rose for his leadership and dedication to James Madison University for more than three decades, most recently in his past 14 years serving as JMU's president. Dr. Rose will be leaving behind a university that is positioned to continue its mission to achieve excellence.

—VIRGINIA GOV. BOB McDONNELL (November 2011)

Lin Rose has been an active and articulate champion for JMU and for Virginia's entire system of higher education. While I was governor, I had no stronger partner than President Rose in our successful efforts to make much-needed investments in our public colleges and universities. . . . Lin Rose has left an indelible mark on JMU, and I congratulate him on his accomplishments and wish my friend well in his retirement.

— MARK R. WARNER, U.S. Senator from Virginia

1998
ROSE YEARS
2012

{Arts}

A time for the arts has dawned

In 2003, President Linwood H. Rose ('12H) declared a "Time for the Arts" would be dawning in Madison's immediate future.

In 2005, JMU's arts programs coalesced into the College of Visual and Performing Arts. Later, when the doors opened in 2010 after a successful fundraising campaign, the \$91.5 million Forbes Center for the Performing Arts literally provided a world-class stage for JMU's already vibrant and renowned performing arts programs. Today the richness and creativity the arts bring to JMU — through performances, exhibitions, master classes, cultural opportunities, cross-curricular collaborations and more — are highly visible and celebrated. More than 60,000 arts patrons have partaken of almost 600 plays, concerts, recitals and dances performed and produced by JMU students, professors and guest artists at the Forbes Center. Another 11,000 people have experienced the magnificence of the center through tours, conferences, conventions and student recruitment visits. The benefits: Students now perfect their art and their craft in performance conditions that rival those they might encounter as professional artists and technicians later in their careers. The latest lighting and sound technology and near-perfect acoustical conditions are also attracting top professors, students and guest artists to JMU. In short, Madison's reputation in the arts world is soaring.



Known as the premier performing arts venue in the Shenandoah Valley, the Forbes Center is providing Madison students with a critical component of their education — the audience, which is flocking to five remarkable performance venues — a concert hall, recital hall, mainstage theater, dance theater and studio theater. The Forbes Center joins the Music Building and Duke Hall, which is undergoing renovations to more fully accommodate the visual arts, and multiple exhibition spaces across campus.



No. 1

The nation's top stage manager honors — twice! In 2010 Bekah Wachenfeld ('10) was named the United States Institute for Theatre Technology/Qualcomm Stage Manager of the Year. She joins Tarin Hurstall ('07), who, in 2007, also won the award. It is the highest student stage management honor in the nation, according to JMU theater and dance professor Richard Finkelstein, an internationally renowned scene designer.



\$5 million gift

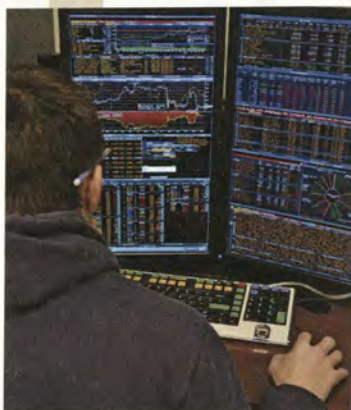
JMU's largest gift to date — from Bruce and Lois Cardarella Forbes ('64), below, gave the Forbes Center for the Performing Arts its name and its momentum. Dick Roberts honored his wife with a \$2.5 million gift to name the Shirley Hanson Roberts ('56) Center for Music Performance. A gift of \$2.5 million from Ed and Susan Estes (above) named the Dorothy Thomasson Estes ('45) Center for Theatre and Dance.



{Business}

The rise of the business alum

The College of Business' trajectory has been straight up during the Rose presidency, manifesting most visibly in six straight years rated by



Senior quantitative finance major Ed Andrews already has a job waiting for him this May, largely due to the real-world experience he has gained working with the wealth of Wall Street information and activity available through the CoB Gaglioti Capital Markets Lab. Students can quickly obtain, analyze and interpret data describing how, for instance, Hurricane Katrina, affected the economy. Marketing graduate Enrico S. Gaglioti ('94) funded the lab's Bloomberg terminals, flat-panel displays, stock ticker, cable news feed and wide range of systems and databases.



120 In the College of Business headquartered in Showker Hall, 120 full-time professors conduct research and instruct and guide approximately 3,500 undergraduates and 140 graduate students.



BusinessWeek in the nation's top 5 percent of public undergraduate business schools. Shadowing that sustained faculty triumph has been the rise of another phenomenon, that of the involved business alum. Former College of Business Dean Robert Reid recognized early that business alumni know the value and impact of investment and made it a priority to channel that entrepreneurial energy into the college, charging the Executive Advisory Council with leading the way. It's working. From mentoring students and offering them internships, to making connections and private gifts, today's business alumni are offering JMU students advantages from their own success. Today approximately 10 percent of the college's annual budget comes from private sources, up from 2 to 3 percent 10 years ago. While not all of that comes from alumni, today's students reap the benefits from alumni-backed academic efforts like the Business Plan Competition, the Gaglioti Capital Markets Lab, the Entrepreneur-in-Residence program, the Gaglioti Center for Ethical Business Leadership, the Masterson Essay Contest, scholarships, faculty endowments and fellowships. Business alumni continue their ascent, resulting in real-world benefits for CoB students. (Read more about Reid's new appointment on Page 10.)



No. 300 *BusinessWeek* attributed the College of Business's rating in part to the intense, team-taught, junior-year gateway CoB300 course

required of business students and taken at the onset of a student's major curriculum. At the center of the course is the building of the business plan by a collaborative



student team learning the fundamentals of finance, management, marketing and operations during 12 hours of classroom (and untold number of hours of out-of-class) work each week. The top five plans each year make it to the alumni-funded Business Plan Competition, with prizes up to \$30,000.



No. 1 JMU student teams have twice won the America's Regional award in the Google Online Marketing Challenge, a global online marketing competition. JMU teams took the top prize in 2009 and most recently in 2011, both under the direction of marketing professor Theresa Clarke.

In a corporate America analogy, you can say Lin Rose looked at the product or service that JMU has to offer – the student-centered experience. He never lost sight of that. He looked objectively at the returns on resources from an education quality standpoint. If anything got in the way or did not support the quality of education, he stopped it. JMU was only going to grow as long as he could maintain quality.

— JOE DAMICO ('76, '77M), former JMU Board of Visitors rector, head of the JMU presidential search committee

1998
ROSE YEARS
2012

100 The College of Education participates in more than 100 P-12 school, agency and other community/civic external partnerships to help improve the effectiveness of local schools and improve the education of almost 15,000 Harrisonburg and Rockingham County schoolchildren and many more children across the commonwealth.

4 Four JMU Alumni have been named Milken Educators from Virginia. One of them, Phil Bigler ('74, '76M), went on to be named the National Teacher of the Year for 1998. Virginia's honorees are Sharon Dravvorn ('90) in 2010, Amy Macaleer ('01) in 2007 and Alex Carter ('94) in 2004. Dubbed the "Oscars of Teaching" by *Teacher Magazine*, the Milken



Foundation Educator Awards were created to reward, retain and attract the highest-caliber professionals to the nation's schools. Recipients receive a \$25,000 reward and join a coalition of top educators who help promote excellent teaching.



A lifeline in an imperfect world

Today teacher education remains the inspiration for JMU's commitment to serve the public good by providing the No. 1 thing society needs most: excellent teachers. Back in 1908, Madison was founded on the principle that teachers are the primary instruments for helping the nation's children aspire to a brighter future. That philosophy has intensified at JMU as today's test scores, academic progress and educator accountability command attention nationwide. Yet JMU students still enter the profession fully equipped with the knowledge that teacher caring — which can't be tested, according

to College of Education Dean Phil Wishon — can be a lifeline for a child in an imperfect world. During the Rose presidency, 3,802 Madison students answered the call to teach, as JMU as a whole and the College of Education in particular prepared them for teacher licensure. With each of those alumni teaching an average of 24 students per year during an average career of 20 years, a little extrapolation reveals that the potential impact of

10%

Education students are 10 percent of the student body.

Madison teachers runs toward 2 million children's lives positively affected. Today there are approximately 1,500 students in all of JMU's teacher education programs. Madison continues to pro-

Fulfilling one of her practica requirements, teacher education student Karen Lithgow ('11, '12M) works with children at South River Elementary School. Lithgow is in the fifth year of the teacher education program and working toward her master's degree.

duce the highest number of teachers in Virginia each year, qualified both in their content disciplines as well as pedagogy. This year, JMU educators anticipate another 370 teachers will leave JMU prepared to educate America's children.



Impact like this!

The children at Resse Jeffries Elementary School in Warren County, Va., have seen a 50 to 61 percent improvement in their reading skills after teacher Rheannon Sorrells ('04, '11M) enlisted education professor Allison Kretlow to help implement a new instruction program.



Built for teaching

The College of Education moved into Memorial Hall in 2005. The former Harrisonburg High School was a natural fit for JMU's future teachers, as many of the school's characteristics were retained.

{Humanities & Liberal Arts}

The humanities are restless

Philosophy and religion — hot. Justice studies — igniting. Foreign languages — on fire. At JMU it's anything but the cry heard a decade ago foretelling the collapse of the humanities in higher education. That's because a simple truth endures: Through the growth and change at JMU during the Rose presidency, Madison's traditional liberal arts programs and the Quad around which they array themselves remain together at the heart of JMU.

8 Students can live and breathe scholarship by selecting one of eight residential learning communities. Traditional doesn't mean static, however. In fact the humanities are restless — as is their nature.

The College of Arts and Letters, for instance, has regrouped four times since 1998. In 2005, an amicable breakup yielded the College of Visual and Performing Arts. Subsequently, an internal faculty study of the remaining programs recommended that the college reorganize into three smaller, more focused and flexible units. The outcomes were the School of Communication, Information and Media; the School of Liberal Arts; and the School of



4,000 freshmen of the Class of 2014 do an Orientation dance on the Quad to kick off a yearlong exploration of how science and art interconnect.

15 One year older than Linwood H. Rose's presidency, JMU's five-time award-winning General Education program — a core requirement for every undergraduate — has become a national model for enabling students to understand how distinct disciplines look at the world from different vantage points. The GenEd core comprises five clusters of courses of study: Skills for the 21st Century, Arts and Humanities, The Natural World, Social and Cultural Processes, and Individuals in the Community.



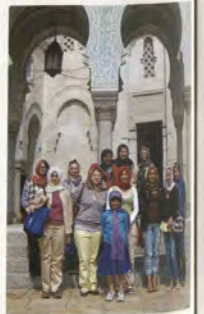
100 JMU's Mad-Rush — or Madison Research by Undergraduates in the Social Sciences and Humanities — Conference has grown into one of the largest humanities and social science undergraduate research conferences on the East Coast. Each spring 100 students converge on campus to deliver papers on topics representing English, history, philosophy, sociology, religion, foreign languages and cultures, political science, communications, criminal justice, and psychology.

Public and International Affairs. The result: perpetuating high quality, intimate instruction by professors who are truly extraordinary in their disciplines.

The liberal arts stand on their own as major and minor degree programs

and also partner, collaborate and strategically mix and match with the arts and the sciences to help produce JMU's General Education and honors program offerings, Interdisciplinary Liberal Studies and content disciplines for teacher education.

14 The Department of Foreign Languages, Literatures and Cultures instructs students in 14 languages — including Arabic, Chinese and Swahili — and public translation study and brings diversity to campus with native-speaking professors who teach their language and literature.



Pulitzer win Former *Breeze* news editor Jeff Gammage ('82) was part of the team that won the 2012 Pulitzer Prize for public service, awarded to *The Philadelphia Inquirer* for its investigation into violence in the city public schools.



Harrison Part of the Harrison Hall renovation included SMAD's state-of-the-art digital, high-definition video production facility for narrative/cinematic and news productions and post-production.



No. 1 The re-emergence of the JMU debate team as a national force is a phenomenon of the Rose era. The debate team under coach Mike Davis was unanimously named the top public debate program in the nation by the Cross Examination Debate Association in 2010-11. At press time, the team was ranked sixth. Today, with 30 debaters, JMU is the third-largest debate team representing a public university and fifth-largest overall. The team began its ascent at the James Madison Commemorative Debate and Citizenship Forum at the 250th observation in 2001 of James Madison's birth. Today an Arthur N. Rupe Foundation grant has made the Madison Cup tournament a national event awarding up to \$48,000.

Dr. Rose is a firm believer in exposing students to scientific research beyond the classroom and arming them with the real-world skills needed to approach problems from a range of perspectives. I am enormously grateful for the opportunities we have had to work together and advance scientific innovation in the Shenandoah Valley. He has been a valued friend to SRI and me, and I wish him all the best in the next phase of his life.

— CURTIS R. CARLSON, *President and CEO, SRI International*

{International Education}

London, Beijing, Harrisonburg — an expanding notion of campus

With 1,100 JMU students studying in 56 destinations, and scholars and students coming to JMU from 70 countries around the globe, the perspectives informing the Madison Experience are increasingly diverse.



6 Located in the 16th-century Palazzo Capponi in Florence (inset, the Roses and Alessandro Gentili) is JMU's Semester in Florence and six-year-old master's program in European Union Policy Studies. Events like Cappadocia's annual balloon festival offers new Study Abroad perspectives from Turkey and Greece.

One World

JMU students have many options for international destinations:

- six semester programs (in Antwerp, Beijing, Florence, Kenya, London and Salamanca)
- two graduate programs (in Florence and Malta) and
- more than 40 short-term programs and exchange programs (the latter with 12 universities abroad)

Semester in Washington

Based in the nation's capital, the thriving Washington Semester program puts JMU students in the thick of the nation's political life. Living and taking classes together, they also land independent internships at places like the White House, the Department of State, the Federal Communications Commission and other centers of political, legislative and administrative activity. As Lisa Maurer ('09), has said, "my internship allowed me to brush shoulders with officials like Sandra Day O'Connor, Karen Hughes, Condoleezza Rice and the Dalai Llama. To this day, I am still left feeling star struck, honored and grateful for my Washington Semester Experience."



Semester in Washington is 15 years old in 2012. Students live and take courses and explore the nation's capital together while they work in independent internships and obtain hands-on political and governmental experiences and contacts.

4 years in a row

JMU's Individual Events Team has been ranked in the top 20 for the past four years and stands among the ranks of the top intercollegiate speech programs in the country. National Champions are Kane Kennedy ('13), communications studies, in Dramatic Interpretation for 2011 and Whitney Rice ('09), anthropology, in Poetry Interpretation for 2009 and in Program Oral Interpretation for 2008. Additionally, JMU Forensics is the only program in the nation directed by two recipients of AFA's most respected coaching awards: Distinguished Service and Outstanding New Coach.

Dr. Rose has been unswerving about maintaining the quality of the instructional process. When the commonwealth asked us to take additional students, then more students triggered the hiring of more faculty members. Automatically. That's where the JMU dollars have gone. That's a very strong statement, because if we don't have the professors working with our students, there's no reason for the rest of us to be here.

— A. JERRY BENSON, JMU interim provost and senior VP for academic affairs

35

students a year
land coveted spots
in the intensive
Geology Field
School in Ireland.

{Academic Excellence}

Double the grad programs

While the Madison Experience is still accurately portrayed as a predominantly undergraduate one, it is the graduate level that has experienced the greatest growth in academic programs during the Rose presidency. The number of doctoral programs has grown from one to nine; and the number of master's degree programs has grown from 23 to 50. Today 1,513 graduate students are studying in programs leading to master's, educational specialist, doctor of audiology, doctor of musical arts, doctor of philosophy and doctor of nursing practice on the horizon, the assessment and measurement and the communication sciences and disorders programs have national reputations for quality. "We remain a predominantly undergraduate institution," says interim provost Jerry Benson, "and if you look at the quality of the graduate programs that we've implemented, they've built on successful undergraduate programs."



Rose discusses the IDEA Grant program with history professor and faculty diversity leader David Owusu-Ansah.

Academic programs 14 years of growth:

Undergraduate

8 baccalaureates; 43 majors; 86 minors

Graduate

23 master's; 2 educational specialist; 1 doctoral

Undergraduate

8 baccalaureates; 55 majors; 101 minors

Graduate

50 master's; 2 educational specialist; 9 doctoral

NEW PROGRAMS BACHELOR'S

DOCTORAL

Ph.D. in Assessment and Measurement
Au.D. in Clinical Audiology
Ph.D. in Communication Sciences and Disorders
Ph.D. in Combined-Integrated Clinical and School Psychology
D.M.A. in Performance, Pedagogy, and Literature
Ph.D. in Counseling and Supervision
Ph.D. in Strategic Leadership

MASTER'S

M.A. in Community Counseling
M.A. in Poli Sci: European Union Policy Concentration
M.Ed. in Math
M.O.T. in Occupational Therapy
M.P.A.S. in Physician Assistance Studies
M.S. in Integrated Science and Technology
M.S.N. in Nursing

B.A. and B.S. in Interdisciplinary Liberal Studies
B.A. and B.S. in Justice Studies
B.S. in Athletics Training
B.S. in Biotechnology
B.S. in Engineering
B.S. in Health Services Administration
B.S. in Intelligence Analysis
B.S. in Statistics
B.A. and B.S. in Writing, Rhetoric and Technical Communication
B.S. in Hospitality Management
B.S. in Sport and Recreation Management
B.F.A. in Graphic Design
B.F.A. in Interior Design



What I love most about my education at Madison is that it allows me to do more than academics. It allows me to start clubs and create massive events. Without the atmosphere that Dr. Rose has created here, I probably wouldn't be able to create new things. This is the best place that it could possibly have been for me. — TRUMAN HORWITZ ('13), Student Greater Madison president

Dr. Rose has been an ardent champion for higher education, not only within the commonwealth, but nationally. His advocacy for "preparing students to be educated and enlightened citizens" is grounded in the belief that through higher education, immense value is added to society as a whole, and to the individual person.

— MARK WARNER ('79, '81M, '85ED.S., '07P), JMU senior VP for student affairs and university planning

1998
ROSE YEARS
2012

{Student Success}

A campuswide philosophy

Student success is at once a phenomenon, an attitude, a philosophy and a conscientious programmatic effort that pervades campus. Madison's formidable scholars push their students to succeed academically, and students also have access to thriving programs — like Orientation, the Learning Centers, Health Center, Community Service-Learning, and Career and Academic Planning — that in the near future will be housed in the former Rockingham Memorial Hospital. Taken together these programs have already made their mark during the Rose era and today serve as a national model in higher education.

No. 3 In 2010-11, there were 48 Alternative Break programs, up 167 percent from the 25 trips in 2000-01. Also, in 2010-11 *Break Away* ranked JMU's Alternative Break program third in the nation behind the much larger University of Michigan and University of Maryland.

My favorite thing at JMU is all the organizations I'm involved in. I've met so many great people here. And it's just been an amazing experience.

— MCKENZIE QUINN ('15)



29,000 Learning Center visits

Visits to the Learning Centers have more than doubled in the last six years. In 2010-11, JMU students made 29,000 visits to its five Learning Programs, which include Science and Math, Communication, English Language, Writing and Peer-Assisted Study. There were 11,000 visits to three centers in 2004-05.



Service-learning is as straightforward as helping the Elkton food pantry and as innovative as the sustained, long-term relationship with the town of Welch, W.Va.



235 Cantrell Ave., Montpelier Hall

The new frontier: The School of Art, Design and Art History has moved into the old Rockingham Memorial Hospital while Duke Hall undergoes renovations. The Student Health Center and administrative offices also are camping out there until permanent plans to house a future Student Success Center get under way.

If I could choose to come to JMU over again, I definitely would. ... I've just grown to love it so much and I would never change a thing. Dr. Rose, thank you for making this place as awesome as it is and good luck with everything in the future. — BRIDGET O'KEEFE ('14)



{Athletics}

JMU Nation takes the Purple Pride everywhere

From a national football championship and more than 30 conference titles to major facility improvements and tremendous upgrades to student-athlete support, intercollegiate athletics have soared during the Rose presidency. 31-21 — That score will long remind the JMU Nation of the Dukes' magical 2004 football march to glory. Head coach Mickey Matthews led his team to a never-before-seen feat of consecutive road playoff wins that included knocking off the University of Montana in the

NCAA Division I-AA title game in Chattanooga, Tenn. In the past two years athletics facility improvements — unprecedented

for a school JMU's size — have included boosting Bridgeforth Stadium seating to 25,000; opening the new Veterans Memorial Park that includes 1,200 capacity Eagle Field for baseball and the 500-seat softball section; and the ongoing University Park facilities that will soon play home at Neff Ave. and Port Republic Rd. to JMU lacrosse, field

hockey, and track and field along with some much-needed nonvarsity intramural space.

Student-athlete success has spiked during the Rose years thanks in part of a multiplicity of factors including the beautiful Robert and Frances Plecker Athletics Center with its first-class study area and also because of increased fundraising efforts that have seen, among other milestones, the creation of the Student Duke Club. Take a look at the following JMU academic success since 2000: 10 CoSIDA Academic All-Americans (the nationally recognized standard); 34 CoSIDA Academic All-District; two CAA Male/Female Scholar-Athletes of the Year and eight CAA Sport Scholar-Athletes of the Year.



Since 2000

- 21 team NCAA Championship appearances plus numerous individual appearances
- 5 National Players of the Year
- 2 CAA 25th Anniversary Silver Stars (top 25 student-athletes in all sports in CAA history)
- 31 combined regular season and tournament conference championships, including a school-record five

CAA Conference Championships in both 2000-01 and 2010-11

- 34 CAA 25th Anniversary honorees
- 87 Individual CAA Champions
- 43 CAA Athletes of the Year
- 22 CAA Rookies of the Year
- 21 CAA Coaches of the Year
- 19 CAA Tournament Most Outstanding Players/Performers
- 110 CAA All-Tournament Honorees

30
conference titles bring athletics glory during the Rose era.



The study opportunities afforded by the Plecker Athletics Center help boost student-athletes to academic success as well as top athletic performance.



Throughout Dr. Rose's remarkable career, he demonstrated a genuine concern for student success and a strong desire to ensure each graduate was prepared to contribute to society. A dedicated educator and determined leader, Dr. Rose made quite an impact on the lives of students, parents, faculty and thousands of alumni. He engaged regularly with alumni, encouraging feedback and garnering an ongoing commitment to JMU as part of his vision of lifelong learning. I extend my gratitude, congratulations and best wishes as he embarks on his next endeavor. — ELAINE TOTH HINSDALE ('85), former JMU Alumni Association president

1999
ROSE YEARS
2012



Eagle Field at Veterans Memorial Park is home to the 2012 CAA baseball championship, the first postseason play JMU has hosted since 1984. The 1,200-seat Eagle Field, the 500-seat softball section and the 25,000-seat Bridgeforth Stadium are impressive for a school of JMU's size.



Giving *back*

In his 1999 inaugural speech, President Linwood H. Rose called private support "imperative." Three years later the Madison Century — JMU's first comprehensive capital campaign — began. Through the six-year campaign that ended on JMU's Centennial anniversary celebration in 2008, a total of \$70 million — \$20 million over goal — was committed through contributions from 32,900 donors. Of that, \$54 million went to support academic programs, fellowships and scholarships, while \$15 million went to support the intercollegiate athletics program. Today the size of JMU's endowment has risen to almost \$56 million, up from \$22 million 14 years ago. And donors have helped raise to \$1.2 million the total scholarship dollars awarded annually, up from \$467,577 when the Rose presidency began.



3,963 donors lead way to Madison Forever

The Madison For Keeps temporary emergency fundraising effort raised \$432,178 from 3,963 donors in 2010 to help 108 students stay in school through the economic downturn. It was so successful that the Office of Annual Giving has established Madison Forever, a permanent and proactive way to help students.

36%

of JMU employees believe in the university so deeply that they make a charitable gift to Madison. That's an increase from 15 percent in 2005.

A full house

Attendance at JMU's annual Scholarship and Endowment Luncheon has more than tripled — to 371 donors, student scholarship recipients and their families, up from 113 in 2001.



Dr. Rose has a love for classic automobiles and finely tuned engines. He performed a frame-off restoration of his 1960 Austin Healey and is now working on a 1964 Jaguar. In a trip across the country, he, some close friends and I took turns as captain of the day. His attention to detail was as evident in his leadership as it was in the performance of his Healey. It is the same leadership that provided sound fiscal management to the university.

— JAMES E. HARTMAN II ('70), JMU Board of Visitors rector

250

undergrads present math and statistics research at JMU's annual SUMS conference.

{Health & STEM}

A hotbed of health innovation

The Institute for Innovation in Health and Human Services has traveled from vision to fully functioning cross-disciplinary and collaborative JMU clearinghouse. The institute — unlike any other in the nation — promotes excellence in health and human services education by involving professors and students in evidence-based practices through community outreach. The impact has been enormous. During 2010–11 alone, the institute was able to offer 3,039 clinical encounters and 17,417 community services in the region surrounding campus and provide almost \$4.4 million in grant-funded services to the citizens of Virginia, reaching every region of the commonwealth with health and human service innovations.

New and expanded programs in disciplines like counseling, exercise science, gerontology, health services administration, occupational therapy and physician assistant

Christian Schwantes ('10) parlayed chemistry and math research into Stanford's computational chemistry Ph.D. program.



The demand for nurses continues to rise. A master of science program with concentrations in clinical nurse leader, nurse administrator, nurse midwifery, adult/gerontological nurse practitioner and family nurse practitioner has joined a burgeoning undergraduate program numbering almost 800 majors at JMU. A doctor of nursing practice degree program is being planned.

studies at JMU are addressing society's growing demand for health and human services professionals. The number of undergraduate students — 2,592 — who have declared their intent to enter the health professions, for instance, has almost doubled since 2004 (1,458) and almost qua-

drupled since 2000 (745). JMU's Pre-Professional Health Program has grown to meet them, offering customized evaluation, advising, interprofessional courses and programs that foster education across borders to students who major in programs ranging from accounting to writing and rhetoric.



Flaming M&Ms offer chemistry lessons high school teachers can take back to their classrooms. The outreach session by professors and students — like Kevin Caran and Casey Rogers (left) — is underwritten by the Jeffrey E. Tickle ('90) Family Foundation.



Great migrations:

Biology will cross Interstate 81 this fall to take up headquarters in a new Biosciences Building. The department joins chemistry, physics and astronomy, integrated science and technology, engineering, and health and human services disciplines on the east side of campus. All have access to the new East Campus Library, which specializes in resources geared toward the sciences.



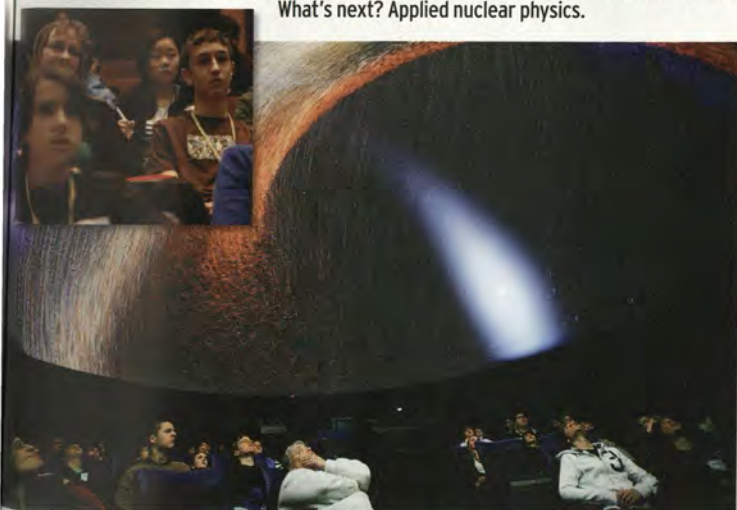
The Biosciences Building is designed for today's biology learning environment — collaborating in small groups within larger lecture settings.

If you ask Dr. Rose what he's most proud of, some of those things are founding the Phi Beta Kappa chapter at JMU, of course the 2004 National Championship football team and the 2010 victory over Virginia Tech. Of course the graduation rate is the other thing I think that Dr. Rose is particularly proud of. It's in the Top 10 of public universities. He is very proud of the leadership skills of JMU students and the push for volunteerism.

— VIRGINIA DEL. KIRK COX ('79), R-66, *Colonial Heights*, from the presentation of House Joint Resolution 238 commending Dr. Linwood H. Rose on the floor of the Virginia General Assembly, Jan. 27, 2012

1999
ROSE YEARS
2012

In 2007, the physics department became the Department of Physics and Astronomy. The name change could have included outreach, given its community-based Saturday Morning Physics, Astronomy at the Market, showings in the newly renovated Wells Planetarium (2008) and programs in the outdoor Astronomy Park. What's next? Applied nuclear physics.



12,000 Madison friends

Part of President Rose's responsibilities is nurturing the university's many relationships. That responsibility is also shared by First Lady Judith Rose. Together they have hosted more than 300 events at the official JMU residence, Oakview. From 2000 to 2011, approximately 12,000 students, professors, staff members, alumni, donors and friends have partaken of the Roses' hospitality.



A Bluestone Reunion alumni tradition: The Class of 1959 visits Oakview.

Stewardship of the Natural World

Stemming from a presidential commission of 2007, President Rose announced the formation in 2008 of the Institute for Stewardship of the Natural World to guide the university's engagement with growing environmental concerns of the JMU community and the world. It coordinates



and facilitates existing and new pursuits of sustainability, environmental stewardship and a broader sense of citizenship.

Dr. Rose is trusted by federal and state legislators and legislative staff. They know from experience that he only asks for resources critical to JMU's success, and they know if they provide those resources he will ensure they are used for those needs.

— CHARLES KING, *JMU administration and finance senior VP*



With a \$10,000 Community Impact Award, Matt Fenzel ('07) and Colin Wright ('07), left, took their honors research and thesis to reality by implementing an irrigation system in Kenya's Namawanga community.

268

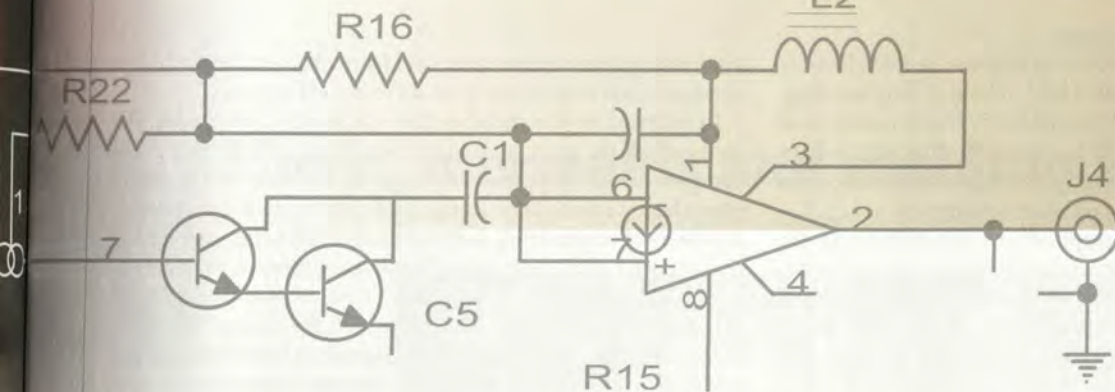
Based on a survey of the JMU faculty, more than 100 professors reported 268 recent or ongoing environmental stewardship scholarly projects, of which 44 percent were student-led. Also, of these 268 projects, 85 receive external funds and 29 have internal funding. Research projects were reported from the areas of health sciences, humanities, communications, natural sciences, engineering and applied sciences, visual and performing arts, business, and social sciences. Projects included many occurring in international settings.



Building a better engineer

*By Martha Bell Graham
and Eric Gorton ('86, '09)*

45 JMU's first engineering class includes 45 graduates and many have secured spots in graduate schools and jobs with companies ranging from banks to government agencies and engineering firms.



A biology minor, a designer, a math major and an environmentalist all walk into the same JMU classroom. With varied skill sets and interests, their initial conversations center on hopeful careers after JMU. Soon, all four find that they can't wait to dive in as JMU's first engineering students — and they can't wait to learn from each other.

At a university known for innovation, it's not surprising that when JMU began exploring the development of a new engineering program in 2005, faculty and administrators consulted not only engineers in academia but also liberal arts educators, professional literature, standards for ABET (the international engineering accreditation organization) and FE (the qualifying exam for undergraduate engineers), industry representatives, scientists and business professionals. They looked at traditional engineering and considered what the future would require of engineers.

The result was a new School of Engineering at JMU, which enrolled its first class in the fall of 2008. The university's first 45 student engineers will receive their degrees on May 5.

While most engineering schools separate students into specific fields, JMU's school takes a different approach. On top of a full complement of liberal arts courses, JMU engineering students study across all engineering disciplines — an approach that parallels industry changes driven by increasingly complex and interrelated systems. From this holistic perspective, students examine how projects might impact people, the environment, the economy and technology.

"We don't want engineers to leave our new School of Engineering only focused on issues of math and science and critical analysis," says JMU President Linwood H. Rose. "We want people who understand the value of what they might engineer for society. We want them to understand the economic impact of those innovations. We want them to know what the political and social implications are."

Rose's leadership, his dedication to science, technology, engineering and mathematics studies, and his commitment to promote sustainability across the curriculum, were critical to the successful development and adoption of the new school.

JMU's approach to engineering, unique in Virginia, is built around traditional core engineering subject matter such as thermodynamics, fluids, statics and dynamics, physics, and chemistry. But JMU students go further by taking courses in business management, engineering economics and communication.

They also take two years of design courses, another significant departure from traditional engineering. When students move from paper to actual design and construction, the holistic approach comes into focus, culminating in a two-year capstone project that requires students to bring together research, innovation and learned engineering skills.

Following JMU's official application for ABET accreditation that will be submitted this summer, the School of Engineering anticipates receiving accreditation sometime in 2013.

First approved by the State Council for Higher Education in Virginia in 2007, JMU's school fills an important niche in the engineering field. Douglas Brown, former JMU vice president for academic affairs, says, "It's the most innovative program in the state because it focuses on sustainability. There's no other program framed this way. It's a truly cross-disciplinary program. Most engineering programs are highly specialized, and the addition of a business component will make the students highly marketable."

No boundaries, no limits

JMU engineers tackle global, human issues with curiosity and practicality *By Eric Gorton ('86, '09M)*

Imagine going to the hospital and not finding clean water, sterile surfaces or modern machines to measure your vitals. Now imagine walking five miles to get health services. This scenario, so foreign to Americans, is the unfortunate reality for large numbers of people living in Sub-Saharan Africa.

"In Africa, people struggle every day with things we take for granted," says Dan Wolfe, an engineering student from Midlothian, Va.

Wolfe is part of a group of seven engineering seniors that is designing a health clinic they hope will change the way health care is delivered in Sub-Saharan Africa. The goal is to create a design that will be adaptable so the clinics can be built in any Sub-Saharan community with available resources.

Continued on Page 40

The ultimate goal of the project, to improve people's lives, is a fundamental objective for the JMU School of Engineering, which will graduate its first class on May 5. Other members of the first 45 graduating engineering class are working on ways to improve alternative fuels research, biology research, electric-vehicle design and firefighting robot technology.

When this year's seniors stepped into classrooms as the school's first engineering freshmen in 2008, they entered a program that set out to be unlike any other, a program developed around teaching the four pillars of sustainability that future engineers must embrace, not only to succeed in their profession, but to make meaningful contributions in the communities they choose to work.

"We ask: Is the design going to perform the function? What is the economic impact? Will it be marketable, viable? And what effect on people will it have and what is the environmental impact?" explains Patrick Nutbrown ('12) of Springfield, Va.

universal system so that scientists from all over the world can compare their results and find different efficiencies."

In addition to the theories they are learning in classes, the members of the solar hydrogen team — as well as their classmates — are getting plenty of hands-on experience. The school puts a heavy emphasis on design and each student must take six semesters of engineering design courses. Few other engineering schools offer such a practical, hands-on approach to engineering undergraduates.

Senior John Murdock of Springfield, Va., says, "You go in the classroom. You see formulas, but when it's hands-on, you run into unexpected challenges. It requires research and teaching ourselves. That is very helpful."

Wenzel agrees. "We can go on and on about all the technical details, but what's really helpful is how to work within a team. What we're going to take away from this project is so much more than technical knowledge," he adds.

'We can go on and on about all the technical details, but what's really helpful is how to work within a team. What we're going to take away from this project is so much more than technical knowledge.' — BRAD WENZEL, *solar hydrogen capstone project member*



Engineering seniors and solar hydrogen capstone team members (l-r) Brandon Journell, Bradley Wenzel, Patrick Nutbrown and John Murdock developed technology to help other engineers streamline research on the conversion of hydrogen to clean energy.

Nutbrown is part of a team designing a device that will enable researchers around the world to find the best way for using solar energy to produce hydrogen fuel.

Hydrogen produced from sunlight is one of the most promising sources of energy because it is a clean energy carrier that can be produced in multiple ways, says Brandon Journell, a senior from Salem, Va. The challenge of solar-produced hydrogen, which first began in the 1970s during the first oil crisis, is finding the most effective process through which solar energy can be converted into hydrogen for use as an energy source.

The device being designed by the solar hydrogen team will standardize solar-hydrogen research by enabling scientists to test, measure and evaluate the production of hydrogen energy from solar energy and compare results.

"Other universities have done research with this as well, but not in any way that's comparable," adds Brad Wenzel of Wallingford, Pa. "With this testing apparatus, we hope to make a

Peter Epley of Springfield, Va., a member of the robot team, also points to his experience of working with a team as a strength of the program. "Each one of us has strengths. I've got a programming and computer background, but Jed [Caldwell of Purcellville, Va.], Pat [Byerly of West Friendship, Md.] and Matt [McHarg of Fairfax Station, Va.] have more of the civil and mechanical. And Joey's [Lang of Centerville, Va.] got a very strong electrical background. And this has come from the last four years of each of us finding our niches within the department."

"No one knows it all, so we bring our own interests and expertise together. The result is collaborative problem solving," Lang says.

"We graduate very marketable," Byerly says. "We have learned to communicate, work in teams and solve problems. We've been exposed to a broad variety of engineering. We feel we can tackle any problem we're given."

The problem the robot team is tackling could someday improve safety for firefighters. The team is designing a robot that can maneuver through a burning structure, locate the fire and extinguish it without any human assistance.

Keith Holland ('00), an alumnus who returned to teach in the engineering program, hears positive reports about the training JMU engineering students receive. "The feedback that we're hearing from industry partners that we work with is that an engineer who is trained as a generalist and has the ability to analyze complex problems is incredibly valuable, especially in today's market," Holland says.

One of the program's first faculty members, Olga Pierrakos, adds, "One of the great things about JMU, it's flexible. Nobody puts boundaries around what you do. This is true cross-disciplinary thinking and collaboration. And that's what we tell our students: Don't put boundaries where they don't need to exist. You can do anything with engineering."

* Read more about JMU's first class of engineering students at www.jmu.edu/engineering/index.html.

Music, mermaids and molding leaders

Thank you, Dr. Rose, for your surprises and leadership lessons BY PAULA POLGLASE ('92, '96M)

I have no idea what the class was officially called. I do remember it was a 400-level management class, my first business class at JMU, and slightly intimidating for a senior speech communication major. In the fall of 1991, the class was held in the brand new business building, where the paint was fresh and the marble was shiny — a slightly different experience from the aging, yet beloved Anthony-Seeger Hall.

I didn't find the class in the course catalog; the information was passed on to me. To get into the class I had to call the office of the vice president for finance and administration, Dr. Linwood Rose. To even know to make that call, well, someone who had been in the class before you had to tell you about it. In my case it was Jeff Smith ('90) and Cindy Leeson Huggett ('91), the two previous presidents of JMU Student Ambassadors.

The unofficial name of the class could have been "The Leadership Challenge." That was the name of the book by James M. Kouzes and Barry Z. Posner that we used to explore leadership styles. Dr. Rose and Dr. Mark Warner team-taught the class. Most of the students in the class were student leaders — Miller Fellows, SGA officers, Panhellenic and Interfraternity Council officers, and Student Ambassadors. We weren't learning theories, we were learning leadership skills and immediately applying them into our student organizations.

I was familiar with Dr. Warner but did not really know Dr. Rose. He came to every class dressed in a suit. He was formal and a little intimidating at first. However, he was quick to talk about his sons, tell stories about his job and offer perspectives on our leadership challenges. And, he brought the music. I had never had a class that started with music each week. Dr. Rose had the smallest, most powerful speakers I'd ever heard and started class each week with jazz, or *The Little Mermaid*

About the Professor JMU President Linwood H. Rose has led Madison into a position of national prominence. He began his JMU career in 1975 and has worked in every division on campus. He was appointed president in 1998 and retires this year. Under his tenure as president, more than 10 new academic programs were implemented, 25 buildings were constructed, enrollment grew by 37 percent and a Phi Beta Kappa chapter was installed. Asked of what he is most proud, Rose says: reducing the student-faculty ratio from 19:1 to 16:1, a graduation rate in the top 10 among public universities, and student overall satisfaction rates above 90 percent.



Paula Polglase ('92, '96M) says JMU President Linwood H. Rose modeled the best leadership by loving his students, the people he works with and James Madison University.

soundtrack or classical selections — he surprised us. In fact, one week when he had to be away we didn't quite know how to get started — there was no music.

We watched *Dead Poets Society*; we were led through an experiential visioning exercise while classmates lay on the floor. We listened to guest speakers who were respected campus leaders. JMU women's basketball coach Sheila Moorman told us that when it came time for her to choose a point guard she didn't choose the most

experienced player or the most athletic — she chose the best leader. We talked a lot about that decision.

The most impressive thing about this class was that our teachers were respected leaders. Dr. Rose and Dr. Warner were obviously good friends and they were having fun. They were also very serious about their own leadership development and about ours. The lessons on visioning the future, modeling the way and encouraging the heart resonated the most with me.

While there was no way for us to know that our professor would become the JMU president seven years later, none of us were surprised when he did. The process he undertook to bring in students, staff members, professors and alumni to create a shared vision for JMU could have been taken right from the class that he taught.

When I recently searched for my "leadership challenge" textbook it was right where I expected, on the bookshelf in my bedroom. Twenty plus years later, it is the only textbook from college that remains on the shelf. The paper cover has long since disappeared but the highlighted text and dog-eared pages are reminders of how important this class was in my leadership development.

Kouzes and Posner share in their book the secret of success: "Just possibly the best-kept secret of successful leaders is love. Leadership is an affair of the heart, not of the head."

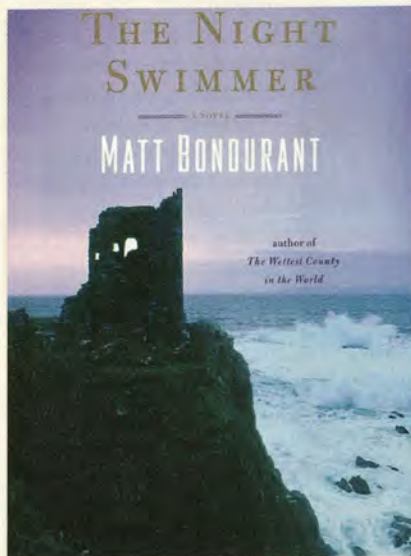
Thank you, Dr. Rose, for modeling the way by loving your students, the people you work with and James Madison University. *MP*

About the Author Paula Harahan Polglase ('92, '96M) is a public affairs associate in the JMU communications and marketing office. She has also worked in residence life, student activities and annual giving. She advises her sorority, Sigma Kappa, and currently serves as president of the board of Harrisonburg's Explore More Discovery Museum. She and her husband, Geoff Polglase ('85), deputy director of JMU athletics, have three sons.

Mixed Media

BOOKS
MUSIC
& FILM

{Books}



The Night Swimmer

BY **MATT BONDURANT** ('93, '97M); SCRIBNER, 2012
ISBN-13: 978-1451625295

Matt Bondurant's third novel, *The Night Swimmer*, is a hit among book reviewers, including *The New York Times*, which wrote, "Mr. Bondurant skillfully conjures the elemental world his characters inhabit." Another reviewer wrote, "Bondurant has a gift for storytelling that transports and enthralls." In a small, isolated town on the southern coast of Ireland, Fred and Elly Bulkington, newly arrived from Vermont having won a pub in a contest, encounter a wild, strange land shaped by the pounding storms of the North Atlantic, as well as the native resistance to strangers. Bondurant tells the poignant unraveling of a marriage, shows the fierce beauty of the natural world and shares the mysterious power of Irish lore. In addition to publishing a book this year, Hollywood has turned Bondurant's second book, *The Wettest County In The World*, into a feature film starring Shia LaBeouf, Jessica Chastain, Gary Oldman, Guy Pierce, Tom Hardy and Amy Wasikowski. The film will be in theaters this spring.

* www.mattbondurant.com

Corruption & Politics in Latin America: National and Regional Dynamics

BY **CHARLES H. BLAKE**
LYNNE RIENNER, 2010
ISBN: 978-58826-718-4

Charles H. Blake, JMU political science professor and department



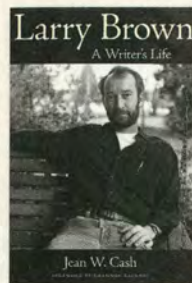
head, co-edits this book with Stephen D. Morris, professor of political science at Middle Tennessee State University. The collaboration is a methodical comparative analysis of Argentina, Bolivia, Brazil, Cuba, Mexico and Venezuela. The analysis focuses on the impact of corruption on politics, society and the economies of each country. The editors also address the history of corruption in each nation and the effectiveness of current reform attempts.

* www.rienner.com

Larry Brown: A Writer's Life

BY **JEAN W. CASH**
UNIVERSITY PRESS OF MISSISSIPPI, 2011
ISBN: 978-1-60473-980-0

JMU Professor Emerita of English Jean Cash uncovers landmark southern writer Larry Brown (1951–2004), who was not a product of a writing program, nor a teacher of writing. In truth, he never attended college. Cash reveals the man and how culture and icons influenced his work. Discussion surrounds Brown's struggle with fame, his troubled family, and his



boyhood in Mississippi and Tennessee. Cash also covers Brown's service as a Marine, his 16 years as a firefighter and the early stages of his transformation into a writer and his posthumous fame. She concludes by discuss-

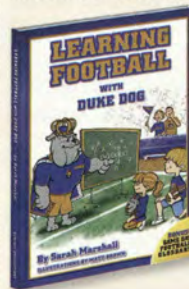
ing the publication of *A Miracle of Catfish*, the novel Brown had nearly completed just before his untimely death.

* www.upress.state.ms.us/books/1371

Learning Football with Duke Dog

BY **SARAH MARSHALL** ('82)
PUBLISHER **DAN STEINER** ('91)
GAME DAY PUBLICATIONS, 2011
ISBN: 978-1-936319-67-1

Want a fun way to teach your Future Dukes the game of football? How about with a children's book featuring Duke Dog! Sarah Marshall ('82) and publishing partner Dan Steiner ('91) introduce siblings Joe and Emma and detail their JMU game-day adventures with everyone's favorite Purple Pride pup, Duke Dog. Available at the JMU Bookstore, the book includes illustrations of the renovated



Bridgeforth Stadium.

* www.gamedaypublications.com

Politics and the Twitter Revolution

BY **JOHN H. PARMELEE** ('92)
LEXINGTON BOOKS, 2011
ISBN-10: 0739165003

Political science major John H. Parmelee ('92) has published the first book to focus on politics and Twitter. *Politics and the Twitter Revolution: How Tweets Influence the Relationship between Political Leaders and the Public* discusses who follows political leaders on Twitter, what motivates followers to do so and the persuasiveness of political tweets. Parmelee, an associate professor of communication at University of North Florida, and Shannon Bichard, associate professor of advertising at Texas Tech, use in-depth surveys and interviews to delve into Twitter and diverse political views.



* thewonkyprofessor.wordpress.com

News

Party Dawg!

Road Dawg joined his big brother, Duke Dog, for the April 23, 2011, wedding of Matt Terry ('01) and Brianne Terry, a University of Towson graduate. "I met Brianne at the 2008 JMU vs. Towson football game, and JMU crushed the Tigers 58-27," says Matt. "We've always kept a little school rivalry alive, but she surprised me with a purple and gold reception. There was more JMU pride on our wedding day than I could have imagined – Road Dawg, Duke Dog and a purple ice carving."

Road Dawg joins (l-r) best man Jeremy Bullock ('03), Matt Terry ('01), Brianne Terry, Will Starke ('99), Mark Gatenby ('01) and Kim Carisi ('01).



(Inset): Road Dog helped celebrate the marriage of Kendall Paige Capps ('09) of Alexandria, Va., to Matthew Joseph Gaume (Penn State '07) on Nov. 12, 2011. Road Dawg joined 17 JMU alumni, including maids of honor Katie Stewart ('09) and Stacey Dvoryak ('09). Bridesmaids were Kristen Dotson ('09), Jen Walsh, ('08) and Carter Maxey ('11M). Jesse Finley ('08) served as best man. Also attending were Mike Cleary ('79) Christine Fowler Cleary ('80, '82M) and Ron Maxey ('82). Capps says, "Road Dawg added excitement to the reception and our rendition of the JMU Fight Song."

Alumni News	Homecoming, CASE Awards, Dukes Interacting: Past and Present, Bluestone Society and Senior Candlelighting ceremonies, Madison College Luncheons	44
Madison Perspectives	1960s/1970s reunion proves worth of fully engaging in the Madison Experience By MICHAEL CAPPETO ('70)	46
Madison Milestones	Alumni provide stability during times of transition By JAMIE JONES MILLER ('99)	48
Be the Change	Adam Armiger ('07) honors sister and helps those with congenital heart defects By JAMES IRWIN ('06)	50
Class Notes	Alumni notes; scholarship thank yous; JMU Works and more	52
Picture This:	JMU Lego League PHOTOGRAPH BY HOLLY MARCUS ('03)	64

{Alumni Association News}

Alumni involvement equals success

Alumni programs take top 2011 CASE honors BY JAMES IRWIN ('06)

Thanks to alumni engagement and support of JMU, the Council for the Advancement and Support of Education, District III, honored the JMU Alumni Association with three 2011 Awards of Excellence.

Presented annually, CASE Awards recognize best practices in advancement that contribute to the growth and understanding of education.

The alumni relations staff and alumni volunteers were honored for work producing JMU's Alumni Centennial — including the signature celebration event and the "100 Years, 100 Days, 100 Dukes" campaign written by Gabrielle Piccininni ('11). Alumni relations also received awards for the annual Bluestone Reunions



The Skip Castro Band helped 500 Madison alums get their groove on at the JMU Alumni Centennial Celebration during 2011 Homecoming Weekend.



weekend and JMU LOVE, alumni leaders of volunteer and engagement program.

"We are thrilled to have these programs recognized by our peers," says JMU Alumni Association Executive Director Ashley Privott.

"The Alumni Centennial was a once-in-a-lifetime moment, Bluestone Reunions is one of our signature annual events, and JMU LOVE could help revolutionize the way we look at volunteer leadership. Our staff puts forth tremendous effort in these programs and events, and the awards are reflective of their efforts."

The alumni relations team also received a 2010 Special Merit honor for the Madison Alumni Conference. "It's not every year that you receive a CASE award, much less an Award of Excellence," Privott adds.

"I think the recognition we've received the last few years is proof that our programs are successful, creative, engaging and collaborative."

* Learn more at www.jmu.edu/alumni

AlumniNews



DUKES INTERACTING: PAST AND PRESENT

The JMU Alumni Association hosted its annual Dukes Interacting: Past & Present networking social on Feb. 17. Thirty-five current students joined 35 alumni in the East Campus Dining Hall's Montpelier Room for career discussions and professional development. Alumni discussed opportunities in various fields including business, health care, law, media and graduate studies.

{Madison Traditions}

Madison College Luncheons 2012

Classmates from 1940s to 1970s share Madison memories

More than 60 Madison College alumni were reunited during spring semester when the JMU Alumni Association hosted a series of lunch events across Virginia. Luncheon attendees in Richmond, Va., enjoyed a three-course meal at Flemings Steakhouse and Wine Bar. Guests in Smithfield, Va., were treated to a breathtaking view of the marina and marshes at Smithfield Station. A third luncheon event held at historic Mount Vernon featured a tour of George Washington's estate.

"People who come thoroughly enjoy the Madison luncheons," says Barbara Shafer Ohmsen ('55), who attended the Smithfield luncheon. "They look forward to it, and when they know it's coming up they will reach out to classmates and invite them."

The events, specific to Madison College alumni, were attended by a host of 1940s, '50s, '60s and '70s graduates.

"It was a marvelous time," says Barbara Snead Hathaway ('69), who attended the Mount Vernon event. "When I saw the postcard invitation I nearly threw it away until I saw it was specific for Madison College alumni. Once I realized that, I didn't even tell my husband until after I sent in the RSVP. I told him, 'By the way, we're going to Mount Vernon on Monday.'"

Hathaway had plenty of company at Mount Vernon, including some last-minute registrants. Betty Ball Mann ('58) also attended the Richmond event 11 days earlier, and enjoyed it so much that she, Betty Jo Butler ('58) and Bertie Selvey ('58) decided to catch a train to the Northern Virginia luncheon, where they reunited with classmate Grace Machanic ('58). "We had a grand time," says Mann.

Hathaway, who currently lives in Culpeper, took time to reflect on

'I think what Madison has become is spectacular.'

— BARBARA SNEAD HATHAWAY ('69)

JMU's history and growth — and even found a similarity between her Madison Experience and those of current students who will witness the retirement of JMU President Linwood Rose and the inauguration of Jonathan Alger. As a student Hathaway experienced the Madison College presidential transition as President Ronald E. Carrier followed President G. Tyler Miller.

"It makes you realize how few presidents we've had," says Hathaway. "Dr. Carrier came on as I was graduating, and I remember meeting Dr. Rose several years ago in Philadelphia. So I have followed the presidency throughout the years. I think what Madison has become is spectacular." **MI**



(Top): Barbara Snead Hathaway ('69) (front row, second from right) and several Madison College alums enjoy the Mount Vernon luncheon event. (Inset): Barbara Shafer Ohmsen ('55), first row, far right, shared lunch with 15 Madison-era alumnae at Smithfield Station in Smithfield, Va.



{Madison Perspectives}

The rearview mirror

Forty years later, I can tell students: Don't just attend JMU, attack it BY MICHAEL CAPPETO ('70)

I took one final glance at Madison through my rearview mirror as I left campus the day after graduation. Those were four great years, I thought, gone in a flash. I could see the cupola of Wilson Hall fading into the distance as I drove up Rt. 11. It didn't take much longer to lose the radio signal from WHBG. I was now alone in the car, reflecting on my Madison Experience. I had the top down on my aging two-seater sports car enjoying the sun and wind, and the memories flooded my head.

Images of my classmates made me smile. Thinking about some of the ridiculous things we did made me laugh aloud. I thought of my professors who challenged me more than I had thought possible, and the members of the administration with whom I had shared many valuable experiences. I'd look forward to keeping in touch with them. They were people who cared about me, not just my education, but about me as a person. I'd try to emulate them in life.

As a young alumnus, I returned to Harrisonburg often to share the good times with my classmates as we watched one another progress in our professions. As family and careers grew, reunions and visits became shorter and less often.

This past fall, I found myself excitedly driving back to campus in a new two-seater. But, this time I was not alone. My classmate Bev Johnson ('70) was in the car with me and we talked about the good times we shared as students. Bev and I married shortly after graduation, had children and now have grandchildren. This trip to campus for a 1960s/1970s Madison reunion was more than

40 years after our graduation. How could that much time have passed? Forty years: Gone in a flash!

We stopped at my old Sigma Phi Epsilon fraternity lodge on Rt. 11, now a convenience store. I bought a caffeine-free Diet Coke, something I would have never considered drinking when I was a student.

We passed the L&S Diner where my friends and I would have late-night breakfasts after dropping off our dates at curfew time. Curfew? I made the turn onto campus and was instantly transported back to my Madison days. I felt a rush of adrenaline course through my veins. The campus was a portkey to an earlier era.

One of my Sigma Phi Epsilon brothers Steve Smith ('71), who is lucky enough to work at Madison, err, I mean JMU, organized this special reunion. I greeted him and my classmates with enthusiasm. We had all changed — some more than others — but change was what our professors had prepared us to do.

I was struck by the notable success of classmates who had returned. I asked each one to tell me about the last 40 years, and I watched them beam with pride while talking about their families and careers. Several were teachers and school administrators, and I could hear the phenomenal impact they clearly had on students and learning systems. Other classmates were flight attendants — the glamour jobs of the 1970s — business executives and entrepreneurs, people who had volunteered worldwide to improve humanity, college professors and administrators, financial managers and artists. I won't venture into a discussion about the criteria that



Michael Cappeto ('70) welcomed returning alums to the 1960s/1970s Madison reunion.

AlumniNews

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measures satisfaction and success — those obviously vary among people — but listening to my classmates reflect upon 40 years revealed enormous pride in achievements.

Almost all talked about how Madison had helped form their lives.

So how did our Madison Experience shape our lives? I've been a college professor and administrator most of my career and know that the answer to this question would consume volumes and still be open to debate. The in-and-out-of-classroom learning environments created at Madison are highly effective in personal development and in preparing students for life.

My classmates and I learned in class and we learned from our extracurricular activities. We learned from our professors and we learned from each other. We learned to think creatively, analytically, critically, scientifically and quantitatively. Most importantly, we learned to take our Madison Experience and newly gained knowledge and transfer what we had acquired to the new problems, situations and environments that we would encounter in our lives.

One unscientific conclusion I drew from my conversations with classmates was that a high relationship existed between their level of engagement with the college as undergraduates, and the level of success and satisfaction they reported in their lives. If that hunch is correct, what lessons might today's generation of JMU students learn from alumni? Simple: Don't just attend JMU, attack it. Challenge yourself. Associate with

'We had all changed – some more than others – but change was what our professors had prepared us to do.'

— MICHAEL CAPPETO ('70)



(Above, front): Beverlee and Michael Cappeto ('70) shared Madison memories with Russell ('72) and Joy Dunson, during the '1960s/'1970s alumni reunion. (Inset): Mike and Bev at Madison College in 1970.



the best and brightest in the student body. Immerse yourself in learning, both in class and in out-of-class activities. Become one with the university.

After the reunion, Bev and I got into our car and headed back north. We stopped at Jess' Quick Lunch and agonized over the loss of George's Restaurant, Doc's Tea Room, Leggett's Department Store and Charles Mathias Clothier. We stopped at the fraternity lodge for another caffeine-free Diet Coke. Top down, the sun and the wind and the sky filled our heads with visions of Madison 2011. The best view of Madison, we concluded, is not through the rear-view mirror, it's through the windshield, looking at the future as your Madison Experience continues. **m**

About the Author Dr. Michael Cappeto ('70, '71M) is provost at the State University of New York – Maritime College. He has been a faculty member and administrator at Washington & Lee University, the Claremont Colleges and Colgate University. He also was vice president for higher education assessment programs at the College Board and oversaw the SAT. He earned his Ph.D. from Virginia Tech. His wife, Beverlee Johnson Cappeto ('70), is executive director of development services at Fordham University. They have two daughters and two grandchildren.

Leadership That's what JMU LOVE is all about!

Involvement is at the heart of the Madison Experience. Through JMU Leaders of Volunteer Engagement (LOVE), the Alumni Association provides alumni with Madison-based, certified volunteer opportunities that extend the Madison Experience for graduates, benefit the university, and strengthen ties between alumni and students.

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[Madison Perspectives]

Madison milestones mark alumni influence

Alumni help provide stability during times of transition

BY JAMIE JONES MILLER ('99), president, JMU Alumni Association Board

Someone recently mentioned to me that the last time JMU underwent a presidential transition I was a student. Now here I am, more than 13 years later, serving as the JMU Alumni Association president as we embark on our next transition. It certainly doesn't feel like it has been that long to me, but the importance of stability in the leadership of JMU for more than

a decade — a decade that saw major milestones and extraordinary growth — cannot be understated. It has been an honor to be a part of the JMU community for these milestones, including JMU's Centennial in 2008 and the Alumni Association Centennial in 2011. These achievements prove that JMU does not just manage change. We drive the change. We are the change.

I look back on my senior year and remember the feeling of sadness on campus regarding President Ronald E. Carrier's retirement. Students had a deep respect for his contributions to JMU. At the same time, it felt like the university, and its students in particular, were on the cusp of something extraordinary. You could tell something big was happening. It was a time of personal transition for me, as I was looking toward graduation with a few job prospects in hand and some uncertainty about my first steps post-JMU. I know many of my friends felt the same way. From recent conversations with a few current students, I know our seniors are facing the same questions with graduation right around the corner.

I also recall the optimism and sense of opportunity that Dr. Rose brought to the president's office — the feeling that JMU would be in good hands. And it has been. Consider this: Since taking office, Dr. Rose has conferred more than 56,000 degrees — nearly half of the total degrees awarded by the university. Not only am I in this category as a member of the Class of 1999, my husband Tim ('96) earned his master's degree from JMU in 2000.

Despite the challenges brought on by enrollment growth, JMU was listed in the Princeton Review's "Best Value Colleges" guides

in 2009, 2010 and 2011, and was ranked as the top public, masters-level university in the South for 16 consecutive years by *U.S. News & World Report*. Our optimism proved to have merit. There is no doubt that JMU has been in good hands.

JMU alumni provide stability during times of transition. President-Elect Jonathan Alger articulated this perfectly in his acceptance

speech when he said, "Alumni and friends, you are the lifeblood of our institution." JMU truly values our alumni and has an excellent history of recognizing their individual and collective contributions. For example, each year the university hosts the annual Bluestone Society induction ceremony for graduates celebrating their 50th reunion. This year's Bluestone Society inductees — the Class of 1962 — attended Madison College during the tenure of President G. Tyler Miller. Members of the Class of 1962 have seen tremendous growth during their 50 years of the Madison Experience. They watched Dr. Miller and Dr. Carrier build facilities, increase enrollment and make JMU coed. Under Dr. Rose's leadership, they have seen JMU's mission evolve to inspire students, alumni, faculty and staff to Be the Change as part of a community committed to preparing students to be educated and

enlightened citizens who lead productive and meaningful lives.

These themes are reflected upon during the annual Bluestone Reunion candlelighting ceremony, which welcomes the 50th year reunion class to the Bluestone Society. If you ever have a chance to witness this event, take advantage. It is a special Madison tradition.

Recently added to this moving tradition is the Senior Countdown candlelighting ceremony, which welcomes graduation seniors to the JMU Alumni Association and to their new role as alumni. As we light the candles for the Class of 1962 and the Class of 2012 at ceremonies this year, we will honor the past, celebrate the present, and look toward a bright future for JMU.

* See images from alumni events and traditions at www.jmu.edu/alumni



(Above): JMU Alumni Association President Jamie Jones Miller ('99) speaks at a Washington, D.C., alumni event. (Inset): President Linwood Rose and Miller at the dedication of Alumni Association Centennial Park.

{Alumni Association News}

Homecoming 2012

Make plans now to be back in the 'Burg

Get your purple gear ready: Homecoming 2012 is set for Oct. 26-28. Join the JMU Alumni Association and your fellow Dukes and help turn campus into a tidal wave of purple. Some of your favorite events will be back, including the Pep Rally, Alumni Golf Tournament (hosted by the Harrisonburg Alumni Chapter) and the JMU Alumni Association Tailgate. On Saturday, the football team hosts CAA newcomer Georgia State at Bridgeforth Stadium. Reunion event planning is well under way.

If you have questions regarding your reunion event, contact Stephanie Whitson in the alumni relations office at whitsosh@jmu.edu or call (540) 568-8821. **M**



Madison alums and Dukes fans showed their purple pride while tailgating at Homecoming 2011.



AlumniNews



Dr. Charles Blake (left) receives his award from Thomas Culligan (right) at a reception in Washington, D.C.

2012 JMU Alumni Association Awards

Educators change the world, one student at a time, which is why the JMU Alumni Association is proud to honor two of its own:

2012 JMU Distinguished Alumni Award for Teaching
Eula Louise Snedegar-Spicer ('81),
Woodgrove High School world history teacher

2012 James Madison Distinguished Faculty Award winner
JMU Political Science Professor Dr. Charles Blake

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JMU ALUMNI – YOU ROCK!

Thanks to your engagement and support of JMU, the Council for the Advancement and Support of Education, District III, has honored the JMU Alumni Association with top awards for Bluestone Reunions 2011, the JMU Alumni Centennial event and JMU LOVE (Leaders of Volunteer Engagement, which has 200 volunteers).

Your involvement is crucial to JMU success. And the Alumni Association wants to thank you, especially the 1,000-plus Dukes who attended and participated in these programs in 2011.

CASE

We couldn't have done it without you.

To view the CASE District III Award Winners list, go to caseiii.org/index.php?page=2012awards

LEADERS OF VOLUNTEER ENGAGEMENT
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100 YEARS, 100 DAYS, 100 DUKES

JAMES MADISON UNIVERSITY
Alumni

{Be the Change}**Be the Change starts at home***Alumnus honors sister and helps others with chronic illness*

BY JAMES IRWIN ('06)

Adam Armiger ('07) wasn't thinking about changing the world. That approach wouldn't have made much sense. To change the world, you need to set out to change the world. You need to think macro — big, big, big. Armiger was envisioning something closer to home. He was thinking about Hope.

Armiger was 10 when his sister, Hope Marietta Armiger, passed away, 15 days after her birth, from complex congenital heart defects. By the time he enrolled at JMU, Armiger knew he wanted to do something to help better the lives of those affected by congenital heart defects or CHDs.

"I was very young when my sister was born and we were going through hard times," he recalls. "Some families deal with this for the entire lives of the kids, and it's expensive and takes a toll emotionally and financially."

More than a decade after losing his sister, Armiger, with help from fellow JMU alum Sean Wainwright ('06) made good on his goal and founded the Hope Marietta Foundation, keeping his sister's memory alive and raising awareness of congenital heart defects.

CHDs are the world's No. 1 birth ailment and the leading cause of all infant deaths in the United States, according to The Children's Heart Foundation. Despite CHDs claiming the lives of twice as many children as all childhood cancers combined, funding for research amounts to only one-third of that raised for cancer research.

Armiger's Washington, D.C.-based foundation focuses on those most affected by CHDs, helping support families in the area with medical expenses or funding admission to Camp Heartbeat, hosted by the Children's Hospital. Money and awareness are raised through events, including skeeball tournaments, stuffing stockings at the Children's Hospital and miniature golf at the H Street Country Club.

In February 2011 — during American Heart Month and Congenital Heart Week — the foundation hosted its first large-

scale fundraiser, "Hope For Hearts Casino Night" in Arlington. More than 250 guests attended and helped raise \$10,000 for cardiac patient assistance funds at the Children's Hospital Foundation. The funds will assist needy families with hospital bills. Numbers for the February 2012 event were even higher — 330 guests raised \$17,000, which will purchase Fun Centers through the Mid-Atlantic Chapter of the Starlight Foundation to provide entertainment and family activities to children with chronic and life-threatening conditions.

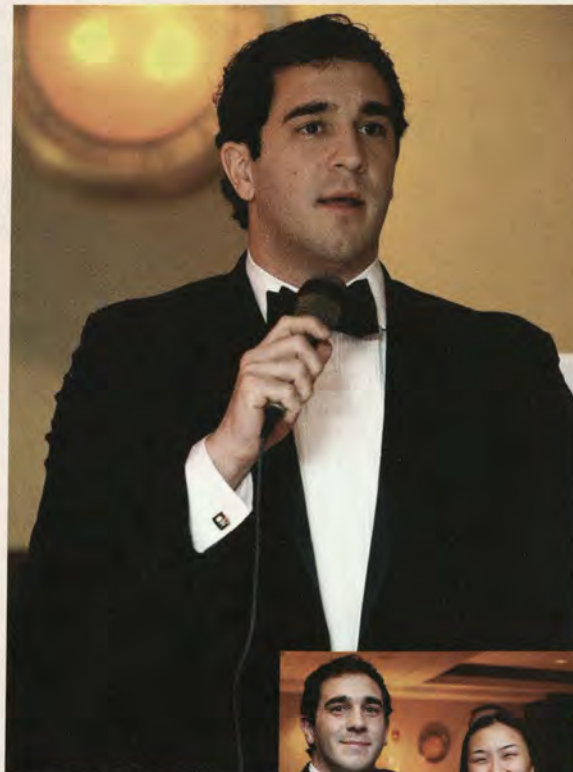
A College of Business alumnus, Armiger says that helping families and children cope with the pain and isolation of prolonged illness is a mission rooted in philanthropy. "It's obvious to me that everyone could do a little bit more; everyone can give something," he says. "There are so many people and groups out there who need help."

Help, both in the form of donations and volunteers to run the foundation, has come in a wave of purple. Fellow JMU graduates Kerrin Delaney ('07), Cabell Dickinson ('06) and Wainwright serve on the Hope Marietta Foundation executive committee. Scores of Madison alumni attend foundation events in the Northern Virginia area, bringing awareness to the cause and keeping Hope's memory alive.

"One of the special things that has come out of this charity is that my sister is constantly in the minds of my friends and family," says Armiger. "That's really been something special that's come out of this."

A simple idea can make a difference. Changing the world doesn't need to begin on a grand scale. It can originate closer to home. The fight against CHDs is ongoing and yet, Armiger's foundation has found its way into the hearts and minds of those who believe in the power of something universal. In thinking about Hope, Adam Armiger has found a way to inspire hope. **M**

* Learn more about the Hope Marietta Foundation at the foundation's Facebook page or visit www.hopemariettafoundation.org.



(Top): Adam Armiger ('07) welcomes guests at the February 2012 Hope for Hearts Casino Night in Arlington, Va. (Right): Armiger shares a fun moment with Jamie Shin Bishop and Chris Bishop.



{Madison Traditions}

Growing Madison traditions

Bluestone Society and Senior Candlelighting bridge Madison generations

BY JAMES IRWIN ('06)



The past and present came together in late April when the JMU Alumni Association hosted the annual Bluestone Reunion Weekend and events for the graduating Class of 2012. This year, Bluestone Reunion Weekend honored the Class of 1962, which graduated 50 years ago.

The annual Bluestone Reunion candlelighting ceremony welcomes JMU alumni who graduated 50 or more years ago to the Bluestone Society. During the same week, the alumni association welcomes the graduating class by hosting senior activities. Members of the Class of 2012 are welcomed to the alumni association with a candlelighting ceremony at Alumni Centennial Park.

Bluestone Reunions, hosted by the JMU Office of Alumni Relations and one of the alumni association's signature annual events, celebrates Madison alumni who are celebrating the 50th anniversary of their graduation. Members of the Class of 1962 were inducted into the Bluestone Society on April 28. Current Society members from the Classes of 1957, 1952, 1947, 1942 and 1937 joined them for a weekend of Madison memories, campus tours and reunions.

As part of the Bluestone Society induction ceremony, alumni light a candle in memory of classmates who have passed away. That same candle is used to light individual induction candles for all new



Alumni checked out memorabilia and shared stories at the Madison Confessional during 2011 Bluestone Reunion Weekend. The Bluestone Society induction ceremony candle is used for Senior Candlelighting.

Bluestone Society members. The same candle also is used again to illuminate individual candles for graduating seniors during the Senior Candlelighting ceremony when members of the graduating class officially become members of the JMU Alumni Association.

* Learn more at www.jmu.edu/alumni/events/

MadisonEvents

APRIL 26-29

Bluestone Reunions Weekend

www.jmu.edu/alumni

APRIL 27

Senior Candlelighting

www.jmu.edu/alumni

MAY 5

Spring Commencement

www.jmu.edu/commencement

MAY 18-20

TKE/Sigma Delta Rho Reunion

www.jmu.edu/alumni/calendar

JUNE 1-3

Madison Alumni Conference

www.jmu.edu/alumni

JUNE 16

Richmond Crabfest

www.jmu.edu/alumni/calendar

www.jmu.edu/alumni/calendar

www.jmu.edu/JMUArts

www.JMUSports.com

For more information on events, please call the JMU alumni office toll free 1-(888) JMU-ALUM

Save the dates!

Family Weekend

OCT. 5-7, 2012



www.jmu.edu/parents

Homecoming

OCT. 26-28, 2012



www.jmu.edu/homecoming

Stay in touch, get involved and be Mad cool

CLASS

59 Barbara Ruth Brenner Cutchin represented James Madison University and President Linwood H. Rose at the inauguration celebration of Paul William Conco as the seventh president of Paul D. Camp Community College. "Thank you so much for giving me the opportunity to represent JMU at this inauguration and 40th anniversary celebration of Paul D. Camp Community College," says Cutchin.

72 Donna B. Fowlkes represented JMU and President Linwood H. Rose at the inauguration celebration of James Scott Hamilton as the sixth president of Mountain Empire Community College in Big Stone Gap, Va., on Oct. 14, 2011. "I had a great day! Thanks for asking me to attend," writes Fowlkes.

76 Allan D. Kennedy was elected president of the board of directors of Mental Health America/Georgia. MHAG helps guide public policy and provides educational and assistance programs to Georgia residents in need of mental health care. * On Oct. 21, 2011, Ruth Grady Lewandowski represented JMU and President Linwood H. Rose at the inauguration of Patrick Finnegan as Longwood University's 25th president. Lewandowski and her husband, Mike Lewandowski ('77), served on Longwood's Parents Council for three years while their daughter, Anne Kendall was a student. The couple's other daughter, Caroline, is a sophomore at Roanoke College. "I was honored to represent JMU, and I am proud to



Ruth Grady Lewandowski ('76) congratulates new Longwood University President Patrick Finnegan.

be an alumna of such a fine institution," says Lewandowski. "President Finnegan and his wife, Joan, are absolutely delightful, and he will be very involved in all aspects of student life at Longwood. His focus areas are scholarship, service and standards." * Barbara Ann Ruddy is director of human resources at the University of Virginia School of Law. Before her 20-plus year career in human resources management, Ruddy taught high-school Spanish for 10 years.

77 Jay Jackson is senior director of development for Washington and Lee University in Lexington, Va. * Award-winning director, producer and editor Steve James directed the new film, *The Interrupters*. The film shares the moving stories of three "Violence Interrupters," who try to protect

their Chicago communities from the violence they once employed. James worked with bestselling author Alex Kotlowitz on the film, which delves into the story of violence in American cities. James' previous film, *Hoop Dreams*, won every major critics award as well as a Peabody and Robert F. Kennedy Journalism Award in 1995. The film earned James the Directors Guild of America Award and was selected for the Library of Congress National Film Registry. James spoke with editors at PBS's *Frontline* online magazine about *The Interrupters*: "There's a bigger thing that needs to be accomplished to save these communities than stopping violence. ... The power of the individual to effect change can be profound." Learn more about the film at <http://interrupters.kartemquin.com/about>.

78 After 33 years of federal service, Randy Coleman Hite retired in December. He was employed by the Government Accountability Office in Washington, D.C., serving the U.S. Congress as director of IT architecture system issues. Since his retirement, Hite received the Federated Enter-

prise Architecture Certification Institute's career achievement award and was elected into 1105 Media Group's Enterprise Architecture Hall of Fame. "While this is not Cooperstown, the list of inductees is nevertheless very short," according to Hite. This year, he established Hite Consulting, which specializes in IT management.

79 Jim Dawson is the film critic for FilmReviewOnline.com. * The American Society of Safety Engineers and Women in Safety Engineering honored Kathy Seabrook as part of their "100 Women Making a Difference in Safety" project. The project honors women who have dedicated their careers to promoting innovation in safety, health and environmental issues. A strong advocate for workplace safety, Seabrook has more than 30 years of safety and health management experience and has provided expertise to corporations around the globe. The founder and president of Global Solutions Inc., Seabrook's work focuses on assisting companies in managing their safety and health risks. She has developed global safety and health strategies, corporate

Alums! Make plans now to be on campus for **Homecoming 2012**

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inside back cover or e-mail
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Tea-riffic

Tavalon Tea Co. CEO is changing American's perception of tea BY TYLER MCAVOY ('12)

When you think about tea, what comes to mind? Perhaps it's a gorgeous Chinese panorama, dotted with hills and fields tended by farmers. Maybe tea evokes a European garden party with ladies hold-

ing laced umbrellas, men in top hats and a Baroque melody playing softly in the background. For some it's a soothing cup of Earl Gray mixed with honey, a remedy for a sore throat on a snowy day.

For many people, tea isn't an everyday beverage. It's either foreign or a remedy when we catch a cold.

John-Paul Lee ('01) wants to change these perceptions.

After graduating from JMU's College of Business with a degree in computer informational systems, Lee began work for Accenture, an international management and consulting company. Starting in New York City and later transferring to London, Lee began feeling restless, as if he had to do something more.

"I had to get out of the rat race," he says. "I had to have my own business."

Lee's entrepreneurial spirit kicked into high gear. At 26 he quit his job and sold everything to start Tavalon Tea Co. He sold his house, his car and liquidated all of his stock options, and then, with a business partner and a whole lot of luck, co-founded the company in New York City. Now the CEO is proud to say that Tavalon Tea is sold in more than 400 restaurants and more than 500 department stores including Bloomingdale's. The company has grown from a New York craze to a serious international business with a second office in South Korea.


"I want to bring the perspective of tea in America from pinky in the air to new, young and fresh," Lee says.

Lee credits much of his success to JMU's College of Business, and says its emphasis on collaboration has been crucial to his success. "It helps build a network and cultivates you in an environment to excel in people skills," explains Lee.

Former JMU College of Business Dean Robert Reid was impressed with Lee as a student. "He was always very focused and very driven," recalls Reid. "Odds are slim of starting a business when you're that young. But Lee's drive is certainly uncommon."

Reid believes that the College of Business' focus on what some people call "soft skills," which Reid defines as leading and communicating, is the most important facet of business. "You aren't going to get a job with technical competence alone," says Reid. "The ability to lead and motivate is just as important."

As John-Paul Lee's list of accolades grows, he proves the JMU College of Business formula works. Lee has been recognized as a business leader by the Asian American Business Development Center and was honored with the 2010 Outstanding 50 Asian Americans in Business Award. In 2011, the U.S./Pan Asian American Chamber of Commerce bestowed Lee with the

Top 10 Asian American Business Award for his accomplishments as a young entrepreneur. In September 2011, Lee was selected as a member of the Entrepreneurial Sounding Board Committee for Columbia University's Business School, and in October 2011 he was honored with a board seat committee for the Asian American Business Development Center. 

* Learn more at www.tavalon.com/blog



Tavalon Tea Co. co-founder and CEO John-Paul Lee was recognized by the Asian American Business Development Center as one of the 2010 Outstanding 50 Asian Americans in Business.

standards and leadership education workshops. A long time ASSE member, Seabrook is the society's current senior vice president.

80 Susan K. West Taylor was promoted to director of programs and budgets for the Jepson School of Leadership Studies at the University of Richmond. She has worked for the university for 14 years.

82 Thomas Grella was selected to serve in three national leadership positions. He was appointed chair of the technology and communications committee of the American Bar Association's House of Delegates, and he was named the columns editor of the ABA Law Practice Management Section's *Law Practice Magazine*. The members of the ABA Law Practice Management Section also elected Grella to a second-year

term as section delegate to represent and serve the section in the ABA House of Delegates. Grella has been with Asheville, N.C., law firm McGuire, Wood & Bissette since 1988, a partner since 1993, and he is currently chair of the firm's management committee. His blog, ncbusinesslaw.net, addresses legal issues facing North Carolina businesses. * The *Washington Business Journal* recognized Don Rainey with its "Outstanding Director Award" at an awards ceremony in February in Washington, D.C. The award, which honors board members who have helped make the companies they've served run better, lauds Rainey's work with LivingSocial Inc. Rainey serves on the JMU Board of Visitors, and is a former member of the JMU College of Business Executive Advisory Council. He is a general partner with Grotech Ventures, which helps entrepreneurs build technology companies. In addition to his work with LivingSocial, he also currently serves on the boards of Grotech portfolio companies Clarabridge, GramercyOne, HelloWallet, Personal, SnappCloud and Zenoss.



Don Rainey ('82)

83 James Embley was named a 2012 Future 50 award winner by *SmartCEO* magazine. The award recognizes the 50 fastest-growing companies in the greater Washington, D.C., area. According to *SmartCEO*, "these companies represent the future of the region's economy and embody the spirit of leadership and success in their industries." Embley is the founder and CEO of Rubicon Professional Services, which provides management in the planning, engineering and construction of building or upgrading critical facilities.

* Jan Ernst joined the CPA firm Valderas & Fishel PC as a staff accountant. Ernst is also enrolled at Virginia Commonwealth University in the graduate accounting program. She previously worked for Tour Plan International. * Clark Kendall, president of Kendall Capital, was named one of the Top Wealth Managers in the Washington, D.C.,

region by the National Association of Board Certified Advisory Professionals. The nonprofit financial association evaluated 20 categories of Kendall Capital's management and operations, including experience; credentials; team dynamics; fee structure; customer service and philosophies on risk, planning and investing. Kendall is the only financial professional worldwide who has earned the credentials of Chartered Financial Analyst, Accredited Estate Planner and Certified Financial Planner. He has more than 20 years experience in investment and wealth management. * Charlotte Matthews Markva started Commonwealth Counseling in Richmond, Va., in 1998. Matthews has practiced as a licensed professional counselor, licensed marriage and family therapist, and certified substance abuse counselor. She was appointed by the governor to serve as the representative from the Board of Counseling to the Board of Health Professions for the next four years. * Deborah Morgan Rasso earned an M.S. in psychology from Nova SE University in May. She accepted a position at

Palm Beach Institute in West Palm Beach, Fla., as a primary therapist.

85 Ellen Roos Swarts and daughter Crysta ('05) will participate in their third Susan G. Koman 3-Day for the Cure. They walked in Washington, D.C., in 2008, volunteered as crew members in Seattle in 2010 and will walk again in San Diego in November 2012. "We are so excited to bring our Dukes spirit to the fight for a world without breast cancer!" says Crysta.

87 Jeff Harper joined Cost Management Performance Group as executive vice president of client development and will be responsible for the national sales efforts for the firms VendorINSIGHT® and BCP Insight® programs. He has more than 20 years of sales and marketing experience. Harper most recently served as senior vice president for BSG Financial in Louisville, Ky.

88 Janet Phillips is the 2012 Executive Women's Golf Association Businesswoman of the Year. The program recognizes EWGA members who have used their success in business as a tool to enhance and promote the EWGA and the growth of women's golf. Phillips was instrumental in founding the Richmond, Va.,

EWGA Chapter and has served on its board as well as chair of the education committee. Learn more at www.myewga.com/Golfpalooza/Awards. * John Roberts, SPEED channel host for *NASCAR RaceDay* and *NASCAR Victory Lane*, has co-written the book, *The Great Book of NASCAR Lists*. The book highlights the 50 greatest stock car drivers of all time, the most controversial races and memorable driver quotes. Roberts' broadcasting career started in the JMU communications department and at WHSV-TV in Harrisonburg.

89 Mark Schultz was elected as stockholder at the Florida law firm Henderson Franklin.

90 Michelle Woodard Brown is an assistant professor of English teaching World Literatures at Shenandoah University in Winchester, Va. She published *Reading Trauma in Gendered Struggle: Meja Mwangi's Carcase for Hounds in Women's Studies: an Interdisciplinary Journal* and *Bleeding for the Mother(Land): Reading Testimonial Bodies in Nuruddin Farah's Maps in the Research in African Literatures* journal.

91 Robert "Bob" Lord got his Santa-groove on and took in a holiday paddle on Christmas morning 2011 in Santa Monica Bay



Bob Lord ('91), aka, Santa, takes in a holiday paddle on Santa Monica Bay.

The basketball 'Peace Corps'

Alum's Shooting Touch foundation is a slam dunk for the kids

BY AMELIA WOOD ('13)

Fronting \$25,000 for a project that may not work out is not a good "on paper" business strategy; but **Justin Kittredge ('00)** took a risk that paid off more than he could have ever imagined.

"You have to follow your heart," says Kittredge, the current Reebok International global director of basketball footwear. "I decided to establish a foundation to help others, and went into it with an 'If you build it, they will come' mentality."

Kittredge founded the Shooting Touch foundation with his wife, Lindsey, in 2007. While many organizations provide relief to areas in need, he says, "We wanted our organization to do things differently."

Shooting Touch is a Boston-based company that uses the sport of basketball to positively impact the lives of children both on and off the court. The Shooting Touch Sabbatical Program is often referred to as "The Basketball Peace Corps." The program grants recent college graduates the opportunity to partake in a 10-month international work program using the platform of basketball to help foster education and influence positive social change in Third World countries.

Recent college graduates have visited Brazil, Cape Verde, South Africa and Zimbabwe to coach basketball and educate residents about HIV prevention, leadership and gender equality according to Kittredge.

After spending the money to send the first Shooting Touch sabbatical winner to Africa, the Kittredges held a fundraiser/dinner and raised \$30,000, which more than covered the trip's expenses.

Shooting Touch's Board of Directors include current professional basketball players, former players, sports writers and analysts, and coaches and assistant coaches from all over the world. "We knew it was key to establish imperative global relationships," says Kittredge.

This past year Kittredge and his wife have raised enough money to send two people overseas, but they don't plan on stopping there. "We want to be able to send 2, 3, 5, 10, 15 people overseas," Kittredge exclaims.

Their determination to expand the organization only gets stronger, and the Kittredges are focused on more fundraising events, including an annual Up All Night basketball event.

The couple hope that other people, organizations and colleges will embrace Shooting Touch and help raise money for the sabbatical program. Reebok and Powerade have both supported the foundation.

The Kittredges and Shooting Touch have been featured on the cover of the *Boston Globe* Sunday sports section, in *Slam Magazine*, *Dime Magazine*, the *Wall Street Journal*, and on NBATV and Channel 5.

The Shooting Touch foundation also hosts youth basketball camps and clinics for underprivileged children, and the foundation's philosophy is "Coaching. Educating. Mentoring."

"The game of basketball is an important tool to teach these values," says Kittredge. "We have a passion for basketball and all the key attributes this sport brings to life."

Basketball has helped Kittredge with more than his community-building projects. After an interviewer at Reebok told him there seemed to be no reason to hire him, he invited Kittredge to participate in a Reebok League basketball game.

"The next morning I had the game of my life and he offered me an internship right after," says Kittredge. "I've been at Reebok for more than 10 years now."

As a business major with a concentration in hotel and

restaurant management, Kittredge was always passionate about basketball. "I'm glad I can use something I love to give back to the community. To see a player change for the better over the course of a couple of years and make it through difficult times and onto college is an amazing feeling. My entire life has revolved around the sport."

In addition to his years at Reebok International and the launch of Shooting Touch Inc., Kittredge has proved that you can integrate work and play evenly into a successful life. The baller owns three Guinness World Record titles for free throws. **M**

* Learn more at www.shootingtouch.com



Justin Kittredge ('00) and his wife, Lindsey, have turned a love of basketball into the Shooting Touch foundation, often referred to as the "Basketball Peace Corp." The foundation supports athletics, HIV education and social development around the globe.

Trailblazing twins tackle the Appalachian Trail

1958 alumnae help conserve the famous East Coast trails

BY PAT LUMPKIN ROSE ('58)

My 1958 roomies **Elrose Plentovich Couric** and **Susie Plentovich Hollinger** are identical twins. They attacked their Madison Experience with enthusiasm – determined to quickly finish the two-year pre-nursing curriculum and move forward. Fifty-four years later, they are still moving forward.

After both became widowed more than a decade ago, Elrose and Susie merged their lives together with deliberate and precise planning. They purchased 100 acres on White Oak Mountain in North Carolina and moved into a remote cabin. They quickly adapted to their natural environment and joined the Hayward Hikers club, which maintains a five-mile stretch of the Appalachian Trail. They also have set a lifetime goal of walking all 2,000-plus miles of the Appalachian Trail.

The trekking twins are more than half way to their goal. Elrose and Susie have hiked more than 1,000 miles of the Trail's ridged pathways. Always in tandem, they are continually planning the next hike. "We couldn't imagine a life without hiking. It's our passion. It's our incentive to greet each day with enthusiasm and promise."

The sisters' hiking exploits and manner in which they approach the Appalachian Trail are methodical and enthusiastic. Every detail is pre-planned and thought out in twin consultation style. From the hike setting, travel gear, food choices, clothing and hike logistics, everything is mapped out in advance. It's almost as if they participate in a virtual hike tour, studying every twist and turn of the paths. Planning takes months. "We respect nature immensely and try to anticipate what could happen. We always stay close to hiking groups and have even traversed some parts of the Trail with our family. We stick to the plan with a cautious nature. But we are goal setters," says Elrose.

A decision to traverse the entire Appalachian National Scenic Trail from Maine to Georgia is not undertaken on a whim. Yet, the twins are not content to be labeled "just hikers." Conservation is their main mission. Their decade-long voluntary effort to keep a five-mile Trail area clean and clear of brush and debris is determinedly carried out four times a year. A storm aftermath may even find them back for an extra sweep. The twins are wildflower experts and can track most deer and bear along the Trail. They often enjoy hosting a biology professor and students to explore and study the Trail. "We well know and appreciate the volunteer efforts of others who have paved our hiking paths through 11 states."

Many of these paths have lead Elrose and Susie to their highest elevation – the 6,643-foot Clingsmans Dome (Smokey Mountains) – to the granite monoliths in Maine. They proudly acknowledge their feat of hiking up all six of the North Carolina 40,000 peaks. A 2008 journal entry in Maine described the intensity of two weeks hiking Katahdin and the 100 miles of wilderness: "It was a difficult rock scramble. It took us four and a half hours to hike 5.2 miles to the top, and five hours down – inching our way slow backside style. This didn't put us under. We managed a 10-miler the next day." The twins write in a two-for-one format: Susie jots down short daily entries and Elrose adds narrative scenes.

While living in the Florida Keys during the winter months, the duo pours over maps and guidebooks to plan the next adventure. In June

2011 they hiked 100 miles in Pennsylvania and spent two weeks in New Hampshire. May and August were reserved for a Madison reunion and family. They describe the Virginia section of the Appalachian Trail as "a long section – nearly 523 miles – and certainly the most beautiful. We're saving the best for last."

The twins' trail-blazing reputation has permeated the hiking community.



Snack break on a New Jersey leg of an Appalachian Trail hike. The twins design some of their own hiking equipment.

Though they stick close to their hiking schedules (clipped in note-like fashion to their maps), they'll flash wide smiles and chat with others on the Trail. Well-wishers are fascinated by their tenacity. Admittedly, lacking natural directional ability (Who would have thought?), they may check out the beginning and ending

trails beforehand. Their car may be parked at an accessible spot. If possible, they leave their Trail route with a fellow hiker. And with less interest in night camping, they now prefer a nice bath, cozy beddings and a hot meal at day's end. Hiking maturity definitely has its perks.

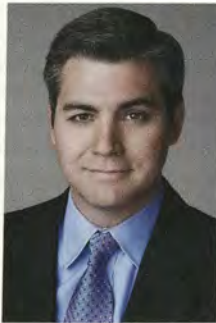
Naturally, they've had their share of hiccups. They fondly recall shooing a bear cub down the mountain to avoid a close encounter with an irate mother – no doubt nearby. And they recall a tedious late-night trail walk when plans went awry along with a boat schedule.

This summer, not far from a section of the Appalachian Trail, my roomies will shoulder their own homemade 11-ounce backpacks with hiking poles that double as tent gear. They'll settle down to pen the exploits-of-the-day in their thickening journal. Maybe, with a little prodding, they'll agree to share the details of the wonderful moment when they reach the end of the Appalachian Trail. I'd like to be part of that project. Now, if I can just catch up with them. **ml**

in Los Angeles, Calif. * **John K. Raymond** established the Carson Raymond Foundation in honor of his late son. The foundation has helped build three Little League baseball fields in Charlottesville, Va., hosted hundreds of children participating in baseball camps, and provided equipment and registration fees for underprivileged children and communities. Learn more at www.carsonraymonfoundation.com.

92 Sean Bates represented JMU and JMU President Linwood H. Rose at the Sept. 23, 2011, inauguration celebration of Keith T. Miller as 13th president of Virginia State University. * **Former JMU Alumni Association Board President AJ Fischer** represented JMU at the Oct. 18, 2011, inauguration ceremony at Davidson College, which celebrated its first female president, Carol Quillen. "It was definitely an historic day," says Fischer. "I was honored to represent Dr. Rose before his retirement."

93 CNN promoted **Jim Acosta** to national politi-



Jim Acosta ('93), CNN national political correspondent.

cal correspondent. Acosta is based in the network's Washington, D.C., bureau. Since joining CNN in March 2007, Acosta has covered the shooting tragedy at Virginia Tech, the 2008 presidential election and the 2010 midterm elections. Before joining CNN, Acosta was a CBS News correspondent. Follow the mass communications major and political science minor on Twitter @jimacostacnn. * **Super Lawyer – Mid South**

Edition 2011 named **Tristan Armer** of Ocean Springs, Miss., a "Rising Star" in the workers' compensation practice area. Armer is an associate with Heidelberg, Steinberger, Colmer & Burrow, P.A., where he represents employers in workers' compensation claims, longshore and harbor workers' claims, and other general liability claims. He is the past-president of the Jackson County, Miss., Bar Association.

94 Booz Allen Hamilton named senior associate **Angela Orebaugh ('99M)** a fellow in the firm's Functional Skills Belting program, which recognizes subject matter expertise. The



Tristan Armer ('93)

distinction of Booz Allen Fellow is reserved for an elite group of the firm's most noted authorities — individuals who are respected for their impact in the professional community. Orebaugh is the firm's first Cybersecurity Fellow. She has written six books on cybersecurity and is an authority in the fields of security automation, continuous monitoring, vulnerability management, and intrusion detection and prevention.

95 Seth Lawlor and brother **Andrew ('99)**, along with three other Lawlor brothers, launched FreeRide-

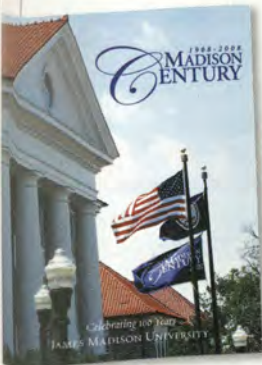
Home.com. The venture is the first iPhone application and mobile web service to connect individuals with a designated driver program servicing their location. The program works nationwide.

96 Cindy Schaefer Galka founded Muffy Writes a Note products, a company featuring notecards, note pads, invitations and announcements. The company's Under the Sea note card collection was featured in the gift bags handed out at the

DO YOU REMEMBER?

Do you remember the **Quad tunnels**? May Queen? Call

downs for **'cutting campus?'** Trips to the University Farm? **The Stratford Players?** Sitting **on the hill** watching the Marching Royal Dukes? Decorating **the Jemmy statue?**



Get your copy of **Madison Century**, which shows 100 years of the Madison Experience. Buy yours now at www.jmu.edu/centennialcelebration.

News and Documentary Emmy Awards last September.

98 Katherine Williams' solo show *Call Me* was accepted into three New York City festivals in 2011, including the Midtown Theater Festival. This is her sixth play produced in Manhattan. Williams also has worked as a stand-up comedian since 2009.

99 Shaunna Payne Gold launched Gold Doctoral Consulting, designed to assist current and aspiring doctoral students with balancing work, school and life, and completion of academic doctoral programs. Gold's company offers an e-newsletter with tips of the trade, a blog and educational events.

00 Ben Cornthwaite was named executive director of Eagle's Trace, a retirement community in Houston. Cornthwaite previously served as associate executive director of another retirement community and as a senior administrator for an assisted-living facility. His leadership at this facility resulted in a deficiency-free state survey for 2010 and contributed to being awarded a 5-star CMMS rating, the federal government's highest quality ranking. * Dan Gaffney purchased Techlab Photo located in Baltimore and Fulton, Md. The company not only develops film, but also provides digital printing and services like photo restoration and scanning of photos, slides and negatives. "I've always been an avid amateur photographer and purchasing this successful business is a great opportunity to use my B.B.A. in a field where I get to enjoy photography — mine and others," says Gaffney. "I love going to work everyday and I get to bring my dog to work as a store greeter!" Gaffney was previously a software engineer at Northrop Grumman Corp. * J.J. Jensen and Kevin McConnell,

along with McConnell's wife, Mia, and partner, Jim Drew, have launched Phil's Steaks in New York City. While at JMU, Jensen and McConnell were involved at WXJM, which led to the formation of Trilogy Records and the hip-hop act Doujah Rae and the Double-J. McConnell has since had a successful voiceover career, lending his talents to companies like ESPN and Toyota. Jensen runs Foundation Media, a marketing, promotion and digital distribution company specializing in hip-hop. "We've come a long way from DJing house parties at JMU," says Jensen. * Russell Lord was named Freeman Family Curator of Photographers at the New Orleans Museum of Art. Lord is responsible for the care, presentation and interpretation of NOMA's collection of more than 8,500 photographs, as well as developing exhibition programming and acquiring new works.



Ben Cornthwaite ('00)

Lord began his career as curatorial assistant at the Yale University Art Gallery. While completing a fellowship at the Metropolitan Museum of Art, he worked on his doctoral dissertation, "Hybridity and Reproduction in Early Photography." His dissertation establishes a broader history of photography that considers the role of viewing experience, public reception and photography's relationship to other pictorial forms. "While my recent research focuses on early 19th-century photography, I'm a historian with interests in art, culture and photography from 1750 to the present," says Lord. "NOMA's rich collections provide a wonderful opportunity to consider photography in the context of other media."

03 Matt Fraker took second place in a January 2012 episode of Food Network's *Cupcake Wars*. Fraker owns Frostings, a cupcake bakery in Richmond, Va. The music major was a member of Exit 245 and gave up a

'Before the ceremony I had the chance to speak with other university representatives and was able to share my passion for JMU. I was honored to represent Dr. Rose before his retirement.'

— KIMBERLY ANGELA RILL ('05)

teaching career to start his own business. Learn more at www.frostingsva.com.

04 Laura Daily is serving as a council member on the Dayton, Va., Town Council. * Mike Jenkins ('05M), World's Strongest Man competitor, has opened a new gym, Catalyst Athletics. Learn more at www.catalyststrong.com. Jenkins wrote a feature article for BodyBuilding.com in December. Read his article, "Only The Strongest: Mike Jenkins' World's Strongest Man Workout," at www.bodybuilding.com/fun/only-the-strongest-mike-jenkins-workout.html.

05 Jennifer Brockwell and Mark Baker recently launched *Chester Magazine*, an online publication highlighting local people, food, wine, culture and events in Winchester, Va.

Three of the magazine's writers are JMU alums: Sarah Daywalt ('00), Doug Stanford ('05) and Katie Landi Jordan ('06). Check them out at www.chestermagazine.com. * Elizabeth Whiting Davis of Earlysville, Va., earned an M.P.H. from the University of Virginia. She is the district epidemiologist for the Virginia Department of Health, headquartered in Charlottesville. * On Nov. 12, Kimberly Angela Rill represented JMU and President Linwood H. Rose at the inauguration of James M. Danko as 21st president of Butler University. "Everyone on campus was friendly and helpful, and it reminded me of JMU," says Rill. "Before the ceremony I had the chance to speak with other university representatives and was able to share my passion for JMU. I was honored to represent Dr. Rose before his retirement."

SCHOLARSHIP THANKS

Elizabeth Swallow Scholarship for Double Reel Music Majors

Dear Dr. Swallow:

Thank you for providing me with the opportunity to live my dream of coming to James Madison University and becoming a better musician. I hope to use the many skills I acquire here as a music major and have a career as a high-school band director. Music provides many wonderful opportunities to students of all ages. I am the person I am today because of the friends, memories and life skills I gained as a member of my high-school band. I want to provide the same opportunities for my future students. I truly believe that studying music at JMU is the first step to a successful career. Thank you for your generosity and for making my dream possible.

Ian W. Foster ('15)
BRISTOL, VA.

* **Tricia McGoldrick Sheehan** launched a new business venture, Shades of Green, providing residential eco-consulting services. Through green home makeovers, the business helps people create healthier home environments and save money. Learn more at <http://mygreenhomemakeover.com>.

06 Jack Martin Brandt was appointed by President Barack Obama in January to the President's Committee for People with Intellectual Disabilities. Brandt is the disability policy specialist for the Partnership for People with Disabilities at Virginia Commonwealth University, a position he has held since 2010. His work focuses on developing and promoting evidence-based and person-centered practices to improve outcomes in self-advocacy for people with intellectual and developmental disabilities. The political science major serves on the Virginia Community Integration Advisory Commission and the Virginia Statewide Independent Living Council. * **Corey Schwartz** launched a college health promotion in 2010 called RemixYourHealth. RemixYourHealth disseminates health education information, materials and resources to college students across the country via social media including a blog, Facebook, Twitter, Foursquare and a website. Schwartz says, "RemixYourHealth is designed to be a peer-to-peer health promotion initiative that allows college students and young professionals to write for our blog and help educate and collaborate with our peers, friends and classmates at colleges and companies across the country." Visit www.RemixYourHealth.com.

* **Aaron Shura ('06M)** is the new site plan/zoning inspector for Arlington County, Va. He recently left Washington County, Md. where he served as

a zoning inspector since 2006 and started with Arlington on March 28, 2011. * After graduation from the College of Business, **Cory Suter** launched a part-time venture, BioNeighbors Sustainable Homes. Once an entrepreneur, always an entrepreneur. This summer, Suter is launching his next entrepreneurial initiative — Direct Congress, a lawmaking forum on American Principles. Suter's concept is simple — develop a grassroots movement in which Americans create and vote on laws themselves. Learn how the program works at <http://directcongress.org>. Suter paid his way through JMU working as a brick mason and says, JMU's "Venture Creation class gave me lots of tools that have ended up working successfully for me."

07 Daniel O'Keefe of Buckeye, Ariz., is a border patrol agent at Arizona's Ajo station. He appeared on the Discovery channel show *Cops and Coyotes*, which premiered in November 2011.



Cory Suter ('06)

08 Rachel Day, a *cum laude*, double major in art and English, is serving in the Peace Corps on the island of Fogo in Cape Verde, Africa. The Christiansburg, Va., native writes, "Three of my JMU friends, including **Emily Hamilton ('08)**, a former JMU admis-

sions recruiter, came to visit me in Fogo. The island is a volcano, with a smaller volcano within the crater. We climbed the smaller volcano and trekked into the crater, where people write their names in rocks to be seen from the rim. We wrote "JMU" in the rocks and hope to see the photo in the magazine! *Fika dretu*, stay well." * **David Gottlieb** was promoted to senior accountant at Pennsylvania accounting firm Shechtman Marks Devor PC. Gottlieb provides audit services

EMERITINOTES and former faculty news

Professor Emeritus of History **Sidney Bland** delivered the annual State of the Field address at the 2012 Advanced Placement Reading in United States History in Louisville, Ky. The lecture series features a scholar who has published in a particular field of history. The scholar gives a presentation aimed at high-school teachers and covers important ideas, recommendable books and recent scholarship in his or her field. Bland's expertise is American Women's History and the Progressive Era.

Professor Emeritus of Mathematics and Computer Science **Gordon M. Fisher** and Associate Professor Emerita of Mathematics **Dawn S. Fisher** wish everyone in the JMU community well in 2012. "Does anyone remember us?" writes Gordon Fisher. "We are doing well in Westchester County, N.Y. We live near our daughter, Jennifer L. Fisher Berger ('83), and her family. Our other daughter, Andrea M. Fisher Rowland ('78), visits us from Charlottesville, Va.



After a half century of research and perseverance, Professor Emeritus of History **Henry Myers** has completed the first English translation of the *Book of Emperors*, which will be published by West Virginia University Press as part of its ongoing Medieval European series later this year. "The *Book of Emperors* is the first history of the Roman Empire of any sort written in the West since antiquity and the first attempt at a world or universal

history in any Western vernacular language," Myers says in his introduction. "Its author was an anonymous monk in Regensburg, Bavaria, who sometime between 1152 and 1165 took up the monumental task of setting down in German the whole story of the Roman Empire, including a bit of Biblical and ancient Greek background, as he thought it worthwhile for laymen to know. More than eight centuries later," Myers explains, "we are quite familiar with the genre called 'popular history.'" Myers' scholarly endeavor has been marked by unparalleled opportunity, like an extended stay in an Austrian monastery, where he examined the oldest-surviving parchment manuscript. It was also marked by catastrophe, including loss of his own book manuscript in a fire that also destroyed his house, causing him to have to rebuild both. Myers and his wife, Nancy, live on their horse farm, called Elk Run Stables, in Churchville, Va. He was the subject of a popular *Curio* feature in 2005.

The JMU Office of Alumni Relations invites all graduates from the 1930s to the 1960s to come back to campus for the annual **Bluestone Reunion Weekend**. Are you a professor emeritus/emera who would like to share with alumni during Bluestone Reunions? Contact Tracey Kite at kite1@jmu.edu.

* All former professors are encouraged to contribute an "Emeriti Note" at madisonmag@jmu.edu.



Rocking the JMU Purple Pride 2008 are classmates (l-r) Kristin Dyak, Meghan Patrick, Rachel Day and Emily Lolly Nilson Hamilton.

ClassNotes

to nonprofit organizations and professional service firms, and tax return preparation for corporations, trusts and individuals. He is a volunteer for the Ronald McDonald House of Philadelphia. * **Travis Lindsey** is King William County's emergency management coordinator. He was previously employed by the Richmond Regional Planning District Commission as a senior emergency management planner. "I hope to enhance the level of emergency management in the county and ensure that citizens are prepared for any hazard," Lindsey says. "My job is to make sure that the county has the tools to prepare for and respond to any kind of disaster."

09 **Eve Brecker** is serving in the Peace Corps. On March 16, she traveled to Rabat, Morocco, to begin a three-month training prior to a two-year assignment. Her Peace Corps program, Youth Initiatives, focuses on youth leadership, strengthening youth networks, capacity-building of

professionals who work with youth, and the promotion of girls' education. The international affairs major served as a program coordinator for the International Youth Foundation in Baltimore, Md., for the last two years.

10 **Rebecca Dial** is in her second year of full-time volunteer service with Jesuit Volunteer Corps Northwest. She is serving in Anchorage, Alaska. A total of 141 Jesuit Volunteers — 28 returning for a second



Jesuit Volunteer Corps member Rebecca Dial ('10)

year — are serving in 20 locales in the five Northwest states. * Former *Madison* magazine intern and School of Media Arts and Design graduate **Katie Hudson** of Yorktown, Va., is an editorial assistant at LivingSocial. * **Bekah Wachenfeld** is a freelance stage manager. She most recently served a year on the Walnut Street Theatre (Philadelphia) stage management team. She stage managed in Colorado at Perry-Mansfield for a second summer in 2011. She has freelanced in New York City,

Philadelphia and Washington, D.C., where she stage managed for JMU alumnus, **Michael Dove** ('03), at Roundhouse with Forum Theatre. In January, she was assistant stage manager at Theater J in Dupont Circle, D.C., for the production of *The Religion Thing*, a play by Renee Calarco. She also

worked on the remounting of *New Jerusalem* at Theater J.

11 **Kevin Jacokes** of Vienna, Va., writes that he "beat out 13 lesser men to become a 2011 Fantasy Football league champion." Jacokes works for Deloitte Consulting.

SCHOLARSHIP THANKS: Coe Visual and Performing Arts Scholarship

Dear Mr. and Mrs. Peter Coe:

I am so honored that I was chosen to receive the Coe Scholarship. As parents of a previous art student, you clearly understand the hard work that goes into each piece we present and the passion that it takes to be an artist. This gift was accepted with great enthusiasm, and I couldn't wait to share the good news with my family. Though my parents are very supportive and have never doubted my artistic ability, they were not expecting I would receive a scholarship for my talents. They are very proud of my accomplishments. Thank you so much for this gift! It will certainly serve as an even greater encouragement to me to become a more talented artist.

Kara Sheehan ('15)
LEESBURG, VA.

Alumni P.I.'s become one of '12 to Watch'

Security experts believe in putting customer first BY SANDE SNEAD ('82)

Sure J.J. Frazer ('97) watched the private detective show *Magnum P.I.* as he was growing up, but more influential to him now is *Lockup* – what really happens to people who try to skirt the law. However, Frazer owes much of his business' success to Walt Disney.

Frazer followed in his father's private security footsteps and opened New Horizon Security Services, which was named by the U.S. Senate Productivity and Quality Award program for Virginia as one of the "12 To Watch" small businesses in Virginia. *Inc. Magazine* recognized the company as No. 2,725 of their top 5,000 fastest growing private businesses and No. 1 in the security officer category.

"We were moving along just fine," Frazer says, "but we weren't really growing until we stopped focusing on law enforcement and started focusing on customers." A trip to Disney World inspired the shift in focus when Frazer saw the Disney magic at work. He requested some face time with a Disney manager and got 45 minutes of free one-on-one advice. He saw the customer service ethic in action and assumed the employees were highly paid. Then, he found out they made \$8.50 an hour. He went back for a behind-the-scenes tour and attended Disney University.

"That changed everything," says Frazer.

New Horizon employees had been asking for benefits and although that was unheard of in the security business, when Frazer's father died in 2007, he used the life insurance money to give full benefits to every full-time employee. He asked for increased attention to customer service in return, and he got it.

New Horizon only employs the top 10 percent of the security industry workforce and requires additional physical fitness and training requirements. "What sets us apart from other private security companies is our added professionalism, attention to customer service and our ability to tailor each security program to a particular company or agency," says Frazer.

For example, the Department of Motor Vehicles is one of New Horizon's major clients and Frazer designed a virtual shooting range to train his private armed security officers so they are tested with various real-life scenarios. Unlike many programs that are generic in nature, New Horizon's tactical training programs incorporate video of the actual lobby where the security officer will be stationed. Officers also train with real 9 millimeter Glocks – the same guns they use in the field.

Other technology includes GPS tracking of all security officers, so if there is ever a question about where a guard was during an incident, Frazer can pinpoint their location precisely.

Not coincidentally, the company's trajectory also began to soar when **Christy Steele Frazer ('97)** left her own very successful career consulting for the Department of Defense to team up with her husband. The couple met their freshman year through a mutual friend in Eagle Hall, and continued to bump into each other at Greek mixers. They began dating as juniors and were married in 2002.

While Christy was a health sciences major with a double minor in business and psychology, J.J. was a public administration major and criminal defense minor. She later pursued a Masters in Health Administration, and J.J. was torn between being an attorney and a police officer, but when he found that the starting salary for a law enforcement officer in Newport News was a whopping \$22,500, he decided to look elsewhere. He started New Horizon by focusing on unarmed security for hotels and retail shopping centers in Northern Virginia and Washington, D.C., and soon became the exclusive security provider to the largest student group travel firm in D.C.



New Horizon Security Services, run by power couple Christy Steele Frazer ('97) and J.J. Frazer ('97), was recognized by *Inc. Magazine* as the the fastest growing uniformed security officer company in the nation.

Now focusing on local and state government agencies, New Horizon provides armed security for the Virginia Department of Motor Vehicles, Department of Taxation, Department of Workers' Compensation and the Department of Corrections.

"This industry is dominated by large national firms," Christy explains. "Their focus is on lucrative federal contracts, not so much on the state agency level. But, that's exactly where we want to be."

Their first high profile assignment was providing the security detail for the train ride on Virginia Railway Express to President Obama's inauguration. "With that much rail, numerous stations and thousands of people over 19 hours, it was very intense," J.J. says.

For all of the accolades and profitability, the couple say that working together is the most satisfying part of what they do. New Horizon's early years coincided with the Frazer's growing family, so between babies and the new business growing pains, there was a lot of sleep deprivation. "This business is 24/7 day and night," J.J. says. "In the beginning, if I got three hours of sleep in a row, it was a miracle."

But the hard work is paying off. In September Lt. Gov. Bill Bolling honored J.J. at the Virginia Excellence Forum as one of the "12 To Watch" small businesses in Virginia. **■**

* Learn more at www.newhorizonsecurity.com

ANNOUNCEMENTS

Weddings

1980s Jeff "Peanut" Bowyer ('88, '95M) to Jennifer A. Whytosek, 9/17/11

1990s Amy Keller ('97) to Chris Lewkovich, 8/20/11 * Kathryn E. Townsend ('98) to Mark Carmichael, 11/5/10

2000s Daniel P. Gaffney ('00) to Katy Rogers, 9/18/10 * Chris Heisey ('02) to Lauren Duvall, 6/12/10 * Allison Bacon ('05) to Robert Silver, 8/20/11 * Meghan Barr ('05) to Michael Bennett, 9/24/11 * Jamie Lynn Swisher Brown ('06) to Timothy A. Brown, 9/3/11 * Kristy Matthews ('06, '07M) to Bruce

Edwards Pearce, Jr., 6/25/11 * Amy Gebhardtsbauer ('06) to Andrew Schroeder ('04), 7/3/11 * Kristen Johnson ('06) to Benjamin Parrish ('05), 7/23/11 * Marissa Velleco ('07) to Joshua Jones ('07), 6/18/11 * Cat Voogd ('07) to Bobby Candela ('01), 9/19/09 * Lee Brooks ('08) to Alison Somerville, 11/19/11 * Sarah Marbach ('08) to Josh Greeson ('09), 11/12/11 * Leah Marsallo ('08) to P.J. Kania ('06, '08M, '11M), 8/6/11 * Kendall Paige Capps ('09) to Matthew Joseph Gaume, 11/12/11 * Lindsey Embry ('09) to Darren LaFollette ('09), 9/4/11 * Whitney Powell ('09) to Peter Mooney ('09), 10/15/11 * Jennifer Stottlar ('09) to Josh Dameron ('07), 6/11/11

Elise, 11/13/11 * Laura Koszi Pribila ('98) and Matthew, a daughter, Olivia Brooke, 12/6/11 * Dolly Saini Ball ('99M, '00 Ed.S.) and Derrick ('99), a son, Deven Singh, 8/31/11 * Kimberly Bowers Skrzycki ('99) and Jeffrey, a daughter, Lanie Reagann, 2/10/11 * Megan Weatherly and Randy ('99), a son, Mason Thomas, 8/10/11

2000s Kelly Olson Bright ('00) and Chris ('00), a daughter, Addison Elizabeth, 11/5/10 * Lindsey Prevo Deptula ('00) and Jared ('00), a son, Jack Bruce, 8/7/11 * Jennifer L. Bishop Gorrie ('00) and David ('00), a son, Henry David, 2/21/11 * Paige Pitsenberger Kite ('00) and Jason, a daughter, Ahlia Sidney, 3/27/10, and a son, Zyler Tristan, 1/6/08 * Karen Thomas Sheehan ('00) and Drew, a daughter, Natalie Parker, 9/1/11 * Stacey Vogel Barry ('01) and Kevin ('01), a son, Callahan James, 9/21/11 * Guenevere Calvert and Scott ('01), a son, Holden Pierce, 2/22/11 * Jennifer DeSantis and Rusty ('01), a son, Justin Paul, 3/21/11 * Kelly Denholm Emerick ('01) and Scott ('01), a daughter, Lauren Marie, 9/21/11 * Jenny Deans Luecking ('01) and Justin ('01), a daughter, Olivia Kristina, 10/17/11 * Mollie E. Williams Marchant ('01) and Paul C. ('99), a son, Paul "Christian" Jr., 6/21/11 * Elizabeth Windsor Smith Mikolajczyk ('01) and Greg, a daughter and a son, Katherine Felice and Brian Scott, 6/14/11 * Kathryn Feliciani Morehouse ('01) and Jason ('98), a daughter, Juliana Grace, 2/17/11 * Samantha Miller Jones ('02) and Brain ('02), a daughter, Nicolette Ava, 2/5/11 * Meghan Shackelford and Tyler ('02), a daughter, Caroline Jennings, 7/6/11 * Danielle Clavelli Spano ('02) and Wesley ('02), a son, Connor Jon, 3/3/11 * Christine LaPorta Hendrickson ('03) and Robert, a son, Robert Alexander, 7/26/11 * Betty Trump Lightner ('03M) and Ben, a daughter, Becca Grace, 10/21/11 * Dana Zabelski and Scott ('03), a daughter, Corrie Anne, 9/1/11 * Emily Brownlee and Matt ('04), a son, Miles Douglas, 12/5/11 * Carrie Gibson Connolly ('04, '06M) and Thomas ('04, '05M), a daughter, Madison Rose, 4/29/11 * Carol Lehet Crawford ('04) and Jon, a daughter, Ava Mary, 11/10/11 * Laura Trigger Driskell ('04) and Bryan ('03), a daughter, Hailey Virginia, 8/23/11 * Crystal Hess Rowe ('04) and Randall ('03), a son, Hudson Scott, 11/24/11 * Amanda Thon Huang ('05) and Yon-Wei, a son, Landon Hunter, 11/16/11 * Jennifer Nielsen ('05) and Jesse ('03), a son, Grant Peter, 8/6/11 * Megan Castner Troidl ('05) and Geoff ('05), a daughter, Molly Kate, 10/19/11 * Jennifer Ellis Walters ('05) and Donald ('06), a son, Donald Steven, 9/24/11 * Katlin Bradley Copperman ('06) and Ross ('04), a daughter, Iris Nicole, 10/25/11 * Kimberly Cardwell Elkins ('07) and Kevin ('08), a daughter, Wendy Elizabeth, 12/17/11 * Melody Martin Mersiovsky ('07) and Scott ('07), a son, Luke Daniel, 11/21/11 * Rebecca Snow and Brian ('09), a daughter, Madison Riley, 11/10/11

FutureDukes

1980s Rebecca Mounts Blasky ('87) and Mark, a daughter, Kimberly Elise, 1/18/11 * Denise Grish Gabreleski ('89) and Michael, a daughter, Autumn Elizabeth, 9/22/11

1990s Jo Ann Haase and John L. ('90), a son, Travis John, 4/3/11 * Bob Lord ('91) and Ci Ci, a son, Asher James "A.J.", 2/8/12 * Kirsten Coleman Wertz ('91) and Greg, a daughter and a son, Keely and Cole, 11/11/10 * Kimberly J. Huggins Habbert ('92) and George, a daughter, Morgan Claire, 8/12/11 * Tiffany Miller Jenkins ('92) and Todd ('92), a daughter, Ellison Tucker, 6/30/10 * Jennifer McMullan and Michael J. ('92), a daughter, Hannah Rose, 5/20/11 * Christie Lorkiewicz and Robert ('93), a son, Samuel

Averette, 6/21/11 * Jodi Coles Dolin ('94) and Steve ('90), a son, Graham Harrison, 9/25/11 * Ashley Glazebrook Fitch ('94) and Christopher ('93), a son, Alden Rowe, 3/23/11 * Melissa Abraham Stanek and Frankie ('94), a daughter, Savannah Marie, 10/17/11 * Jennifer Homer Corsini ('95) and Jason ('94), a son, Nathan John, 11/2/11 * Maya Brown and Andrew Huff ('96), a son, Fletcher Ernest, 7/4/11 * Rujing Jiang and William L. Cassell ('97), a son, Ian Andrew, 11/23/11 * Jennifer Scancella and James ('97), a daughter, Sophia Judith, 6/1/11 * Nicole Ogranovitch Harrison ('98) and Michael ('98), a daughter, Kaija Alice, 9/12/11 * Kimberly J. Schloss Markin ('98) and Todd, a daughter, Charlotte Daisy, 9/29/11 * Angela M. Goodus Katona ('98) and Daniel, a daughter, Rosalie

ANNOUNCEMENTS

InMemoriam

CLEO DAVIS YOUNGER ('28) of Rougemont, N.C., 10/28/11
 RUTH MALOY WADE ('30) of Harrisonburg, Va., 12/18/11
 ESTHER GLICK HAWKS ('32) of Carson, Va., 8/15/11
 MILDRED FOSKEY VANDYCK ('34) of Portsmouth, Va., 8/20/11
 VIRGINIA MCNEIL NULL ('35) of Harrisonburg, Va., 2/1/12
 MOLLIE HULL WHIPPLE ('35) of Harrisonburg, Va., 11/2/11
 NINA HAYES HOYE ('37) of Salem, Va., 10/26/11
 MARY EDNA GLENN ('37) of Hardyville, Va., 11/17/11
 FRANCES ALEXANDER MORRIS ('40) of Sandston, Va., 8/6/10
 CLEADA A. MILLER ('40) of Bridgewater, Va., 12/24/11
 CECILE HARVILLE WINSTON ('40) of Atlantic Beach, Fla., 7/7/11
 IRENE CROWE DEAN ('41) of Keezletown, Va., 12/27/11
 VERONA HOGGARD PAINTER ('41) of Norfolk, Va., 12/22/11
 SALLY TERRY HONEYCUTT ('42) of Charlotte, N.C., 5/19/11
 RUTH WOOD BARBOUR ('43) of Fries, Va., 10/29/11
 FRANCES ELOISE WADDELL CAMDEN ('43) of Harrisonburg, Va., 1/16/12
 EMMA LILES NELSON ('43) of Virginia Beach, Va., 1/12/12
 MILDRED PEERY MCCALL ('43) of Monticello, Fla., 1/13/10
 MADELINE GODFREY PERDUE ('43) of Salisbury, Md., 12/28/11
 ELIZABETH ABBITT BENNETT ('44) of Newport News, Va., 12/9/11
 JANE KAYLOR EVANS ('44) of Virginia Beach, Va., 1/16/12
 PATSY M. CLARKE ('46) of Martinsville, Va., 11/20/11
 KATHLEEN ENGLEMAN KUSTERER ('46) of Richmond, Va., 11/15/11
 UNITY CHAPPELL BAILEY ('47) of Suffolk, Va., 2/5/12
 JESSIE BEAMAN FISCHER ('47) of Chesapeake, Va., 11/2/11
 MADELINE HEATWOLE STEWART ('47) of Winchester, Va., 1/17/12
 CARY GOODSON BRABRAND ('49) of West Point, Va., 11/25/12
 D.W. FAWLEY JR. ('49) of Lusby, Md., 1/14/12
 MARTHA COX HOLM ('49) of New Market, Va., 2/11/12
 JANET DAVIS MAYHEW ('49) of Newport News, Va., 10/21/11
 EDITH V. LAYMAN ('51) of Marshall, Va., 12/20/11
 MARY E. THOMAS SHULL ('51) of Falls Church, Va., 1/14/12
 BARBARA JAMES COLVIN ('52) of Chester, Va., 5/9/11
 JUANITA COCKE MINOR ('53) of Elkton, Md., 11/2/11
 WAYNE HAMILTON GARBER ('54) of Harrisonburg, Va., 12/22/11
 SHIRLEY NEWMAN SELF ('54) of Roanoke, Va., 1/20/12
 SUZANNE SUBLETT MITCHELL ('55) of Stevensville, Md., 10/23/11
 BARBARA BOWERS BARROW ('57) of The Villages, Fla., 12/5/11
 MARY LOIS HARDY DEWITT ('59) of Bedford, Va., 10/23/11
 JUDITH SMITH PERRY ('61) of Virginia Beach, Va., 12/3/11
 JAMES S. SOWERS ('62) of Harrisonburg, Va., 2/5/12
 DELORES BRADLEY WAYLAND ('63, '72M) of Stanley, Va., 9/15/08
 JOYCE OUSLEY STRADER ('64) of Knoxville, Tenn., 10/16/11
 MARY LOUISE TATE ('64, '71M) of Harrisonburg, Va., 2/12/12
 NEAL E. WINGFIELD ('69) of Hampstead, N.C., 1/15/12

LOWELL D. HAROLD ('71) of Staunton, Va., 12/10/11
 CALVIN E. LEE ('71) of New Market, Va., 2/4/12
 RANDALL R. HAMILTON ('73) of Winchester, Va., 11/8/11
 NORMAN W. LAM ('73) of Harrisonburg, Va., 11/9/11
 CAREY FOWLER RUBIN ('74) of Springfield, Va., 1/13/12
 JOHN R. "RANDY" MICHIE ('75) of Stanardsville, Va., 11/15/11
 KATHIE WHEATON YOUNGER ('75) of Cleveland, Ohio, 1/12/12
 BEN HOOFNAGLE ('76) of Orlando, Fla., 11/13/09
 NORMA ROSEMAN KIRSCH ('76) of Nowata, Okla., 5/17/10
 ANN FAGAN DAVIS ('77) of Alexandria, Va., 4/1/11
 RONALD G. KOPPENHAVER ('77) of El Dorado, Kan., 1/30/12
 VERA ESCH HEITZ ('78) of Harrisonburg, Va., 11/18/11
 SUSAN W. BURRUS ('81) of Fayetteville, N.C., 6/22/11
 STEPHEN A. LAINE ('83) of Suffolk, Va., 12/13/11
 SCOTT M. CAUSEY ('84) of Chantilly, Va., 10/21/11
 JOHN BOYD NOFTSINGER JR. ('85) of Harrisonburg, Va., 11/10/11
 MATTHEW L. COOKSON ('93) of San Diego, Calif., 12/28/11
 WILLIAM A. BRIGHTWELL II ('95) of Paterson, N.J., 12/2/11
 TIMOTHY C. PYLE ('97) of Harrisonburg, Va., 12/29/11
 RICHARD BRYAN RAYBON ('01) of Atlanta, Ga., 12/27/11
 DEREK JOHN OLIVERIO ('07) of Fairfax, Va., 9/29/11
 CHRISTOPHER LEE FISHER ('09) of Midlothian, Va., 10/2/11
 MICHAEL JAMES HENLEY ('11) of Fairfax Station, Va., 12/17/11
 NICHOLAS WILLIAM VITO KEATTS ('11) of Fort Hood, Texas, 11/5/11
 JANE HWANG ('15) of Fairfax, Va., 11/15/11

SCHOLARSHIP THANKS:

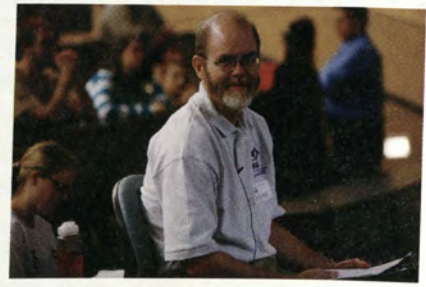
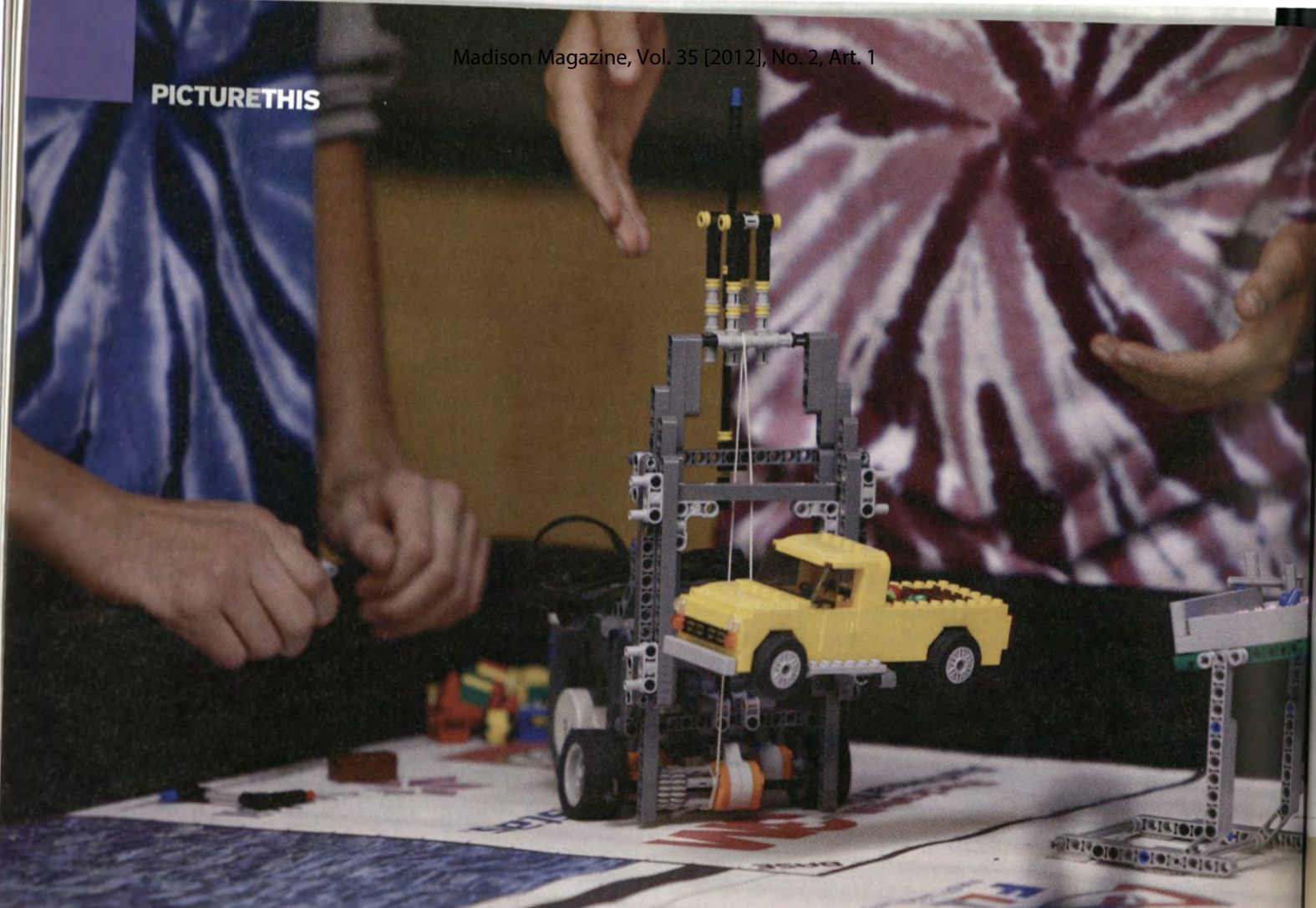
Science Applications International Corp. Scholarship

Dear Mr. Branscome and Mr. Chipman:

I would very much like to thank you for awarding me a generous scholarship from Science Applications International Corp. Thank you for having faith in my academic abilities and allowing me to further increase my knowledge. This scholarship will be of great benefit to my family and me as I near the end of my college career. From what I have learned and researched, SAIC is a wonderful company. I understand that the issues you work on are critical in helping to defend the security of our nation. My JMU degree in intelligence analysis will give me the skills to work at a company like SAIC. I look forward to applying for an internship at SAIC and hopefully working with you in the future. Once again, thank you so much for providing me with a way to increase my knowledge. Thank you,

Blake Bowman ('13)
 MANASSAS, VA.

PICTURETHIS



Building blocks of learning

*JMU boasts the world's largest
Lego League robotics team*

With 500 teams, it's all hands on deck as JMU leads the biggest Lego League robotics program in the world. JMU professors and students in education, engineering, hospitality, leadership and physics turn out to coordinate one huge Madison weekend of math and science challenges for more than 900 9- to 16-year-old competitors. The weekend also draws 500 volunteers and a 2,000 adult entourage of coaches and parents, who fill 600 local hotel rooms. Lego League competitors challenge their math, science and team skills in an internationally recognized hands-on, interactive robotics competition with a sports-like atmosphere. Each year the teams attack a real-world problem. This year teams were asked to build robots that address food safety issues.

The dramatic growth of JMU's Lego League program took place after a direct challenge from JMU President Linwood H. Rose. When JMU took over the statewide Lego League program, there were 258 teams. "At the 2007 championship (our first)," says coordinator Nick Swayne, "President Rose challenged the organization to grow to 400 teams and have 100 teams at the championship. JMU met the 100-team challenge in 2009 and exceeded the 400-team challenge in 2010 – when JMU's became the biggest program in the world and the only program to exceed 400 that year. JMU was the only program to exceed 500 in the 2011 season."

* Learn more at www.jmu.edu/coe/alumni/lego.shtml

PHOTOGRAPHS BY HOLLY MARCUS ('03)

Submit your **Madison** class note

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CHANGE SERVICE REQUESTED

Congratulations, Duke!

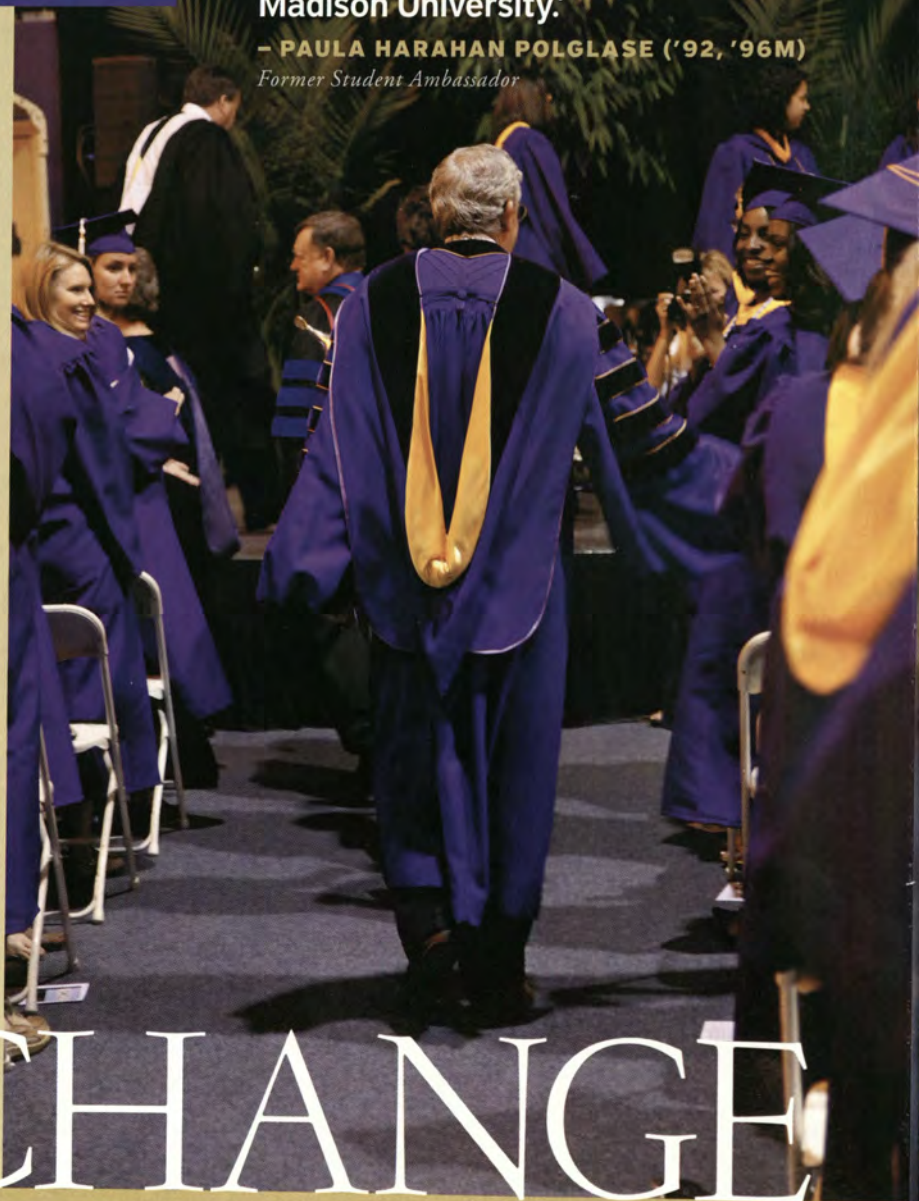
President Linwood H. Rose becomes honorary alumnus

"No matter what Lin Rose does, it's always about the students," says friend and former JMU Board of Visitors Rector Joe Damico ('76, '77M), "never about himself." This time, however, Rose joins the Class of 2012 as they prepare to leave campus — and the JMU Alumni Association is pressing the advantage. For his 38 years of Madison service, including 14 years as president, Rose becomes the fifth recipient of the association's Honorary Alumnus Award at May 2012 Commencement. Additionally, the Board of Visitors has announced it will recognize the president's JMU career by naming the East Campus Library in honor of him and his wife, Judith. While he eschews the personal attention, it is undeniable that the president has been the singular compelling force for positive change at JMU — ironically by insisting on providing *others* the means to Be the Change. Rose has empowered a thriving culture by nurturing a community whose members could strive to live their nobler impulses every day — and in turn prepare graduates whose reach beyond campus will create a brighter future. Now a JMU alumnus himself, after 38 years **President Linwood H. Rose ('12H)** leaves campus with the graduating Class of 2012. Peace.

JMU President Linwood H. Rose, now an alumnus, Class of 2012, follows faculty members to the podium during the 2010 Senior Convocation ceremony at the Convocation Center. Student success has been the main focus of Rose's presidency.

'Thank you, Dr. Rose, for modeling the way by loving your students, the people you work with and James Madison University.'

— **PAULA HARAHAAN POLGLASE ('92, '96M)**
Former Student Ambassador



BE *the* CHANGE

PHOTOGRAPH BY DAN GORIN ('11)

<https://commons.lib.jmu.edu/madisonmagazine/vol35/iss2/1>

Be the Change for a brighter future! www.jmu.edu/BetheChange