One of the country’s most dynamic and effective college administrators, Carrier catapulted JMU to prominence during his 27-year presidency (1971–98) and left his mark on a grateful campus community.
College GameDay 2.0

For the second time in three years, ESPN’s College GameDay broadcast live from JMU, Oct. 13-14. After welcoming the GameDay bus on Thursday evening, students participated in Friday’s festivities on the Quad, then camped out overnight to secure their spots for the main event Saturday morning. Approximately 14,000 fans showed up for the three-hour, nationally televised college football pregame show. With all of the GameDay hosts picking the top-ranked Dukes to beat Villanova and Lee Corso donning the Duke Dog head, JMU did not disappoint. The defending FCS national champions extended their winning streak to 18 games with a 30-8 win at home over the Wildcats. For additional coverage, see Page 25.

PHOTOGRAPH BY MIKE MIRIELLO (’09M)

For a video recap of the weekend’s festivities, go to j.mu/gameday.
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A football game during Madison College’s inaugural 1972 season. Carrier was instrumental in building the school’s athletics program.

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RONALD E. CARRIER

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Photo-illustration by Sonia Roy. Carrier portrait by Roger Foley. Other photographs by Mike Miriello (’09M) and Holly Veenis.

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A mural celebrating unity graces the Center for Global Engagement’s new home in Madison Hall
As news of the death of Madison’s beloved President Emeritus Ronald E. Carrier reached the JMU community, hundreds posted their memories of “Uncle Ron” on Facebook. Here are just a few of the tributes.

Uncle Ron! He propelled our school to greatness in many ways, but the best was how he was always mingling with students. I am convinced that is a main reason JMU is known as one of the friendliest campuses. I’m hoping he was met with purple and gold streamers on his entrance to heaven!
– Mary Beth Brown (’88)

Dr. Ronald E. Carrier was a giant for higher education, the Shenandoah Valley and the Commonwealth of Virginia! Words cannot express the sense of loss that so many people feel …. he inspired us, he motivated us to act, and he transformed the lives of so many people, young and old. He certainly was a man who helped to transform my life and helped to give meaning and purpose to my future. I loved Dr. Carrier and send my heartfelt sympathy to Mrs. Carrier and the family. God bless all of them at this very sad time. Please know that our thoughts and prayers are with you.
– Mike DeWitt (’78), JMU Board of Visitors member, 1978-82

I will never forget him. He was a wonderful person and truly loved the students and JMU. You never knew when he would slide into the chair next to you at D-Hall. Rest in peace, Uncle Ron. You will be missed by this Duke from the Class of 1996.
– Stacey Gibson (’96)

I met Dr. Carrier when he first came to Harrisonburg many years ago. He and my 93-year-old father had become very good friends over the years. Such a sad day for the city, JMU and many JMU alumni, as he was truly one of the best leaders any city or school could have. We were so fortunate to have had him in Harrisonburg and at JMU! My thoughts and prayers are with you and your family!
– John Leake (’77)

Dr. Carrier’s vision took JMU from 4,000 young people to 14,000 and accordingly changed the lives of hundreds of thousands of students, their families and the city of Harrisonburg — my life being one of them. I probably would have never become a state senator if he had not encouraged me to apply to be a Governor’s Fellow in 1993 and offered to fund my summer food and housing expenses. Few people are able to impact so many in their lifetime. RIP, Dr. C.
– Virginia Sen. Scott A. Surovell (’93)

Ron Carrier was a great role model for me when I was a student and a few years later as a faculty member. He inspired me to go into higher education. He took a personal interest in me during all my JMU years, and I will never forget it and always be thankful.
– Steven A. Schwab (’86)
Karen Doss Bowman is a writer for JMU's College of Business. A graduate of Bridgewater College, she is also a freelance writer specializing in higher education and health care. Her professional experience includes 12 years as a staff writer and editor for her alma mater, as well as Georgetown and Radford universities. Bowman writes about Patrick T. McQuown, the new executive director of the Center for Entrepreneurship at JMU, in this issue. She and her husband, Darin, live in Bridgewater, Virginia, with their two sons.

University Communications and Marketing design assistant Hayley Bumgardner is a graphic design major who hopes one day to apply her creative talent working for a magazine in a major metropolitan area. Curious about all things related to the visual arts, Bumgardner has a special interest in environmental and sustainable design. She designed this issue’s “By the Numbers” section, which details a few of JMU’s recent accolades.

Frequent Madison contributor Bill Gentry has worked at JMU since 1996 in a variety of editing, writing and creative capacities. Currently a marketing content strategist for student recruitment, Gentry works closely with the Office of Admissions in its quest to spread the word about the Madison Experience. You can read his article on JMU senior Dylan Russell in “Bright Lights.” Gentry’s spare-time activities include running 100-mile and multiday races, and a 22-year stint as a high-school basketball referee.

Fred D. Hilton (’96M) joined JMU as director of public information in 1972, a year after the late Ronald E. Carrier became the institution’s fourth president. The Wytheville, Virginia, native drew on his newspaper reporting experience and speechwriting prowess to work with the president to promote and shape the public’s perception of the university. Hilton concluded his 36-year tenure at JMU as director of the Centennial Celebration in 2008. He shares his memories of Carrier in this issue’s special tribute.

Renée Rocco is an editorial assistant in University Communications and Marketing. A senior media arts and design major with a concentration in journalism, she spent a semester abroad in London studying media and culture. After graduation, Rocco hopes to pursue a career in media relations that will shape the public’s perception of the university.

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The responsibility for overall coordination, monitoring and information dissemination about JMU’s program of equal opportunity, non-discrimination, Title IX, and affirmative action is assigned to the Office of Equal Opportunity & Title IX. Inquiries or complaints may be directed to the Office of Equal Opportunity & Title IX, James Robinson, Director and Title IX Coordinator 540-568-6991, www.jmu.edu/oeo, oeo@jmu.edu. (Revised December 2015)
Reinvesting in Virginia’s economy

The Virginia Business Higher Education Council held its 2017 Virginia Summit on Higher Education and Economic Competitiveness in Richmond on Oct. 11. A team of us from JMU went and met with Virginia’s business leaders, legislators, gubernatorial candidates and administrators from other public universities. Speakers and panel discussions focused on the absolute connection between a strong higher-education system and Virginia’s economic vitality. And while unemployment is generally quite low right now in Virginia, many of those who spoke lamented that economic growth has been at or below 1 percent for several years running. Many cited as the central cause the federal government’s budget sequestration of 2013 because it hit Virginia’s economy inordinately hard given our proximity to Washington, D.C. The main theme of the summit was economic diversification. John “Dubby” Wynne, retired CEO of Landmark Media Enterprises and current board chairman of GO Virginia, an initiative to grow and diversify Virginia’s economy, said during a panel discussion on promoting innovation and entrepreneurship, “This is a moon-shot moment, folks,” referring to the heroic national effort to put a man on the moon in the 1960s. “We’ve all got to come together on this.”

The summit took place against the backdrop of a Virginia Business Higher Education Council campaign called Growth4VA aimed at promoting reinvestment in Virginia’s public higher-education system. Council chairman Gil Minor said at the campaign launch in September, “Our Virginia higher-education system is second to none, and our coalition will work to realize the system’s full potential as a catalyst for stronger economic growth.” Minor is also chairman emeritus of Owens & Minor Inc., a Fortune 500 company founded in 1882. So the man knows a good bit about what makes economies work, and he’s right.

Along with other public colleges and universities in Virginia, JMU is working with the Growth4VA campaign to raise awareness among lawmakers and their constituents that the commonwealth must seek innovative new ways to reinvest in higher education. Since 2000, Virginia sank from 31st to 44th in the country in state support per student in public higher education. During that period, Virginia went from being ranked the top state for business in the country to 13th. These statistics are not merely correlated, they’re linked causally and are directly proportional. That’s why the Virginia Business Higher Education Council launched the Growth4VA campaign to promote reinvestment in Virginia’s top-ranked higher-education system: The business community knows full well why Virginia is no longer the top for business, and like good business people do, they are acting aggressively on that knowledge.

At JMU, we are working diligently toward Growth4VA’s four main objectives. As for helping to make Virginia known as the top state for talent, employers tell us constantly how much they love JMU graduates. At a recent job fair on campus, I spoke with a representative of one of the big accounting and consulting firms, and she said that JMU grads are “out-of-the-box productive.” I asked her what she meant, and she said JMU grads hit the ground running, require less training and fit right in. I love that.

Speaking of innovation and entrepreneurship, you will see in this issue a piece about our Center for Entrepreneurship’s new director, Patrick McQuown, a successful serial entrepreneur and tech startup CEO himself who retired young and decided to teach. His undergraduate students, representing a cross section of disciplines, are winning business-plan competitions against top business schools, even beating some marquee MBA programs.

We also know that JMU alumni get great jobs and live great lives. Our career and academic planning office recently surveyed graduates from the Class of 2016 and found that 91 percent were either employed, in graduate school or another career-related endeavor six months after graduating. Plus, the polling firm Gallup surveyed JMU alumni this past year and found that our graduates feel a greater sense of purpose and well-being than alumni of other institutions.

As for providing affordable access, JMU is among the least expensive public universities in Virginia and is always included in rankings of high-value schools. Plus, our fundraising operation is finding terrific success appealing to donors to fund scholarships, allowing us to increase our financial aid and provide access to all who are qualified.

The Virginia economy is experiencing an evolution, and higher education is right in the middle of it. I recommend you visit the Growth4VA website and, if you feel compelled to do so, reach out to your legislators and express your interest in the topic.

Jonathan R. Alger
President, James Madison University
Decade of dominance

COB teams master final Google Online Marketing Challenge

JMU marketing majors and Innovation MBA students competed in the 10th annual Google Online Marketing Challenge, with three teams earning top honors and a total of $15,000 for two nonprofit organizations.

JMU’s College of Business holds the record for the most GOMC titles won by any school in the world. Marketing professor Theresa Clarke has made the GOMC a component of her courses.

Starting with a $250 advertising budget provided by Google, the GOMC gives students an opportunity to develop and run online advertising campaigns for businesses or nonprofits using Google AdWords, a form of search engine optimization.

Google recently announced it is discontinuing the competition. While Clarke was disappointed by the decision, she is considering staging a similar venture at JMU.

“For the past decade, JMU marketing students have participated and excelled in the GOMC, developing practical skills and a greater understanding of digital marketing to give them a competitive edge in the marketplace,” she said. “I hope that JMU can move forward with our own version of an online marketing challenge to ensure that future generations of students have similar learning and networking opportunities.”

(Above): The undergraduate JMU Google Online Marketing Challenge Class of 2017 celebrates the 10th anniversary of the GOMC. (Left): The GOMC has been a component of marketing professor Theresa Clarke’s courses. (Below): Clarke at the Googleplex with her former students (L-R) Caroline Galiwango (’17), George Shtern (’17), Lindsay Keller (’11), Michelle Mullins (’17), Raquel Sherrif (’17) and Sarah Carpenter (’12).

Read more about the competition in marketing professor Theresa Clarke’s blog at http://theresabclarke.com.
Goldberg leads civic engagement center

The new James Madison Center for Civic Engagement has tapped Abraham Goldberg as its executive director.

Goldberg is the author of the 2014 South Carolina Civic Health Index and a frequent speaker on the topic of civic engagement in higher education, including at the White House in 2016.

“Colleges and universities have a duty to students and to our democracy to ensure that graduates receive first-rate training within their selected academic disciplines, and learn to address the contemporary, societal problems we face,” Goldberg says. “A healthy democracy relies upon active and engaged participants, so colleges and universities must prepare and even empower students for their role as citizens regardless of their chosen major.”

While the James Madison Center for Civic Engagement may be new, Goldberg sees the center as a means to develop, articulate and expand upon the initiatives already underway at JMU.

ISAT students win NOAA science contest

As seniors at JMU, Rachel Stukenborg (‘17) and Kaitlin Tomlinson (‘17) won a contest to increase interest in the National Oceanic and Atmospheric Administration’s Science On a Sphere platform for global data visualization. JMU is home to Science On a Sphere, which uses computers and video projectors to display planetary data onto a 6-foot animated globe.

The students’ project, which came from their senior capstone in the Department of Integrated Science and Technology, explored the nature and consequences of energy poverty as well as the social, political, economic and cultural dynamics of sustainable solutions.

Stukenborg and Tomlinson were invited to present their project at the 2017 Science On a Sphere Users Collaborative Network Workshop, April 25-27, in Detroit.

“We enjoyed having the opportunity to share our work with the community,” Stukenborg and Tomlinson said of the experience.

Book, exhibition document the history of Harrisonburg

David Ehrenpreis’ new book, Picturing Harrisonburg: Visions of a Shenandoah Valley City Since 1828, documents and celebrates the history of Harrisonburg from 1828 to the present.

The book explores “how visions of a place shift over time and can reveal a community’s values, how they evolved and what they mean,” said Ehrenpreis, a professor of art history and director of the Institute for Visual Studies at JMU.

An exhibition in Duke Hall Gallery in September hosted by IVS and the Harrisonburg-Rockingham Historical Society included more than 80 paintings, postcards, maps and photographs featured in the book.

JMU history professor Kevin Borg and integrated science and technology professor Henry Way also contributed to the book.

For more about the book, visit www.gftbooks.com/books_Ehrenpreis.html

A Duke Hall Gallery exhibition in September spotlighted scenes from Harrisonburg’s past.

David Ehrenpreis (far left) points out a feature in his new book, while gallery patrons delve into the exhibition.
X-Labs recognized with Virginia technology award

JMU’s maker space that encourages and facilitates cross-disciplinary courses in which students address real-world problems has received a Governor’s Technology Award. X-Labs, which is housed in Lakeview Hall, received one of two awards for innovative use of technology in education at the annual Commonwealth of Virginia Innovative Technology Symposium in Richmond on Sept. 6.

In recommending X-Labs for an award, the staff stated, “Employers want newly hired graduates to have hands-on experience, be able to start solving real problems on day one, effectively work with others on a team and produce value for their companies. The courses and student projects that come out of JMU X-Labs produce just that—experienced problem-solving teams that are trained in the latest technology.”

JMU faculty are also involved in the other project to win an award for innovative use of technology in education, the Virginia Cyber Range. The Cyber Range provides an extensive course-ware repository for educators and a cloud-hosted environment for hands-on cybersecurity labs and exercises for students.
**Faculty Voices**  
Perspectives on topics of the day

‘I think a great deal of benefit would be derived from simplification of the tax code. It really seems to have devolved into a lobbyist-driven document that effectively amounts to a jobs program for tax accountants. Some complexity is always going to be present, of course, but it has evolved completely out of hand, in my opinion.’

**Jason D. Fink,** professor of finance and Wachovia Securities Faculty Fellow  
On tax reform, *WalletHub*

‘... the great thing about it is that it’s unique, it’s about you. The downside is, if we lose a password, we can replace it; if our real biometric identity is lost, it’s lost forever. And we know that hackers have been trying to get access to many of the biometric databases, so that’s a clear concern.’

**Qingjiu Tao,** professor of integrated science and technology  
On facial recognition technology, *China Global Television Network*

‘Our sense of past, present and future is conditioned by many things—our cultural lens, our language, our environment, even our basic biology. We mostly talk about only what we can talk about—what we are preconditioned to talk about.’

**Philip Frana,** associate dean of the Honors College and professor of interdisciplinary liberal studies  
On the Sapir-Whorf hypothesis presented in the film *Arrival,* *Outer Places*

‘More than solving the case, the most important thing is releasing the documents. However bad people were back then, the last thing we want is to walk around thinking that anybody in our government today is still covering up this case. No matter how bad that is, I think we’re capable of handling the truth. And we’ve got more important things to do than to be worrying about the Kennedy assassination forever.’

**John Newman,** professor of political science and a leading historian of the JFK assassination  
On newly released CIA and FBI documents, *Pacific Standard*

‘We can see that colleges and universities really need to do a good job of preparing our students, regardless of what they’re majoring in, to engage in democracy.’

**Abraham Goldberg,** executive director, JMU Center for Civic Engagement  
On the university’s new civic engagement endeavor, *WHSV*

‘While we believe that Madison remains an important role model, we don’t want to see him enshrined on a pedestal. Instead, in partnership with colleagues at Montpelier, we designed a civic framework called “I am Madison’s Legacy” that connects contemporary competencies and dispositions to things the historic Madison actually said or did. ... We want students to have an accurate understanding of who Madison was and what he did. Only in this way will they know who they are and what they must do.’

**Margaret M. Mulrooney,** associate vice provost for university programs and professor of history  
On liberty and learning at JMU, *Forbes*
Enrollment in the JMU College of Business is at an all-time high. On any given day, you will find students engaged in innovative and collaborative learning in the heart of the college: Zane Showker Hall. Over the last quarter century, JMU’s business school has risen to 18th in the country among public institutions, and its students have won more Google Online Marketing Challenges than any other university in the world and earned the highest pass rate on the CPA exam among accounting programs with more than 20 students. Naturally, as the college’s prestige grew, so did enrollment. Showker Hall now serves more than 5,000 students—twice its originally intended capacity.

In Fall 2016, the university publicly announced plans for a 210,000-square-foot College of Business Learning Complex that will include both new construction and a Showker renovation that will align the college’s facilities with its tradition of excellence. At the same time, JMU launched a fundraising campaign to raise at least $15 million from private gifts to go along with a $63 million appropriation from the Commonwealth of Virginia.

As the campaign nears two-thirds of its goal, newly released architectural renderings bring the future of the College of Business into sharper focus. Robert A. M. Stern Architects and JMU have collaborated to ensure that the new facility is not only a reflection of the caliber of graduates the college produces, but also a multifunctional space worthy of its award-winning, forward-thinking and highly engaged faculty and student body.

Construction on the new facility is slated to begin in Fall 2018, with an opening planned for Fall 2020. Showker Hall will then undergo renovation during the 2020-21 academic year, and the combined facility will house the entire college beginning in Fall 2021.

The College of Business Learning Complex (right) brings state-of-the-art facilities together with modern design to create a completely new space for world-class programs, students, faculty and alumni. The Innovation, Collaboration and Entrepreneurship Lab (above) will provide critically needed space for programming that will inspire students to explore their ideas and develop viable ventures. The ICE Lab will also become the new home for the interdisciplinary Center for Entrepreneurship at JMU.
The Main Atrium, Learning Concourse and Showker Atrium will provide students with spacious, integrated areas for studying, relaxing between classes and staying engaged. With easy access to signature programs, including the Capital Markets Lab, ICE Lab, Digital Markets Lab, Center for Professional Sales and many others, students will be able to effectively collaborate, innovate and create. These critically needed spaces will elevate the business education facilities to be on par with the finest business schools across the country.
RESERVE YOUR SEAT AT THE TABLE
February 16, 2018

If you have what it takes to become part of JMU’s enterprising spirit
RESERVE YOUR SPOT AS AN INVESTOR-JUDGE

☐ Availability to judge innovation pitches in person or remotely on February 16, 2018.
☐ Boldness to invest $5,000 or more on that day
☐ Passion to participate with others in JMU’s enterprising spirit
☐ Willingness to liaise with other investor-judges to preselect the day’s top presenters

☐ Desire to delve inside the core of JMU’s discovery and engagement culture
☐ Savvy to advise and evaluate promising innovations with other top thinkers and doers
☐ Foresight to invest in the future and leave your philanthropic legacy at Madison

Join faculty-staff innovators on February 16, 2018, to advance innovations that improve the quality of the Madison Experience and make the world a better place.

A day of innovation and collaboration with JMU professors

To learn more, contact:
Carrie Combs
Madison Trust Executive Director
tleichca@jmu.edu, 540.568.2633
Sources cite JMU’s superlatives

No. 2 Best Public Regional University in the South (U.S. News & World Report)

No. 38 Best Undergraduate Engineering Program (U.S. News)

One of 14 colleges and universities in the U.S. to be named a Diversity Champion (Insight Into Diversity magazine)

No. 18 among public undergraduate business schools (Bloomberg Businessweek)

Photographs by Mike Miriello ('09M), Tim Borny ('14) and Katie Landis
BY THE NUMBERS

10
10th-lowest total cost per student in Virginia (State Council of Higher Education for Virginia)

15
JMU graduates who report being well prepared for life after college is 15 percent higher than national average (JMU/Gallup survey)

3
No. 3 Most Innovative Regional University in the South (U.S. News) and winner of this year’s Excellence and Innovation Awards (AASCU)

5
One of only five higher-education institutions in the world to earn the Sustained Excellence distinction for its student-learning outcomes assessment (American Association of State Colleges and Universities)
Difficult.

Michael Johnson has never been afraid of the word. Despite being told many times that realizing his dreams would not be easy, he has remained undeterred.

The driving force for Johnson was a desire for a career in the field of medicine. High-school extracurricular activities helping children with cancer led him to set his sights on nursing. “When I asked families who made the most impact in their lives as they dealt with illness, they all responded ‘nurses.’”

While his ambition came into sharp focus, the financial means to achieve the goal proved elusive. Although his parents were unable to finance his college degree, Johnson was determined to follow his passion regardless. “I knew it would be difficult, but I knew I would do it. I just didn’t know how long it would take or how I was going to do it.”

Johnson had always been interested in the military, so when JMU’s Army ROTC program recruited him, he decided that becoming an Army nurse would allow him to help other people and help him get where he wanted to go. “Recruiters told me it would be difficult, but I wouldn’t be the first to do it or the last,” he says.

In truth, the road Johnson had embarked upon would prove very demanding.

“I’ve always known that nursing was a difficult field, but JMU’s School of Nursing hit me in the face with it. It is very hard,” he says. “Fortunately, I’ve had support from nursing professors and ROTC instructors.”

And speaking of ROTC, he says the rigor of military training has only enhanced his passion for nursing. “Basic training in the infantry pushed me harder than I ever imagined, but I came back with a newfound confidence and determination, like there was...
nothing that could hold me back."

Johnson says the small scholarship he received during his freshman year gave him incentive. "The fact that someone has faith in me enough to give me money motivates me. I don't want to let them down," he says. Despite the demands of nursing and ROTC, Johnson has worked a number of jobs, both on and off campus to help pay for college. Some semesters he has worked three jobs. "It's helping," he says.

A huge assist of another sort has come from the supportive atmosphere in the nursing program. "Professors Laureen Donovan, Karen Jagiello, Christina Lam, Melissa Leisen, Marjorie Scheikl, Karen Weeks, Julie Strunk and many others have all taken the time to mold me in their own way," he says. "I'm very appreciative."

With graduation on the near horizon, Johnson isn't taking it easy. He took advantage of several opportunities during the summer to gain exposure to new facets of nursing. A training program for Army and ROTC nursing cadets at Blanchfield Army Community Hospital in Tennessee put Johnson to work in an emergency room. "I was the first person to see patients, which was different than my previous experience with already-admitted patients," he says. "JMU Nursing really prepared me to do well in that environment." Later, through JMU's study abroad program in Tanzania, Johnson worked at two separate hospitals in the region, gaining clinical experience in community health and pediatric care. "International medicine is incredibly different than here in the states," he says. "You learn to treat patients despite limited supplies."

He's garnering inspiration from his hard work for the vision of what he can achieve in the future. "After a certain amount of time, we are allowed to specialize in the Army in different fields of nursing," he says. He's keeping all his options open. "I hope to have the opportunity to advance my career militarily and as a nurse, and gain exposure to different nursing communities within the military. I'm also open to doing things considered atypical for a nurse—Army Rangers, Airborne School—I want to test myself," he says.

His ambitions may be challenging, but for Johnson, the difficulty is outweighed by a simple desire: "I want to make an impact," he says.

"Typically, when people learn that I'm studying to be a nurse, they respond by telling me, 'That's going to be a great job, there's plenty of benefits, you can work anywhere, it's very flexible,'” Johnson says. "That's not why I'm doing it. A great nurse has to provide compassion and hope for someone. I enjoy helping people."

Notwithstanding the trials faced or the trials to come, he remains determined. "I can make a difference. If you have a desire to help, you'll find a way to do it."
On Oct. 13, James Madison University hosted a public celebration of its new basketball and event facility to be constructed at the corner of Carrier Drive and University Boulevard, east of Interstate 81. The centerpiece of the ceremony was the announcement of a corporate sponsorship to dub the facility as the Union Bank & Trust Center.

After a private champagne toast among university representatives and project contributors, a formal press conference took place in the Bridgeforth Stadium Club in front of sponsor representatives, donors, university leadership, basketball student-athletes and members of the media, in addition to being open to the general public.

The Union Bank & Trust sponsorship represents the largest corporate naming agreement of a facility in JMU history, totaling $2.25 million over a 10-year period. The agreement was brokered by Learfield’s JMU Sports Properties, the multimedia rights holder of JMU Athletics, in conjunction with university senior leadership.

Construction will begin with a ground-breaking ceremony in Spring 2018. The 8,500-seat arena is scheduled to open in Fall 2020.

The new basketball arena and event facility will be built at the corner of Carrier Drive and University Boulevard, east of Interstate 81.
‘This is a great day for JMU Athletics. This facility will be a game changer for our basketball programs, and we are excited to partner with Union Bank & Trust as a significant step in moving forward with this project.’

— JEFF BOURNE, director of athletics

(Down): The announcement of the new Union Bank & Trust Center included a champagne toast. (Above): Joining Duke Dog at the celebration were (L–R) Charlie King, senior vice president for administration and finance; President Jonathan R. Alger; Jeff Bourne, director of athletics; John Young, UB&T regional president; and Greg Godsey, UB&T senior vice president.
While the 8,500-seat facility will provide first-class amenities to patrons, it will also provide a significant boost to the overall experience of JMU student-athletes. The facility will include a separate practice gym as well as offices, academic areas, locker rooms, team meeting rooms, strength and conditioning, sports medicine and other amenities specific to JMU’s men’s and women’s basketball programs. It will also house new operations areas for the athletics ticket office as well as the facility and events staff.
UNION BANK & TRUST CENTER FACTS

Naming Rights: Union Bank & Trust, 10 years, $2.25 million
Location: corner of Carrier Drive and University Boulevard
Site Footprint: over 19 acres
Square Footage: 220,000
Seating Capacity: 8,500
Architects: Moseley Architects & Populous
Construction Manager: S.B. Ballard
Groundbreaking: Spring 2018
Doors Open: Fall 2020

UNION BANK & TRUST CENTER FEATURES

- Club section featuring 500 seats with two private suites, loge seating and multipurpose space for game day events, speakers or 200-person banquet events
- Courtside seating with event-level hospitality area
- Center-hung scoreboard, ribbon board, and advanced lighting and sound
- Auxiliary multipurpose event space
- National chain restaurant Raising Canes
- Student club area adjacent to student seating
- Four concessions around main concourse
- 12 restrooms along main concourse
- Four auxiliary and officials locker rooms
- Team store
- Coaches offices and conference rooms
- Practice gymnasium with six shooting stations
- Academic success space
- Strength and conditioning area
- Sports medicine evaluation space
- Team meeting rooms and locker rooms
- Offices for facilities and events and ticket operations
- Working media and press conference space
- Adjacent 1,500-car parking deck
SOFTBALL HEAD COACH
Lauren LaPorte was named head coach of JMU’s nationally competitive softball program in September. The third head coach in program history, she served as an assistant coach under Mickey Dean during JMU’s previous five NCAA seasons, in which the Dukes went 237-56.

COMMUNITY IMPACT
During the 2016-17 academic year, JMU student-athletes surpassed 5,000 hours of community service for the first time in the history of the department. The largest impact by the Dukes was in the area of youth and education, accounting for over 75 percent of service hours.

NATIONAL CHAMPIONS SIGN
(L-R): JMU Senior Vice President Charlie King, head football coach Mike Houston and Don Komara of VDOT in front of the sign at the southbound rest stop near mile marker 233 on Interstate 81.

INDOOR TENNIS FACILITY
Construction of a tennis indoor bubble facility that will provide a three-court venue for JMU tennis during inclement weather is nearly complete.
JMU hosted ESPN’s College GameDay on Oct. 14, becoming one of only two schools outside the Division I Football Bowl Subdivision to host the college football pregame show twice. It was just the ninth show in College GameDay history to originate from a non-FBS institution.

Television viewership measured 1.884 million, which was the show’s second-highest rating of the season behind Alabama vs. Florida State in week one. The combined publicity value of College GameDay’s visit to JMU topped $8.5 million.

(Clockwise from top right): ESPN’s Maria Taylor with head football coach Mike Houston; Ralph, the JMU bulldog, entertains celebrity guest picker James Madison and cast members Lee Corso and Kirk Herbstreit; Game-Day personalities (L–R) David Pollack, Desmond Howard and Rece Davis on the set.
As an intern in U.S. Sen. Tim Kaine’s office, Dylan Russell attended hearings on Capitol Hill and wrote policy memos for the staff.
Dylan Russell thinks each of us should do our part to make the world a better place.

The JMU senior is well on his way to that goal, applying his studies in economics and international affairs during a pair of service-based internships.

While studying abroad with the Semester in London program, Russell signed on for an internship with the Turkish Cypriot Community Association, a nearly 40-year-old charity that provides services to immigrants living in north London. Originally established to serve ethnic Turks from Cyprus who had relocated to the British capital, the agency has expanded its services to immigrants of all backgrounds, to include legal counseling, assistance with health benefits, English classes and in-home care for the elderly.

"In my title as a finance and grants intern, I worked closely with CEO Erim Metto to help in the submission of grant applications for government funding for their community initiatives," Russell says, "and I also reviewed and updated some of their financial procedures." He credits his JMU economics classes with giving him the tools to help TCCA find the best solutions.

Following the London semester, Russell landed a prestigious internship with U.S. Sen. Tim Kaine’s office in Washington, D.C.

“Our primary task was to help out the policy team by attending briefings and hearings, then writing memos for the policy staff,” he says. “It was a great learning experience, of course.”

Russell says his writing assignments at JMU prepared him for his work in the Capitol up to a point, “yet to attend these [hearings] in person and try to absorb the information, and then try to break it down into an easily readable format that you could give to someone on the policy team who has to read many, many of these each day, was such a great and worthwhile challenge.”

A McLean, Virginia, native, Russell was drawn to JMU because of its strong study-abroad programs. “That was a huge selling point for me, and I have to say that it lived up to every expectation that I had,” he says.

From his double major to his leadership roles with the Madison Economics Club and the Delta Phi Epsilon foreign service fraternity, Russell considers his time at JMU to have been well worth it so far. "I feel extremely fortunate and very happy with my entire path that I have gone down here at JMU. It has turned out really well for me.”

Thanks to his Madison Experience, Russell’s future looks bright. Whether he ends up doing international policy work in the Washington, D.C., area or attending graduate school overseas, he hopes for “something fulfilling that makes an impact on the world in a good way.”

Given his walk so far, you have to like his odds.
NAJEEHA KHAN ('17) AND KAYLA BARKER ('17)

Creating dialogue
How two JMU students put civic engagement into practice

BY JAN GILLIS ('07)

Recent graduates Najeeha Khan ('17), an international affairs and religion double major, and Kayla Barker ('17), an Honors student and sociology major, grew up in Greene County, in central Virginia, and went to the same high school. Their friendship grew at JMU, despite different interests and majors. Then, an event back home spurred them to form a partnership for a very special reason—civic engagement.

In November 2016, they learned about an event, “Understanding the Jihad Threat,” being held in Greene County. It was garnering plenty of reaction, both positive and negative, in their hometown and beyond. They worried that misinformation, or a one-sided presentation, could be problematic.

“There weren’t a lot of people my age practicing my faith in my hometown,” says Khan, a Muslim. Both she and Barker were aware that ignorance was fertile ground for fear.

As president of the Muslim Student Association at JMU, Khan had been taking the initiative to organize campus events to educate and build awareness of the need for open dialogue. “I have learned from religion classes at JMU how nuanced and complex religious interpretation is and what that learning looks like,” she says.

Both Khan and Barker felt that they had to do something to counter the negativity that had arisen back home. What if they brought the model of constructive dialogue they had learned at JMU to their hometown?

They began plans to conduct a seminar, “Engaging Conversations with the Muslim Community,” an event they hoped would cut through angry rhetoric by allowing people to see and hear from each other.

As they began organizing, they talked to various JMU professors, Harrisonburg community members and Eastern Mennonite University faculty who worked with dialogue and mediation. “We knew we couldn’t do it alone,” says Barker. “We had never done such a thing, but we knew there were people at JMU who had.”

Barker applied for and received a $500 Sociology and Anthropology Department Foundation Award to fund their project. Working together, they figured costs, rented a space and sent emails to various people and organizations in Greene County to encourage attendance. The event received good response, with close to 50 community members attending.

Barker and Khan made a strategic decision to start the seminar with a circle process, facilitated by EMU faculty member Kathy Evans. “In the circle, everyone gets to see and hear from each other,” says Barker. “We wanted community members to actually be talking to each other, not just listening to a lecture.” The effect would hopefully demonstrate that there is “a common humanity among all of us, Muslim and non-Muslim,” she says.

This listening process was followed by a panel discussion that included the imam from the Harrisonburg mosque, an EMU student from Saudi Arabia, Khan and JMU professor Jaclyn Michael, a scholar on Islam.

“We wanted community members to actually be talking to each other, not just listening to a lecture. [There is] a common humanity among all of us, Muslim and non-Muslim.’

— KAYLA BARKER ('17)

Rob Alexander, who assisted in moderating the panel discussion, says, “This event [was] completely planned and developed by the students. They engaged in tough stakeholder outreach and really worked hard to focus on dialogue rather than on conflict and debate.”

The positive response they received from the event has convinced them of the value of constructive dialogue. Both remain committed to continuing efforts to communicate and build dialogue on an ongoing basis. “This kind of work is not just a ‘one event and done,’” says Khan. “This work is important. Students who care about issues do have the opportunity to make something happen. These dialogues need to be recreated everywhere.”

“We hope the conversation will continue,” says Barker, “and that these types of discussion will be self-sustaining.”
Najeeha Khan ('17) and Kayla Barker ('17) drew on their Greene County, Virginia, roots to help their community’s residents talk with each other.
One of the country’s most dynamic and effective college administrators, Carrier catapulted JMU to prominence during his 27-year presidency (1971–98) and left his mark on a grateful campus community.

Remembering RONALD E. CARRIER

BY FRED D. HILTON (‘96M)

Ronald E. Carrier was many things.

He was a visionary and charismatic leader who transformed a college and the local community along with it.

He was the consummate political operative and lobbyist, convincing governors and legislators to support his efforts on behalf of James Madison University.

He was a self-made landscape architect.

He was a jock and a cheerleader.

But, most of all, he was Uncle Ron.

PHOTO-ILLUSTRATION BY SONIA ROY
When future historians write about the Carrier presidency at Madison College/James Madison University, they will most likely focus on the statistical data:

- Increasing the enrollment of around 4,000 at Madison College to nearly 14,000 at James Madison University. (Current enrollment is more than 23,000.)
- Turning a predominantly female teachers’ college into a comprehensive, coeducational institution.
- Adding more than 40 new academic programs, including doctoral programs and the establishment of a studies abroad program.
- Expanding the campus by more than 100 acres and extending it across Interstate 81.

But the real change that Ron Carrier brought went far beyond buildings, books and enrollment. He changed the heart of the institution and created what is known today as the “JMU Way”—a continuing focus on the individual student. JMU became what one magazine called “a place where the student is king.”

Carrier “created a culture in which all the focus of the university was on the student,” President Emeritus Linwood H. Rose said. Rose was Carrier’s right-hand man for many years and succeeded him as president of JMU.

An aerial photograph of campus, taken in the early 1980s, shows a thriving, beautiful university. Carrier recognized the value of a well-kept physical campus in welcoming new students and their families as well as providing an attractive workplace for faculty and staff.
(Top): Bonnie Paul and Carrier at one of the entrances to campus after JMU was granted university status in 1977. (Above): Carrier trading places with a student as part of a fraternity fundraiser, President for a Day.
“He made it clear that our reason for being was to serve the student,” Rose said. “The campus culture is his true legacy.”

Carrier’s focus on the individual student was part of his greater plan. He wanted Madison to become a regional, comprehensive university and fill a void in Virginia’s higher-education system.

By the 1970s, comprehensive universities had developed in many states. Quite often, one-time state teachers’ colleges evolved into universities that offered a wide range of programs on highly residential campuses. Examples of these institutions included East Carolina University and Appalachian State University in North Carolina, the University of Southern Illinois and Carrier’s alma mater, East Tennessee State University. At the time, there were 15 public colleges and universities in Virginia. They included a wide mix of institutional types, but none fit the mold of a regional, comprehensive university.

In changing JMU, Carrier operated with the mantra that “you have to listen to the students, they might be right.” It didn’t sound all that revolutionary, but it was practiced at precious few institutions. Colleges were usually more about the faculty and administrators than the students.

Carrier quickly created Madison’s new culture by seeking out its students. He walked the campus and chatted with students. He saw them in the dining halls, where he occasionally took a turn flipping burgers. He even visited a keg party or two.

An editorial in The Roanoke Times just after Carrier’s death recalled those days: “He was no office-bound admin-

(Above): Hearing what was on the minds of JMU students was always important to Carrier, shown here on one of his frequent campus walks. (Right): When expert billiards player Jack White came to campus in the early 1980s, Carrier challenged him to a game in the campus center.
Throughout the '70s, '80s and '90s, the gregarious Carrier was a legendary presence on campus. He’d hail many students by name and slap high-fives as he walked across campus. When the drinking age was still 18, students would sometimes invite him to their parties. More than once, Carrier showed up in their dorm at the appointed time and knocked back a beer. Others remember shooting pool with him.”

The editorial was based on first-hand research. It was written by Dwayne Yancey ('79), editorial page editor of The Roanoke Times and former editor of The Breeze, the student-produced newspaper.
Carrier and his family originally lived on campus in Hillcrest. Often, Carrier and his wife, Edith, would invite students into their house for sandwiches and to talk about Madison and what it needed.

His visits with students in his home, his office, and around campus quickly earned him the nickname of “Uncle Ron.” Thousands of students attended Madison College and James Madison University during his presidency, and he was, indeed, their favorite uncle.

Carrier became Uncle Ron soon after he arrived at Madison College in 1971, but he almost declined the new job. He was only 38, but he’d already moved up the academic ladder to become vice president for academic affairs at Memphis State University (now the University of Memphis).

As the 1970s began, Carrier felt it was time to seek a presidency of his own. He was offered the presidency of a new college that was being formed in Kentucky, but he declined.

Madison College President G. Tyler Miller had announced his retirement, and Carrier was recommended to be his successor. He and Edith visited for an interview on a dismal day in October 1970, and they weren’t impressed with Madison College.

Rain had turned the campus into a quagmire, and the Wilson Hall parking lot wasn’t paved. “The campus wasn’t in very good shape,” Carrier said in an interview in 1996. “Coming from Memphis, where they were building a new building a year and adding thousands of students and adding doctoral programs and master’s programs, why would you be impressed?”

He was offered the job but turned it down. But Madison’s Board of Visitors persisted. The rector, Russell M. “Buck” Weaver, was particularly impressed by Carrier and Edith. Weaver and the board persevered, so on a cold morning in January 1971, Madison’s new president pulled into that unpaved parking lot behind Wilson Hall.

Things would never be the same at Madison College. Uncle Ron had arrived.

For the next 27 years, Madison would be in a stage of constant change—growing, expanding and improving. Shortly after he arrived as president, he said, “My administration will be characterized by an emphasis on the process of change. I’m interested in establishing procedures so that change can be made when changes should be made.”

It didn’t take long for that muddy parking lot behind Wilson Hall to be paved. It also didn’t take long for a massive building program to begin. Construction on campus became a way of life in the 1970s, and it has continued into the 21st century.

New residence halls, academic buildings, student support buildings, intercollegiate athletics and recreational facilities all went up with blinding speed. New academic programs were introduced on a regular basis.

The somewhat-draconian social rules and dress codes at the school were brought into line with other colleges. A few months after Carrier arrived on campus, some coeds were sunbathing on the Quadrangle. The dean of women came to Carrier and exclaimed: “The girls are sunbathing on the Quad! What are you going to do?” Carrier answered: “I’m going to go look at them.”

On another occasion, an alumna of the old Madison College asked Carrier if “the girls are still required to wear hose for the evening meal?” Carrier’s response: “We’re lucky to get them to wear shoes.”

Programs in business, the sciences and communication arts were expanded. Many of the new programs put into place were those that would appeal to male students and help balance the male-female ratio at the school. At the same time, the traditional strength of Madison’s academic program—teacher education—remained strong.

The new president began a series of steps designed to make Madison a true residential college, not a “suitcase college” where students fled on the weekends to go home or visit other campuses. Athletic programs and a marching band were added; new student organizations were formed; a new campus center became the focal point for student activities.

Some of his changes put Carrier at odds with the faculty, but his support among students and the Board of Visitors remained solid.

Carrier later took the JMU campus across Interstate 81 by purchasing around 100 acres that would become the home for a broad range of academic buildings, recreational/athletic facilities, student centers and residence halls.

The biggest change made by Carrier was the change in the name of the institution from Madison College to James Madison University. At first, he was a bit reluctant to seek the name change, but staff members—primarily Vice President Ray Sonner—convinced him that Madison was now a university in every sense of the word.
(Clockwise from top left): The president chatting with a prospective student in 1979; Carrier, president and athletics advocate, at a 1972 football game; Godwin Hall, completed in 1972, named for Gov. Mills Godwin and his wife, Katherine Beale Godwin ('37); students relaxing in the “airport lounge” in Warren Campus Center in 1972.
The name change went to the General Assembly and, as a testament to Carrier’s strong connection with legislators, the bill passed unanimously. On July 1, 1977, James Madison University came into being.

Carrier’s popularity inside the state Capitol was legendary. He was the legislators’ buddy. He joked with them, played cards with them and had a nightcap (scotch with a splash of water) or two with the real movers and shakers in Richmond. He didn’t have the advantage in lobbying that the University of Virginia or Virginia Tech enjoyed, with their large numbers of alumni in the House and Senate.

In winning favor with elected officials, Carrier combined the good-old-boy persona of his native east Tennessee with the erudition of a Ph.D. of economics from the University of Illinois.

He had to depend on himself in Richmond, and he succeeded with wit and tenacity. For example, one legislator was half-heartedly chiding Carrier for seeking money for a new building when he had promised the previous session that he’d never ask for money again. “Can you explain that?” he was asked. “I lied,” Carrier deadpanned.

The new Madison president quickly became close with a series of Virginia governors and accepted special assignments from several of them. “Carrier became Mr. Fix-It for Virginia governors whenever they had some ticklish problem they needed solved,” The Roanoke Times editorial said.

Linwood Holton, the governor when Carrier came to Virginia, said, “He did an outstanding job. The supporters of JMU, and indeed the entire commonwealth, are much indebted to him for what he accomplished with his leadership.”

Former Gov. and current U.S. Sen. Mark Warner said Carrier “was a guide for me in the earliest days of my political life, and I considered him a trusted adviser and true friend.”

Another former governor, Gerald Baliles, told the Harrisonburg Daily News-Record that Carrier “was an educational entrepreneur. He had a creative spark of genius about him regarding academic programs, infrastructure expansion.”

“When the books are written,” Baliles said, “he will be seen as one of the towering figures of higher education over the past half-century.”

Carrier was in constant motion. He was in his office at all hours, including weekends. He was driven to change Madison into something great. “My biggest fear is that the future will get here before I’m ready,” he told JMU staff writer Martha Graham in a 1996 interview.

Throughout Carrier’s 27 years of developing JMU, his wife, Edith, was by his side. The two met at East Tennessee State University where he was president of the student body and she was secretary. Carrier called her his “greatest strength.” The two created a formidable one-two punch for the benefit of Madison/JMU in countless receptions, social gatherings and social events. The library on JMU’s original campus is named for both of them.

One indelible mark Carrier made on James Madison University was the creation of an incredibly beautiful campus. Carrier had a love for landscaping, as did Edith. (The JMU arboretum was later named in her honor.)

Shortly after Carrier became president, it was clear that the campus was going to be turned into a place of beauty. Flowers and trees were planted. The Quadrangle and other grassy areas were carefully manicured. Newman Lake was landscaped.

Before Carrier became president, the campus would be left alone in the summer and the grass would die when there was dry weather. Carrier told one of the landscapers to make sure the Quad received a good watering. “Are you sure, Dr. Carrier?” he said. “It will just make the grass grow faster, and we’ll have to cut it.” Carrier’s response was one that shouldn’t be repeated, but the lesson took and Madison’s campus became a horticultural gem.

His close relationship with the buildings and grounds crew expedited the beautification. He knew the workers by name—along with the food services workers, the housekeepers and other staff members. They were all vital to his plan to make Madison student-centered.

There is a famous story of an alumna saying to Carrier at a graduation ceremony that “you and the Lord have done a great job with the campus.” He replied, “You should have seen it when the Lord had it by himself.”

Occasionally, when funding was tight, some faculty would grouse about the money spent on flowers, saying it should have
gone to faculty salaries. Carrier never wavered from his commitment to a beautiful campus—knowing that it made students, faculty, alumni and staff proud of their school, and it was a great enticement for prospective students and their parents.

Again, the underlying reason for the campus beautification was giving the students a sense of pride and ownership in their school.

Prior to Carrier’s arrival, students at Madison frequently fled campus for the weekend to head home or to another campus. He wanted to end the “suitcase college” label and provide activities that would keep students on campus.

Madison had been fully coeducational for only a few years, and “I knew that we needed to change the psychology of the campus,” Carrier said. Something had to be done to distinguish Madison from the other former all-women’s teachers’ colleges. “We put the forces into place—the activities, the events, the new courses—that would change the attitude of people and show them that this was truly a coeducational institution,” Carrier said. Football was one of the most visible of those forces.

To minimize grumbling from the faculty, Carrier waited until late summer to announce that Madison would field a Division III football team in Fall 1972. Coach Challace McMillin had to recruit most of his football team from the registration lines at the start of the new semester.

The first game was scheduled to be played on Harrisonburg High School’s field, but heavy rain prompted administrators to withdraw the invitation because of fear of damage to the field. The game was played on a field next to Godwin Hall. McMil-
lin helped in lining the field, along with Athletics Director Dean Ehlers. (McMillin and Ehlers both came from Memphis and were part of the so-called “Memphis Mafia” of Carrier’s former Tennessee associates.)

Carrier and Vice President Sonner watched the first game from the sidelines in metal folding chairs. Madison lost and failed to win a game—or score a point—in that first year’s schedule against junior-varsity and military-school teams.

From that humble beginning, the JMU football team would go on to win two national championships in the NCAA’s Division I Football Championship Subdivision and compete in the 25,000-seat Bridgeforth Stadium.

Similar successes took place in other sports. Both men’s and women’s basketball programs made deep runs into the
national playoffs. The baseball team became the first school from Virginia to reach the College World Series. Other sports enjoyed similar success, including national championships in field hockey and archery.

Carrier realized that a successful athletics program had a dual benefit. First, it was an important element of a student-oriented campus. It kept students from fleeing the campus on weekends, and it helped develop a camaraderie among the students. Athletics also served as the “front porch” of a college or university—often the first thing the public sees about the school. Athletics generated publicity, which was important in spreading Madison's name and reputation as the school expanded.

Publicity, however, is a double-edged sword. Carrier greatly appreciated the positive things said in the media about Madison, but he was testy about negative press.

Carrier often made his feelings known to Dick Morin, the editor and general manager of the Daily News-Record. Morin said that Carrier would sometimes call him at 5 a.m. to complain about a story—usually one on the sports page. He was “very vocal,” Morin said, but “he’d buy me lunch the same day. He never stayed angry.”

Madison’s athletics facilities were improved campuswide to keep pace with the expanding school and its growing athletics program. The JMU Convocation Center opened, and JMU became the first Virginia school with artificial turf on its football field.

When the football stadium (originally called Madison Stadium) was being built, Carrier wanted to make sure it was finished in time for the 1974 season. Lou Frye, longtime physical plant supervisor at Madison, was knee-deep in wet concrete for the stadium.

Carrier, standing on higher ground above Frye, said, “Lou, you have to hurry and finish this job.” Frye responded, “Dr. Carrier, you know Rome wasn’t built in a day!” Carrier immediately said, “Lou, I wasn’t in charge.”

Facilities for the entire student body were also modernized. Numerous playing fields were opened and the University Recreation Center opened in 1996.

By the time he retired, Carrier had met and far exceeded his goal of creating a regional comprehensive university. He made a student-centered university that is the envy of higher education and one that continues to flourish under his successors as president.

In a tribute after his death, a Richmond Times-Dispatch editorial said that Carrier created “a selective, multidiscipline school that has given tens of thousands of students from Virginia and beyond an opportunity to earn an exceptional education. In the heart of the Valley, Ronald Carrier helped broaden the commonwealth’s horizon.”

Carrier wasn’t the school’s first president but, as the Times-Dispatch observed, he was “the visionary founding father of a great university.”
A candid conversation with Linwood H. Rose

It has been said that James Madison University has always had the right president at the right time. Ronald E. Carrier arrived in 1971 with the vision and energy to propel a small teachers’ college into a major university. Linwood H. Rose, who held positions in each of JMU’s administrative divisions during Carrier’s tenure and succeeded him as president in 1998, consolidated the incredible growth during his 14 years at the helm and put the university on solid operational footing. In this interview with Madison shortly after Carrier died in September, Rose reflects on what made “Uncle Ron” great.

Madison: In working for Carrier, when did it dawn on you that he was creating something unique in higher education?

Rose: It was in 1975 when I came to Madison hoping to be an entry-level student affairs professional. I actually interviewed with President Carrier, which was pretty unusual. I’d also interviewed for positions at the University of Tennessee and the University of Georgia, and I never met the presidents. Probably might never have met them at that level. So I think that really said that this guy has a plan, and he wants to know the people who are going to be on his team. Probably more than anything else, it made me want to be part of this place. I didn't hear anything specific about a vision that day that I recall. But I remember his enthusiasm and his energy, and he seemed bigger than the college.

Madison: People often talk about Carrier’s big personality and forceful will. But they don’t often talk about his intellect. He was also a scholar.

Rose: Right. What people didn’t see is that he read all the time. And what he focused on was not academic journals on certain aspects of higher education, but the external forces outside education that he thought could apply to education. He was always tracking trends and applied that to what we were doing. I would call him extremely bright and intellectual. He just disguised it with his good-old-boy Tennessee charm. So you might not suspect his educational background, but in fact he was a Ph.D. of economics from the University of Illinois.

Madison: At what point did it become clear to you that Carrier’s approach to paying attention to the entire student experience was going to be a big deal at Madison?

Rose: It was never announced one day that students are No. 1 at Madison. It may have been proclaimed later on. But it was never a packaged program. It’s just how he felt from day one. So I think all of us began to appreciate over time how that approach singled this place out. And you could see it having an effect on students and their parents. His emphasis on students conveyed that we were not going to take ourselves so seriously as a university that the organization, the enterprise, became more important than the people who we were serving.

Madison: Do you think it speaks to the enormity of his character that people feel something special immediately as they set foot on campus? It’s really an extension of him, wouldn’t you say?

Rose: Yes, I would. And I think that the physical campus is an extension of him. I used to joke about him that if one geranium was good, five would be better. When I look at this campus today, I can see changes that occurred that are extensions of him, but no one here really knows that anymore. Decisions are made now—two presidents after his service—that still reflect the commitment to students: they are still tested against the question, “How will this affect students?” I don’t think that happens on a lot of college campuses. It’s a legacy that obviously was successful.
in its implementation because it’s reflected in the popularity of the institution. It’s reflected in the applicant numbers. It’s reflected in the high quality of the student who wants to attend JMU. There’s plenty of evidence that he was right about those kinds of things, so it makes it easy to continue implementing along those lines because it’s clearly the right thing to do.

Madison: You traveled with him a good bit, especially to Richmond. How did people respond to him?

Rose: One of my very first recollections of being with him in Richmond was when we were walking across the Capitol grounds and a legislator, I don’t remember now who it was, yelled out, “Uncle Ron!” And Carrier looked at me and he said, “I don’t have any idea who that guy is.” But we walked across the lawn, and he stuck out his hand and he said, “Hello, my good friend!” People down there just loved him. We would go into the hallways in the General Assembly building and a crowd would always gather around him, and he always had a story. He was just a friendly character, but he was a respected character. They had a love for his personality, but also a real respect for what he was accomplishing at JMU.

Madison: Carrier was also known to be quite mercurial. What was it like to work for him when you often didn’t know what to expect?

Rose: Apropos of the climate this summer, long before we had all these hurricanes, I used to call him a Cat-5 hurricane because sometimes that was the environment we felt like we were in. He just had such energy and ideas, he was like a whirling dervish at times. He could be pretty demanding. But at the end of the day, it’s like a good workout, or like a coach really pushing you: You think it’s miserable when you’re going through it, but when it’s over, you feel pretty good.

Madison: Speaking of hurricanes, would you retell that story about Hurricane Hugo in 1989?

Rose: Hurricane Hugo made landfall in Myrtle Beach, South Carolina, and was supposed to come up the Shenandoah Valley. I was executive vice president then, and I was the one who was responsible for making the call on the weather. So I called down to Blacksburg and the power was already out there, it was raining hard and windy. Then I called down to Roanoke a little later and the storm had moved up there. Meanwhile it was blue skies and puffy clouds in Harrisonburg. So I went down to Dr. Carrier’s office and said, “Dr. Carrier, I know it’s nice out now, but I think we really need to close. We’ve got a lot of students living off campus, a lot students riding the bus now. We probably need to get people home now.” I remember him spinning his chair around and looking outside and saying, “You’ve got to be kidding me.” And I said, “I’ve called Blacksburg and I’ve called Roanoke. I’ve checked the weather forecast, and it’s coming right up the valley.” So we made the call to close the university. Not 15 minutes after the news had been posted, the storm veered off to West Virginia and never came up the valley. I guess it was 4 or 4:30 that afternoon and everybody had gone home. But I was still in my office and my assistant was still in the office. And the call came that I was expecting. She said, “Dr. Carrier’s on the line.” So I picked it up and he didn’t say “hello” or “This is Ron” or anything. He just said, “I’m in the root cellar, can I come out now?” I said, “Yes sir, you can.” That’s just one of the many occasions when he used his sense of humor, but used it to make a point.
Our ‘Uncle Ron’

Members of the Madison family took to social media to pay their respects to former President Ronald E. Carrier following his death in September. Of all those heartfelt tributes, the ones that would have meant the most to Carrier are those that came from former JMU students who loved their “Uncle Ron.” His death brought a flood of recollections and praise from his “nieces and nephews” around the country. On Facebook alone, there were more than 700 comments. Here are just a few of them:

‘I was one of thousands who felt adopted by Uncle Ron Carrier. So many Dukes are making a difference in the world because we were inspired, challenged and/or personally encouraged by Uncle Ron. What a legacy!’
– TOM BRIDGES (’83, ’86M)

‘A father to every one of us. A man who greeted you warmly on campus and who truly cared about every student. He had a love for JMU that was passed down to each of us. A piece of him will always be with us.’
– LISA SINNOTT ARCURI (’84)

‘This one hits me right in the gut. This man went out of his way to make all of us feel like kings. He stuck his neck out to make our university better. Dr. Carrier, you are a hero, a friend and a man I will never forget. God bless Ronald Carrier.’
– STEPHEN STIELPER (’01)
(JMU’s all-time leading basketball scorer)

‘I have so many fond and happy memories of Uncle Ron during my time at JMU from 1980 to 1984 … you just never knew where he would pop up. Serving you in the dining hall or hanging out on the Quad just wanting to talk to you, just to name a few. My heart is so heavy, and I am sending love and prayers to his family. Rest In Peace, Dr. Carrier, you have made a mark on my heart forever.’
– MARY BETH HARRISON-CUNNINGHAM (’84)

‘Uncle Ron was everybody’s favorite uncle. He would challenge you to do more, to be the best … and yet he also seemed to recognize the importance of a social education on the path to well-roundedness. Of course, his legendary political skills fueled JMU’s growth, but his large personality also enabled every fraternity man on Greek Row to imagine him as an honorary brother. He was beloved by all and his impact on JMU will never be forgotten!’
– JIM TEBBENHOFF (’84)

‘Uncle Ron LOVED the Marching Royal Dukes and would drop by one of our practices at the beginning of the season every year and say a few words. It meant everything to us to have his support. He was always warm and funny and everyone wanted a picture with him. He was a rock star.’
– MEG JARRELL (’90)

‘I remember D-Hall had a special lobster dinner. Dr. Carrier came in and walked around greeting the students. He got to our table, and my lobster was still intact. He sat with us and showed us how to eat lobster … Such a small thing, but what a lasting impression.’
– LATONYA STANARD (’03)

‘When I think of JMU, I think of Dr. Carrier (Uncle Ron). I cannot think of one without the other. I remember how he cared for the students (serving hot chocolate while we stood in the freezing cold outside of Carrier Library waiting to go in the basement to register for spring semester classes).’
– ETHEL CARTER (’86)

‘Much is made about JMU’s strong sense of family, which has remained intact despite the university’s tremendous growth, both during Dr. Carrier’s tenure and since. Uncle Ron cultivated that. Like all families, we celebrate together; we struggle together; we persevere together. RIP.’
– JIM HEFFERNAN (’96, ’17M)
The next big idea?

Enterprising spirit pervades JMU

BY KAREN DOSS BOWMAN AND ERIC GORTON (‘86, ’09M)

ILLUSTRATION BY CURTIS PARKER

"The Center for Entrepreneurship is here for all students, faculty and staff regardless of their major or discipline,” says executive director Patrick T. McQuown, who joined the center in January 2017. “We want the entrepreneurial spirit to be part of the ecosystem here at JMU.”
Already, students from across the university are gaining valuable firsthand experience in startup development, pitching to acquire investors and collaboration as they explore the world of successful business ventures to create viable enterprises. Additional involvement from all colleges at JMU is anticipated as the center develops more interdisciplinary programs and collaboration.

Indeed, energy and participation from all of the university is critical to JMU’s style of entrepreneurship.

“Entrepreneurship requires such a diverse skill set,” McQuown says. “You have to have a bit of math with the financing, business with the marketing. You have to have some leadership skills, which can be taught in the performing arts as you learn how to carry yourself. You have to have great storytelling skills, which include not just your ability to speak to something, but also to write to something.

“We have this very diverse student population that comes from all different majors working together and helping each other out,” he says. “I think the result is that we have stronger ventures than some of the other universities whose students are predominantly just business majors or have no business-school link.”

JMU’s approach to entrepreneurship is a proven winner.

Connor Feroce (’17) placed first in the University of Virginia’s College Cup venture competition, which was held at U.Va.’s
‘I think having experience as an entrepreneur really sets you apart from any other candidate when you’re in a job application.’

– PATRICK T. McQUOWN

Galant Center for Entrepreneurship in April. Feroce, who co-founded BeatGig, a technology platform that provides musicians access to a global marketplace of buyers, with Timothy Mulligan (’16) and Andrew Balitsky, credits JMU’s Center for Entrepreneurship with preparing him for the College Cup competition.

“The Center for Entrepreneurship definitely is moving in a positive direction,” Feroce says. “I’ve seen more student ventures popping up, and the culture of entrepreneurship at JMU seems to be growing.”

During summer 2017, the center sponsored an eight-week accelerator to give budding student-created startups necessary traction, which McQuown describes as “people paying you for your goods and services or, in the case of an application, getting users.” Of the nine ventures chosen to receive mentorship from McQuown and other serial entrepreneurs, six have traction—five with revenue and one with users.

“I think having experience as an entrepreneur really sets you apart from any other candidate when you’re in a job application,” McQuown says. “The distinction between having to go out there and figure out the process for yourself and how to get people to buy your product and understand what your product or service is will benefit you for the rest of your life.”
The new executive director of the Center for Entrepreneurship at JMU, Patrick T. McQuown, started his first company in 1996, working out of his dorm room at The George Washington University.

“I was kind of a computer dork, and the internet was an emerging technology,” says McQuown, who started Proteus with $1,000 and no outside funding. “I thought there was really something there.”

McQuown left his job as a federal investigator within the Division of Enforcement at the Commodities Futures Trading Commission to focus on Proteus full time. The company grew into a mobile media industry leader and was the first in the world to create an application that allowed users to send short text messages from a website to a handset. Among other accomplishments, McQuown and Proteus created text polling for the highly acclaimed television show American Idol.

“Before that, you basically couldn’t text,” says McQuown, who sold Proteus to Japanese carrier SoftBank after eight years. “That’s what started it all.”

McQuown’s second startup, SinglePoint, raised $50 million in venture capital. The company deployed the two largest-ever messaging campaigns: one for the 2008 Summer Olympics and one for the Obama for America campaign. SinglePoint was subsequently sold to the European mobile company Ericsson.

Most recently, McQuown was a principal and co-founder of Silca Partners, a company that partners with select venture capital firms to conduct due diligence for possible investments. He also was an adjunct professor at Brown University and Providence College.

At Brown, McQuown led students in a case study to determine whether Uber drivers are entrepreneurs. McQuown became an Uber driver for the summer, logging more than 500 rides, and guided students through interviews with 110 active Uber drivers. They concluded that “the entrepreneurial aspects the company touts … don’t hold true for the vast majority of Uber drivers.”

McQuown, who also has taught at Georgetown University and was entrepreneur-in-residence for the Yale Entrepreneurial Institute, is passionate about guiding budding entrepreneurs to realize their dreams. He sees his role at JMU as his newest venture.

“If they are able to identify their passions and build out ventures that will solve problems based on those passions, the Center for Entrepreneurship and I will support them.’”

– PATRICK T. MCQUOWN

Connor Feroce (left) and Patrick McQuown savor a job well done after Feroce won first place in the University of Virginia’s College Cup venture competition in April. Feroce, Timothy Mulligan and Andrew Balitsky co-founded BeatGig, a technology platform that provides musicians access to a global marketplace of buyers.

TOM TOM PHOTOGRAPH COURTESY OF PATRICK MCQUOWN; PORTRAIT BY MIKE MIRIELLO ('09M)
To catch a snake
Student researchers help tackle Florida’s python problem

BY ERIC GORTON ('86, '09M)

Biology major Shannon Richard is studying the pheromone-trailing behavior of male snakes.
Ever since pythons got loose in Florida in the 1990s, they have become an ecological nightmare, specifically in the Everglades. Over the years, the giant snakes—which can grow to more than 20 feet long and weigh more than 200 pounds—have altered the ecology of the wetlands region by consuming native mammals and birds, costing the state not only indigenous species, but millions of dollars. Wildlife officials have tried all sorts of ways to trap and control the snakes, with varying degrees of success.

That’s where Rocky Parker, professor of biology at JMU, comes in. A chemical ecologist, Parker is trained in understanding the chemical signals that snakes use to communicate, including how they choose their mates.

With a $73,000 grant from the U.S. Geological Survey, Parker is taking a slightly new approach to his research that could significantly improve how wildlife managers find the elusive predators.

“Tracking free-ranging animals is difficult in the Everglades,” he says. “It’s a very impenetrable environment. It’s gnarly.” In addition, pythons’ skin colors and markings offer perfect camouflage. Last year, Parker, along with biology student Shannon Richard and chemistry major Ricky Flores (’17), spent countless hours studying the way male pythons follow scent. Using solvents, Flores extracted lipids from skin sheds supplied by zoos and other places that keep pythons. He then separated the chemicals based on their properties and passed those potential snake lures on to the biologists. Researchers at the National Wildlife Research Center took the compounds and put them in mazes to see if snakes would follow them. Videos were made of the snakes going through the mazes and sent back to JMU for Richard to analyze.

**A stranglehold on the Everglades ecosystem**

Typical intake of prey (over 5 to 7 years) for a python to reach a length of 13 feet

- 1 Raccoon
- 1 Opossum
- 6 Little blue herons
- 8 Ibises
- 30 Cotton rats
- 15 Rabbits
- 15 Wrens
- 10 Squirrels
- 5 American coots
- 5 ft. alligators
- 72 Mice
‘The way snakes analyze chemicals is they pick them up with their tongue and smell them. A higher flick rate indicates they are more interested in the scent.’

– SHANNON RICHARD, biology student

“The way snakes analyze chemicals is they pick them up with their tongue and smell them,” Richard says. “A higher flick rate indicates they are more interested in the scent. So if there is a higher flick rate to the female lipid, then that’s what they are more interested in, which is what we found.”

Now Parker wants to combine what he has learned about potentially luring snakes by scent with another technique called the “Judas” approach. This approach involves tagging individual snakes with transmitters and tracking them when the animals are breeding in aggregate. Parker’s plan is to make male snakes smell like female snakes by implanting estrogen, a hormone that will trigger female pheromone production, even in males. The technique has worked in garter snakes and brown tree snakes, so it should work in pythons, Parker says. The male snakes that smell like females will attract other males and increase the number of snakes that can be trapped.

If the results are good, Parker says the approach could be used with other invasive species because hormones such as estrogen and testosterone are found in almost all vertebrates.

The project will begin with Parker’s colleagues from the U.S. Geological Survey collecting pythons. The snakes will be tracked during the mating season, which in Florida typically occurs between February and May.

“I think it’s promising,” Parker says. “Anything that increases detectability is a very useful tool, and if we can make males attractive and make other males come out of their hiding, that could crack this detectability issue, or at least help it.”

Parker and his students are extracting lipids from shed python skins to isolate sexual chemical cues. The goal is to make male snakes smell like females to attract other males and increase the number of snakes that can be trapped.
Soon after joining Sentara RMH Medical Center in August 2013, Patra Reed (’93, ’16D) helped initiate a Continuum Case Management program in which chronically ill patients were assigned a registered nurse upon their release from the hospital. But one year into the program, the case-loads for these RNs were increasing and they were performing duties that did not require nursing training.

Nursing graduate leading community effort to keep chronic patients out of ER

Patra Reed (left) with her friend and adviser in JMU’s Doctor of Nursing Practice program, Linda Hulton.
Reed, a member of the inaugural class of JMU’s Doctor of Nursing Practice program, began surveying the literature for best practices to better manage the needs of patients served by the continuum case management program. She discovered the role of the community health worker, who serves as a liaison for the patient’s health, welfare and community needs, “whether it’s filling out paperwork for financial assistance or Medicaid, or educating them on self-managing their condition.”

For her DNP project, Reed was awarded a $200,000 grant from the RMH Foundation to pilot the addition of three community health workers to assist patients in the central Shenandoah Valley with chronic heart conditions. The study yielded tremendous outcomes, “We were able to reduce [hospital] readmissions, decrease emergency-room visits, increase patient quality of life and substantially decrease health care costs.”

In today’s health care climate, that’s a winning formula.

“The current complexities in health care and the demand for safer care are more important than ever,” says Linda Hulton, professor of nursing and director of the DNP program at JMU. “Health insurance companies and the federal government are demanding increased accountability and decreased cost.”

By some estimates, 133 million Americans—nearly half of the U.S. population—have at least one chronic disease, driving up health care costs. These conditions account for 7 in 10 deaths annually in the U.S.

As Sentara’s Blue Ridge regional director of integrated care management, Reed is responsible for leading, directing and deploying innovative initiatives to support these patients and their families across the continuum of care. “These patients have lots of needs—medical, psychosocial, financial—that cannot always be met while they’re in the hospital,” she says.

“We were able to reduce [hospital] readmissions, decrease emergency-room visits, increase patient quality of life and substantially decrease health care costs.’

— PATRA REED (’93, ’16D)

As the only hospital in the Sentara system currently using community health workers, RMH’s patient outcomes are being closely monitored to determine if they can be replicated. Reed’s original study involving 41 heart failure patients has since been expanded to other chronic care populations.

Reed also serves as director of Sentara RMH’s Community Health division, which is focused on health education and prevention. “We have programs for at-risk mothers during pregnancy, children and the elderly, as well as school programs on safety and health,” she says.

Reed’s 25-year career in nursing began in the intensive care unit at Kings Daughters Hospital—now Augusta Health—in her hometown of Staunton, Virginia. The undergraduate education she received at JMU prepared her for numerous leadership opportunities over the years. Reed had always wanted to pursue a doctoral degree, and when she learned that JMU was offering the DNP, which is focused on putting nursing research into practice, she jumped at the opportunity. “It was really exciting to be part of that first class,” she says.
Reed was one of five DNP students to participate in the program’s first Health Policy Institute, a weeklong immersive experience in Washington, D.C. She and a colleague were assigned to Sen. Tim Kaine’s office, where they drafted policy briefs for the lawmaker and his staff on the Zika virus, opioid addiction and hearing aids for children.

Initially reluctant to embrace health advocacy, Reed soon adapted to the role. “I gained a new appreciation for policy and advocacy,” she says, “and what a difference we, as nurses, can make.” She has since joined a group looking to establish certification standards for community health workers in Virginia and is active with the American Nurses Association in supporting health care reform.

In April, Reed received The Graduate School’s Civic Engagement Award, which recognizes a student’s academic, cocurricular or service activities that exemplify JMU’s vision of civic engagement.

As a member of the inaugural class of DNP students at JMU, Reed participated in the program’s first Health Policy Institute in Washington, D.C. Reed was part of a team assigned to Sen. Tim Kaine’s office, where they drafted policy briefs for the lawmaker’s staff on the Zika virus, opioid addiction and hearing aids for children.

In her nomination letter, “She is a wise counselor, a standard bearer of integrity and civility, and is viewed by both faculty and colleagues as a true scholar. Throughout her career, she has nurtured the altruism of many staff, professional nurses and JMU students.”

Asked what she finds most rewarding about her job, Reed says her staff is driving change and improving health in the community. “I hear from our case management team, ‘I saved this patient from having to go to the emergency room today.’ That’s a wonderful feeling.”
Professor Kathy Schwartz champions the role of art education in a visual world

Art and everything else

BY SAM ROTH ('17)

From convincing 56 school principals in Alaska to include art in the curriculum, to teaching art for 25 years in K-12 schools, to studying with Getty Center colleagues devoted to understanding the role of art in learning, Kathy Schwartz has become a pioneer in advocating for the inclusion of art education in public-school systems.
Schwartz, the director of JMU’s School of Art, Design and Art History, has seen firsthand how the art education field has grown—and battled its way—into a more permanent inclusion in public schools. “The arts are such an important part of how we tell our stories of what it means to be human,” says Schwartz. “I’ve devoted my career to art education because visual literacy is critical for innovation in any field, and for understanding world cultures, ideas and symbol systems.”

On a summer road trip after completing her undergraduate degree in art education, Schwartz traveled to Alaska by driving up the Alcan Highway through Canada with a few friends. Schwartz spent the summer working on a king-crab fishing boat before meeting a director of one of the northwest Arctic schools who asked her to stay and teach art, ultimately launching Schwartz’s career in the Alaska school system.

In Anchorage, Alaska, art classes were on the school board budget chopping block year after year, and Schwartz was asked to speak to why art was so important in learning. “I had to keep coming back, every year. The math teachers didn’t need to do that, or the science teachers,” says Schwartz. “So I thought to myself, ‘OK, what am I missing here?’” What Schwartz discovered was that rather than explaining the benefits of art education to school board members, she needed to show them what students were missing when art is not included in the school curriculum.

Children who are denied access to an art education are “deprived of an enormous amount of resources for discovering meaning in their lives,” says Schwartz. “If they don’t have access to the exemplars in the visual arts, poetry, literature, dance and music, how are they to know the difference between what is mediocre and what is sublime? How are they to be inspired to work toward excellence in their own lives?”

While most public schools today have progressed to including art classrooms in the buildings, many schools originally operated on the basis of “Art on the Cart,” in which an art teacher would travel to different schools and only get to see students every few weeks. Past models of art education have included programs in which the art teacher served as a break for general-classroom teachers, or programs where art teachers were asked to teach multiple different small art lessons a day.

“When I started teaching art in the ’70s, the primary focus was on teaching the elements and principles of design,” says Schwartz. “The rationale was that we would teach the children a visual vocabulary from which to work with.” Art teachers faced the challenge of convincing K-12 teachers to carry over and connect the art lessons into the students’ other work.

Art education has now evolved to include contemporary themes and concepts where art lessons connect to everything else in the curriculum. “We live in this visual world,” Schwartz says. “Art is the only subject in the school curriculum that’s entirely devoted to...
‘Art is the only subject in the school curriculum that’s entirely devoted to the study of images, understanding what their surface quality means and the deeper connotations that layer in the work.”

Administrators in Harrisonburg public schools understand the importance of art education, with every school having an art teacher. The SADAH’s Art Education Center partners with the Harrisonburg community to offer a summer art program for children to supplement the art education they are receiving in school, as well as outreach to retirement centers and art activities for both the Harrisonburg International Festival and the Very Special Arts Festival. The JMU students in SADAH assist in the Art Education Center while completing their Virginia K-12 education licensure requirements.

Since Schwartz became director of SADAH, she has expanded her support of the arts beyond art education. “In this particular role, I advocate for the faculty, students and staff and the programs we offer in Art History, Architectural Design, Industrial Design, Graphic Design, Studio Art, the galleries and the Art Education Center,” she says. “We are extremely fortunate to have a dean and associate dean who fully support the arts; a president and a provost who fully support the arts,” says Schwartz. “Our faculty, staff, students and administration see a connection between art and design and everything else. JMU is a wonderful place to work in the arts.”
There’s no place like home

BY JESSICA SAVOIE ('14), alumni relations assistant director

The week of Oct. 23, hundreds of alumni returned to campus to celebrate Homecoming 2017. The week was filled with class reunions, school spirit, time-honored JMU traditions and even a few new Homecoming traditions.

To kick off Homecoming week, students and alumni were encouraged to show their JMU pride by wearing purple on Monday. Residence halls also submitted spirit banners for the annual Homecoming banner contest. The winner by popular demand was Chandler Hall! The rest of the week featured student events like Find the JMU Letters, Late Night Breakfast and Nightmare at UREC to help get campus ready for Homecoming weekend.

Friday couldn’t have been a more beautiful day for the 19th Annual Homecoming Golf Tournament, hosted by the Harrisonburg Alumni Chapter. Even Duke Dog stopped by to take some pictures with the golfers. (We had to keep him away from the green, though, because he kept trying to chase the golf balls.) Proceeds from the event support Harrisonburg Alumni Chapter scholarships.

The afternoon continued with Quadfest, a new Homecoming tradition, that brought students, alumni and community members to the Quad for a “pup-rally”-themed event. The event featured adoptable rescue puppies from Anicira Veterinary Center, live disc jockey music, festival food, crafts, giveaways and photo-ops with Duke Dog, the JMU cheerleaders and the giant JMU letters! Following Quadfest, alumni headed into Wilson Hall for HomecomSing, a concert featuring all of JMU’s a cappella groups.

Saturday began with a special Homecoming treat. To celebrate Homecoming and his upcoming retirement, Mark Warner, senior vice president for student affairs, presented a Lessons in Leadership talk. Warner has been a member of the Madison community for more than 40 years, and many are familiar with his anecdotes and lessons that encourage listeners to lead more meaningful lives by paying it forward. Even the small act of leaving 5 cents in the vending machine for the next person to find can have an untold positive ripple effect. Warner’s Homecoming talk was a great example of the numerous lives that have been touched by his leadership and service to our university. His leadership lessons remind us that each of us has the power to make a mark on Madison and in our communities.

After Warner’s talk, alumni made their way down to Godwin Field for Homecoming Headquarters, the official Homecoming tailgate. The free giveaways, live music and tailgating food helped set the mood and get everyone into the JMU spirit. Several affinity groups and the Classes of 1982, 1992, 1997, 2007 and 2012 celebrated milestone reunions during the tailgate.

The Dukes went on to beat New Hampshire 21-0 during the Homecoming football game.

Homecoming 2017 brought together Dukes of past, present and future to celebrate the thing we all share in common—a love of JMU.

Are you celebrating a milestone reunion during Homecoming 2018? Visit alumni.jmu.edu/HC2018Reunions to submit your request.
ALUMNI NEWS

Erin Mahoney ('10), Challace McMillin and Flo Jackson ('87, '94M)

Cathy Nagel, former JMU Parents Council grandparent

Casey Carter (center) greets friends at a reception for her Valley Scholars scholarship

Sallie ('67) and Joe Funkhouser, former JMU Board of Visitors member

Kimberley Hundley ('84)

COB Dean Mary Gowan with Tom and Shari Crotty ('19P)

(Below): Class of 1997 celebrates their 20th reunion

G.J. ('84) and Heather Hart talk to Jon Lamb ('82)

Beth Bliss ('84) with Women for Madison

(Left): Alumni Association board member Chiquita King ('09, '11M)

Kimberley Hundley ('84)

Pam Nelson ('82) with Rebecca Woodcock ('85)

(Left): Class of 1982 Zeta Tau Alpha sorority sisters celebrate their 35th reunion with friends

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The board of directors of the JMU Alumni Association is made up of 21 alumni who represent the interests of over 130,000 JMU graduates. As a governing body, the board provides guidance, leadership and active support for the association and the university.

In the fall, JMUAA welcomed two new members. Meet your newest board members, Chiquita King and Tripp Hughes.

Chiquita King ('09, '11M)

Chiquita King graduated from JMU in 2009 with a Bachelor of Science in media arts and design and writing, rhetoric and technical communication. She earned a master’s degree in adult education and human resource development from JMU in 2011.

As a student, King was an Orientation Peer Advisor, a Centennial Scholar and a member of Alpha Kappa Alpha sorority. She was also involved with the Student Government Association.

King continues to donate her time to JMU by serving on the Women for Madison Executive Advisory Council and maintaining involvement with the Black Alumni Chapter.

“My main priority is to help encourage young alumni to give back,” King said of her decision to join the board. “I want to emphasize that any amount, big or small, makes an impact.”

King currently resides in Springfield, Virginia, and works for Booz Allen Hamilton. She recently welcomed a son, Victor.

Tripp Hughes ('09)

Tripp Hughes graduated with distinction from JMU in 2009 with a Bachelor of Arts in history. During his time at JMU, Hughes was a member of Phi Alpha Theta and also played the clarinet in the Marching Royal Dukes.

“Participating in the Macy’s Thanksgiving Day Parade with the MRDs and being able to represent JMU on an internationally televised program is one of my favorite JMU memories,” Hughes said.

As the former president of the Richmond JMU Alumni Chapter and member of the College of Arts and Letters Alumni Advisory Board, Hughes has a close relationship with JMU and other alumni. Wanting to do even more for his alma mater, he gladly accepted the nomination to serve on the JMUAA Board of Directors.

“I wanted to give back to the JMU alumni community as a whole, not just Richmond,” Hughes said. “I have always felt that JMU has given me a lot, and I feel obligated to give back.”

Hughes currently lives in Richmond, Virginia, with his wife, Emily ('12), a former MRD. An attorney with PIEtech Inc., he makes frequent trips to JMU to watch football games and for other events on campus.
Distinguished contributors

The Alumni Association honors the achievements of notable alumni at the Alumni Awards Banquet. Take a closer look at these 2017 Distinguished Award winners.

Joseph Damico ('76, '77M) Inez Graybeal Roop ('35) Alumni Service Award

Joseph Damico has served his alma mater in numerous capacities, including as a member of the JMU Board of Visitors and chair of the presidential search committee that brought Jonathan Alger to JMU. Damico and his wife, Pamela ('77), are philanthropic leaders of the university. Their $1 million gift for the Jackson E. Ramsey Eminent Scholars Centennial Chair was a lead gift for the Centennial Campaign. Damico also led the board of visitors in making a $100,000 gift to erect the Centennial Fountain in front of Burruss Hall. With more than 35 years of health care experience, Damico is a founding member and serves as an operating principal of RoundTable Healthcare Partners.

Avrum Elmakis ('01) Distinguished Alumni College of Integrated Science and Engineering

Avrum Elmakis describes himself as a “serial entrepreneur and investor” who has built multiple successful businesses in various markets. Elmakis and his wife, Lauren McKay ('01), started TDBBS, a natural dog treat company, in their kitchen soon after graduating from JMU. The company now employs around 125 people in Richmond, Virginia, and has numerous facilities around the world. In 2013, Elmakis was named an Ernst & Young’s Entrepreneur of the Year. The company has been named to Inc. magazine’s list of the 500/5,000 fastest-growing businesses in America every year since 2012. In 2016, TDBBS earned a spot on the lauded Inc. 500/5,000 Honor Roll for making the list for five consecutive years. The company has also won numerous awards for being one of the fastest-growing businesses in the greater Richmond, Virginia, area. Elmakis is active in his community and serves on numerous boards, primarily for nonprofit organizations.

Carrie Owen Plietz ('97) Distinguished Alumni College of Health and Behavioral Studies

Carrie Owen Plietz is the executive vice president and chief operating officer of WellStar Health System’s hospital division. She oversees the operation of WellStar’s 11 hospital locations, as well as real estate, construction and facilities development, and security and emergency preparedness. Prior to joining WellStar in 2016, she was the CEO of Sutter Medical Center in Sacramento, California. Plietz serves on the American College of Healthcare Executives Board of Governors. She has been honored as one of Modern Healthcare’s 2011 Up and Comers, Becker’s Hospital Review’s Top 25 executives under 40 for five consecutive years and the 2010 Robert S. Hudgens Young Health Care Executive of the Year by the American College of Healthcare Executives. Plietz lives in Marietta, Georgia, with her husband, Jasen ('97), and two children.

As a JMU alumna, I have a deep appreciation for the Madison Experience and all that JMU does to inspire our continued dreams of living productive and meaningful lives. I have been blessed over the years that my network members—my husband, some of my best friends, my mentors and many of my colleagues—are also alumni who share this Madison Experience. My experience is not unique, and this “Madison Network” is the common bond that connects each of us to the university and our own personal Madison Experiences. The Madison Network is not something you have to join. As a student, alumni, faculty, staff, parent, family or friend of JMU, you are already a part of it!

The benefits of the Madison Network come alive through connection, conversation and engagement with one another. Connection is created by attending functions such as your local alumni chapter networking events. You can stay engaged with JMU through opportunities like mentoring current students or young alumni. These are just a few ways you can activate your Madison Network and enjoy the benefits of personal and professional growth.

The Madison Network, when kept in motion, serves as a catalyst to help you continually build upon your Madison Experience for years to come. So what are you waiting for? Engage in the ways that are most meaningful to you and activate your Madison Network today!
When Madison caught up with Paul Spraggs (’78) in Fall 2009, he was anticipating his new position with the Department of Homeland Security with a goal of “fulfilling a desire to work as part of our national government on items of national importance.” As evidenced by the awards he has received since accepting the job, he has been fulfilling that goal while making important contributions along the way.

Since entering DHS, he has been the recipient of six major awards recognizing a mix of individual and team achievements. The awards have covered excellence, leadership and teamwork, with the most recent being the 2016 Acquisition Program Manager of the Year, awarded in June 2017.

“I feel very blessed to be part of a great organization with an important mission and to work daily with great teammates,” says Spraggs. DHS plays a key role in protecting our nation in a number of areas, including cybersecurity, airport security and maritime security.

While previously employed at Science Applications International Corp., Spraggs was recognized as a Black Engineer of the Year Award winner in 2009.

He keeps tabs on JMU’s students and curricular developments.

“It is fantastic to read about the great things happening at JMU and with alumni,” Spraggs says. “The school’s ranking nationwide reflects its growing reputation and commitment to excellence.”

“It is really impressive to see the evolution of the JMU course curriculum mesh with the evolving needs of business and industry,” he says. “The Hacking 4 Defense course seems like a great example of this.” Designed to provide students experience working on problems faced by the Department of Defense and U.S. intelligence communities, Hacking 4 Defense was established at Stanford University as a graduate-level course. JMU offered its initial course in Spring 2017, becoming the only undergraduate program to participate in the initiative.

Nearly 40 years after his own graduation from JMU, Spraggs is happy to share a few tips with today’s Dukes—advice garnered from a career of government and business service.

Understand your personality type
He notes that lots of online tools exist that allow you to answer a series of questions and get a feel for your personality type. “I suggest trying a few sites and seeing if they align. In my case, I was classified as a Reliable Realist, and that description fit me very well. In my career, I have seen where it helps and also in cases where I need to be careful.”

Take advantage of low-risk learning opportunities
He recommends that students “take advantage of being part of clubs or activities to try out your skills and be exposed to team environments. It’s a great way to practice skills and do some things outside your comfort zone when the pressure of grades isn’t part of the experience. JMU offered lots of opportunities when I attended, and they appear to have grown tremendously over the years.”

Seek networking opportunities
Networking is a big part of the Madison Experience. Spraggs says, “I run into young JMU alumni at the gym or other locales and ask them when they graduated or are graduating and what they plan to do careerwise. It is fun to compare the experience of campus life almost 40 years ago and today. The great thing is when I have been able to link them with personnel in their areas of interest to provide them with career advice.”

Understand what accomplishments are valued
“Certifications in areas such as project management, information technology and software development may be important baseline requirements in some jobs and may help differentiate students in competitive situations. Be mindful of what certifications are most desirable and, in many cases, you can get your company to help fund the certification test and prep seminars/classes. But if they do not, always consider investing in yourself and pursuing important ones on your own.”

Paul Spraggs and other team members receive the Secretary of Homeland Security’s Award for Excellence for Radiation Portal Monitor Team.

Paul Spraggs (’78)

PHOTOGRAPHS COURTESY OF PAUL SPRAGGS (’78)
Baby Ask: A Music Video from Wyoming

BY MADELAINE GERMAN (’08)
www.babyaskfilm.com

Baby Ask is an independent film exploring the sun/moon polarity of self. Shot on Lost Creek Ranch in the Grand Teton National Park, the short film was supported by a Kickstarter campaign.

Shift: Creating Better Tomorrows: Winning at Work and in Life

BY MICHAEL O’BRIEN (’89)
Red Hill Publishing

In Shift, O’Brien chronicles his inspirational journey of self-discovery after a bicycling accident nearly took his life on what he calls his Last Bad Day. In a personal, moving account, O’Brien attests to the importance of perspective and a positive mindset.

The Campus History Series: James Madison University

BY HANNAH BERGE (’14, ’17M) AND JOSEPH D’AREZZO (’12, ’15M)
Arcadia Publishing
ISBN: 9781467126502

Berge and D’Arezzo offer a glimpse into the university’s history, punctuated by interesting JMU lore and images of campus life. Both authors are second-generation alumni.

The Guitar Workbook: A Fresh Approach to Education and Mastery

BY SCOTT A. SEIFRIED (’91M)
Oxford University Press

Seifried is the director of guitar studies at James W. Robinson Jr. Secondary School and member-at-large of the National Council for Guitar Education. His new book is a comprehensive guide for guitar students.

The Roommates Chronicles: Anatomy of a College Newspaper Cartoon Strip

BY TOM ARVIS (’80)
CreateSpace.com

The Roommates Chronicles is based on a cartoon strip Arvis produced for The Breeze, JMU’s student-produced newspaper, from September 1978 to May 1982.

Aha! To All-In: Life Lessons from an Unexpected Entrepreneur

BY JONATHAN HAGMAIER WITH WILLIAM R. LONG AND JEFFREY M. SMITH (’90)
Amazon Digital Services LLC
ISBN: 9780997522686

The book takes readers on a journey chronicling the founding of Interactive Achievement, the challenges and successes of developing a startup and ultimately the complicated decision of determining the right time to pass on your dream to ensure it achieves greatness.

Mark your calendar now for April 26–28 to attend Bluestone Reunion Weekend 2018

Highlights include tours, presentations and the Bluestone Society induction for the Class of 1968!
Ride with JMU Pride

BY JAMIE SIMPKINS

Traveling down Interstate 81, one might notice purple-and-gold license plates that stand out from the standard Virginia plates. With more than 4,900 on the highway, these license plates are not hard to find. Available in two styles, drivers have the choice between plates featuring Duke Dog or the JMU seal. Besides being a great way to show school spirit, JMU license plates also help make college more affordable by funding legacy scholarships.

The legacy scholarships, given by the JMU Alumni Association, are awarded to incoming freshmen who have a parent or grandparent who graduated from JMU. Some scholarships can be renewed each school year.

The legacy scholarship has given Ana Hart, a freshman scholarship recipient and dance major, the opportunity to pursue her dreams at JMU, just like her alumna mom, Vesna (’13 Psy.D.) “I definitely have looked to her [my mom] as an example, and I think that JMU definitely gave her the tools to be able to do what she’s doing now,” Hart said. “I’ve seen that and it’s inspired me. Being a scholarship recipient has meant so much to me, because I’m able to continue in her footsteps.”

Brittany Goldman, a senior scholarship recipient and marketing major, credits a memorable experience she had with her mom, Jennifer (’09 Au.D.), who was then a doctoral student in audiology at JMU, for helping her choose to attend the university. “My mom’s professor actually got a connection to donate free hearing aids to me while I was in school, which was just the sweetest thing,” Goldman said. “I got my first pair of hearing aids in ISAT, and I have very vivid memories of walking through the hallways, so that was always a big piece of my mind.”

For Goldman, being a legacy scholarship recipient means she has been able to focus on her academics, rather than finances, for the past four years. “It just makes it more possible to get an education and not have to worry about where my finances are coming from this semester,” Goldman said. “I can be a student and let that be my first and foremost job and just succeed in all of my classes.”

Not only do the legacy scholarships help ease the financial burden of attending college, but they motivate recipients to work hard and give back. “Just by being able to have that support behind me, I think inspires me and motivates me to keep moving forward pursuing my education and to make my experience at JMU purposeful and meaningful,” Hart said. “It’s setting me up for the future so I can continue to do the same out in the world.”


Show your JMU Pride while supporting scholarships for Virginia students.

Get your James Madison University plate at www.dmvNOW.com

PHOTOGRAPH COURTESY OF THE OFFICE OF ALUMNI RELATIONS
The James Madison University Alumni Association presents the

Alumni Awards Banquet
FRIDAY, MARCH 16, 2018

For more information and to RSVP, visit alumni.jmu.edu/alumniawards2018. Please register by March 11.

MARCH 13
Giving Day
Dukes show up for days like this! Mark your calendar and make a gift. Your gift will enhance the Madison Experience and inspire greatness for years to come!

MARCH 16
Distinguished Alumni Awards Banquet
For more information and to RSVP, visit alumni.jmu.edu/alumniawards2018.

APRIL 26–28
Bluestone Reunion Weekend
This special weekend of class reunions culminates with the Bluestone Society Induction for alumni celebrating their 50th reunion.

APRIL 27
Senior Candlelighting
We celebrate the graduating Class of 2018 induction into the JMU Alumni Association during this ceremony.

MAY 4–6
Commencement
The JMU community is looking forward to the excitement of this special event and celebrating with many new graduates, families and friends.

For more information and to register for all Alumni events, please visit alumni.jmu.edu/events
Class Notes

Madison College students prepare for a class to begin in Fall 1970.
SEA members socialize and learn together

Members of the Staff Emeriti Association took advantage of the warm summer weather to reconnect and enjoy the outdoors at several events. SEA committee members beat the heat at the annual Faculty and Staff Picnic to promote the Staff Emeriti Association as well as take the opportunity to visit with former colleagues. SEA members also attended the Wine and Cheese on the Ernst Terrace event at the Edith J. Carrier Arboretum. Guests were treated to a lecture by Mark Jones, owner and mycologist at Sharondale Mushroom Farm, and chef-prepared tastings of mushroom risotto. For more information on upcoming events, please visit jmu.edu/staffemeriti.

A good time was had by SEA members at the CrossKeys Vineyards’ Finally Friday event, featuring music by local musician Mike Davis. Music, food and friends ensured a wonderful night out.

Betty and Gene E. Driver celebrated their 60th wedding anniversary on Aug. 10.

Sandra F. Price-Stroble was reappointed to the State Board of Behavioral Health and Developmental Services for Virginia. This is her second term on the board.

Karen Whetzel (’74M), a retired educator and “professional volunteer,” was named the New Market, Virginia, Citizen of the Year. She volunteers with many groups in her hometown, including the New Market Area Library and the New Market Chamber of Commerce.

Marian L. Lebherz (’79M) was chosen to serve on the Harrisonburg Transportation Safety and Advisory Commission for a three-year term.

Jodie Earl Wampler was inducted into the Rockingham County (Virginia) Baseball League Hall of Fame on June 17.

Joyce Gillies Viscomi (’12M) was reappointed to the board of directors for Virginia’s Assistive Technology Loan Fund Authority and will serve as the vice chair.

Scott R. Kizner (’88M), superintendent of Harrisonburg City Public Schools, was appointed to Virginia’s Board of Juvenile Justice.

Geraldine Rush was reappointed to the Harrisonburg-Rockingham Community Service Board for a three-year term.

Sean L. Bates was appointed assistant provost for faculty affairs and health sciences at Thomas Jefferson University in Philadelphia, Pennsylvania. Eric D. Martin is the supportive living chaplain for the Virginia Mennonite Retirement Community in Harrisonburg.

Joyce Gillies Viscomi (’12M) was reappointed to the board of directors for Virginia’s Assistive Technology Loan Fund Authority and will serve as the vice chair.

Robert C. and Barbara R. Duke Scholarship

Established in 2013 by a gift from the estate of Mrs. Barbara Duke, daughter-in-law of Dr. Samuel Page Duke, after her passing.

Dear Duke Family Donors,

I am so grateful for your support of my education at James Madison University through awarding me the Robert C. and Barbara R. Duke Scholarship.

My name is Kristen Connors and I am a sophomore health sciences major in the Honors College. While health sciences is a quite broad and flexible major, I am using it to prepare me for a doctoral degree in physical therapy. During my undergraduate years, I am very interested in conducting research, possibly with prosthetics. I am also very passionate about Relay for Life. This year, I am the marketing director of the fundraiser and look forward to helping the event grow.

The generosity of your scholarship is both supporting my growth into a professional who wants to make an impact on my community and removing financial burden from my education. Thank you so much once more.

With joy and gratitude,

Kristen Connors
Plymouth, Massachusetts
Class Notes

Lindsey A. Pack Douglas is the executive director of Big Brothers Big Sisters of Harrisonburg-Rockingham County. ✦ Christopher S. Feltner helped create a restraint-free crisis management program for school systems and behavioral health caregivers. The program, Ukeru, has been incorporated in schools in the United States and Australia. ✦ Ray Steen was promoted to chief strategy officer to oversee MainSpring Inc.’s business development, partner programs and high-level consulting projects. MainSpring is an information technology strategy and consulting firm in Frederick, Maryland.

On May 21, 2017, he was inducted into the College of Education’s Hall of Distinction in recognition of his career achievements.

Professor Emeritus James L. Steele of Harrisonburg, Virginia, died March 8, 2017. During his 35-year teaching career at JMU, he taught a variety of sociology classes, worked with the Honors Program and was a freshman adviser for many years. His interests included JMU basketball and football, music, fishing, hunting, running, traveling and caring for animals, both pets and wildlife.

Professor Emeritus Joseph “Jerry” Gerald Minskoff of Harrisonburg, Virginia, died July 4, 2017. A pioneer in the field of special education, he joined the faculty in 1975 and taught until 2002. He trained thousands of special-education teachers who helped realize his dream of maximizing the potential of children with disabilities.

Benjamin Harding ('04) in Savaii, Samoa.

Maggie enjoys campus with her owner, Jaime Marion ('04).
Benjamin Harding was featured in “Ten Peace Corps volunteers who made a difference in Samoa,” an article that appeared in the Huffington Post on July 30, 2017. Based in Savaii, he was responsible for a massive water tank project that ensured water access to his village. Jaime Marion returned to campus in summer 2017 with her daughter, mother and her dog, Maggie, who seems to be a fan of Duke Dog. “I always enjoy coming back to visit the ‘Burg,” Marion says. “Campus is always beautiful and never disappointing!” Elisabeth Bezares Poore, director of operations at The Pinnacle Group, received the Raymond James 2017 Outstanding Branch Professional of the Year Award. She was one of three branch professionals in the country to receive this award, which recognizes individuals who contribute to the success of their advisers and teams. Levar Stoney, mayor of Richmond, Virginia, and Kevin Duffan (’01), judge of the Virginia Beach Juvenile and Domestic Relations Court, have a friendship and mentor/mentee relationship going back to their time with the Student Government Association at JMU.

Kendra Kojcsich traveled to the Grand Canyon in summer 2017. She says, “Always representing JMU!”

Elisabeth Bezares Poore (’04)

Craig M. Blass Memorial Scholarship
Established in January 2002 by Geoffrey Black, Timothy Miller, Andrew Norton, William Roche and Jason Sfaelos in memory of Craig Blass (‘96), whose life was lost in the attack on the World Trade Center, Sept. 11, 2001.

Dear Mrs. Barbara Blass,
I would like to [express my sincere thanks] for the Craig Blass Memorial Scholarship. I was notified about my reception of the scholarship on Friday, Jan. 27, while eating breakfast and I was breathless when I read the notification email. I immediately texted my father about it, and he quickly called me back to tell me how proud of me he was. It was such an emotional moment for both of us. My father was in the Pentagon when it was hit on Sept. 11, 2001. Thankfully, he was in a different wedge than the one that was hit, and to this day, I am thankful that he was not harmed. Your son, Craig Blass, serves as an inspiration to all, being a family-oriented individual and a leader. Every time I walk past the JMU 9/11 Memorial on East Campus, I always think about the role model that Craig serves to his family, friends, co-workers and brothers in Theta Chi Fraternity. I have always believed that when loved ones pass away, they are never really gone. They are kept alive by the people with whom the deceased had relationships. I promise to keep my relationships alive and healthy for Craig and all of those who perished in the 9/11 attacks. You are a brave lady, as is your son, and I am honored to be your recipient of the Craig Blass Memorial Scholarship this year. Thank you!

Arjuna Yost
Fairfax, Virginia

I must say it’s pretty cool when your college mentor becomes a Judge. From Student Government Association [JMU] Senators to public service, congratulations to my friend the Honorable Kevin Duffan! Go Dukes!

FutureDukes
2000s Rachele Douglas Jackson (’07) and Dan (’07), a son, Benjamin Cole, 6/21/17 ✦ Chiquita King (’09, ’11M) and Victor Jr., a son, Victor Eugene III, 8/3/17 ✦ Holly Molchany (’09) and Andrew (’09), a son, Kellan Joseph, 4/9/17 ✦ Kristin Wehman Pinnow (’00, ’04Ph.D.) and Mark (’05), a daughter, Madeline Georgia, 5/6/17
2010s Katie Herndon (’10) and Troy (’08, ’10M), a daughter, Adeline Louise, 6/22/17 ✦ Robin Incheck and Brian (’13), a daughter, Madison Leigh, 5/28/17

While space is limited in Madison print issues, the Alumni Online Community gives you a chance to tell your full story, share your photos and communicate with other alumni! Visit alumni.jmu.edu to sign up and start sharing your news.
Jeffrey E. Tickle ’90 Family Endowment in Science and Mathematics

Established in 2006 by Jeffrey Tickle (’90) to advance the fields of study in science and math at JMU, which will ideally lead to careers as teachers, professors, scientists or mathematicians.

Dear Mr. and Mrs. Tickle,

I’m very honored and thankful to be a recipient of the Jeffrey E. Tickle Endowment. I am currently a rising junior in the Honors College and a biology major with a 3.967 overall GPA and a 4.0 biology GPA. I’ve also made time to participate in JMU Club Gymnastics, and I was on the Level 9 team that recently placed second at the national competition.

This past semester, I reached out to Dr. Susan Halsell to see if I could join the students working in her lab, and I was fortunate enough that she accepted me. In her lab, we are working to uncover the molecular mechanisms of the nociception pathway in the fruit fly Drosophila melanogaster, which could potentially lead to better treatments of pain in humans.

In the future, I hope to continue doing research on the smaller scale of biology, and my ultimate hope is for my research to somehow help our planet recover from the damage we as humans have caused. To do this, I plan on going to graduate school and earning a Ph.D., in what I’m not sure yet.

The Jeffrey Tickle Endowment will allow me to stay in Harrisonburg this summer to continue learning the process of research hands-on in Dr. Halsell’s lab.

Thank you for your generosity!

Rachel Barborek
Fairfax, Virginia

(Above, center): William Kenion (’09) earned a Doctorate in Music Composition at the University of Maryland, College Park.

In addition to being an MBA candidate at Loyola University Maryland’s Sellinger School of Business, Kelly Guinan Fader is the director of graduate cohort programs for the school. Mark David Rinker has been hired as the assistant coach for the Louisiana State University track-and-field team. Rinker is a former JMU cross-country and track-and-field athlete.

Jason C. Lantz and Patrick Taylor opened Café 33, a restaurant located on U.S. Route 33 in Rockingham County, Virginia.

Amanda Zimmerman Sheriff’s blog, School Counseling from A-Z, was included on OnlineCounselingPrograms.com’s list of “Top Counseling Blogs of 2017.” The blog was chosen for content and resources, social media presence and level of activity and engagement.

Allison Colby is executive director of Culmore Clinic, an interfaith, nonprofit health clinic providing culturally competent care to uninsured adults in Falls Church, Virginia. Earlier, she volunteered in community clinics in Northern Virginia.

Phil Duntemann and Jill Renee McMullan (’15) recently opened Broad Porch Coffee Co. at Downtown Market, located in downtown Harrisonburg. The shop offers coffee roasts from a variety of Central and South American countries. Gray F. Kidd (’12, ’14M) was awarded a Fulbright-Hays Doctoral Dissertation Research Abroad Fellowship to support field research in Recife, Brazil, for his project Retreat from the Big House? Sociability, Race, & the Politics of ‘Culture’ in Recife, 1958-1987. His dissertation project at Duke University, where he is a Ph.D. in history candidate, deals with the evolving dynamics of interclass and interracial interactions between Recife’s literate minority and largely non-white plebeians. Caitlin Kimak (’13M), a teacher at Hayfield Secondary School in Fairfax County, Virginia, has been awarded a James Madi-
Alumni represent JMU at inaugurations of university presidents in 2017

Levar Stoney ('04), the mayor of Richmond, Virginia, represented JMU at the March 24 investiture of Makola Abdullah as Virginia State University’s 14th president.

Bill Hawk, chair of The Madison Collaborative and professor of philosophy, proudly represented JMU and President Alger at the Ninth Presidential Inauguration Ceremony at Eastern Mennonite University for Susan Schultz Huxman on April 7. Hawk is a graduate of Eastern Mennonite Seminary.

Ann Armstrong ('00) traveled from Mill Valley, California, to attend the Investiture Ceremony of Judy K. Sakaki as the seventh president of Sonoma State University on April 20. “It was a wonderful ceremony — not only was it entertaining, I learned a lot about the higher education community in California,” Armstrong says. “I also made a few friends. I am very thankful for the opportunity to represent JMU. I am always proud to wear the purple and gold!”

Milton Kline III ('75) represented JMU at the Presidential Inauguration Ceremony of Troy Paino as the 10th president of the University of Mary Washington on April 21. Kline, manager of the student painting program at Mary Washington, has been affiliated with the university for nearly 40 years, but remains a passionate and engaged supporter of JMU.

Alicia Renae Berry has a recipe featured in the new cookbook Stock the Crock. Her barbacoa recipe was one of 100 chosen from over 600 entries submitted to the author.

Lina Lee is performing on Broadway as a member of the ensemble of the musical Miss Saigon. She plays multiple roles in the current production, which opened in March 2017 at The Broadway Theatre, where the original production of Miss Saigon opened in 1991.

Luther Dale “Luke” Roadcap was recognized as the 2017 Virginia History Teacher of the Year by the Gilder Lehrman Institute of American History.

Jennifer M. Tremblay is the director of the Spitzer Art Center in Harrisonburg, a gallery that recently opened a store to sell members’ artwork.

Anne Rusher was an intern in the Exhibits Production Department for the Smithsonian National Air and Space Museum at the Paul E. Garber Preservation, Restoration and Storage Facility in Suitland, Maryland, during summer 2017.

Visit alumni.jmu.edu to sign up and start sharing your news.
Celebrations & weddings

Purple and gold make a perfect wedding

Micah Smith ('16) and Heidi Jenkins ('16) met in the summer going into their junior year. “We built our relationship with the help of friends and mentors we met at Madison,” Heidi says. “JMU has been a HUGE part of every step we’ve taken as a couple.”

“My first day at JMU in 2012 was my last day of treatment after a six-month battle with cancer,” she says. “I found my niche within Relay For Life at JMU and was the executive director my senior year. At the event in April 2016 (the largest Relay JMU had ever seen), Micah proposed to me on Hillside Field with all our friends and family watching. It was truly the most perfect day.”

A little over a year later on June 3, 2017, the couple married at CrossKeys Vineyard in Harrisonburg with the beautiful Blue Ridge Mountains in the background. Director of University Unions Dave Barnes was the officiant, and the wedding party was almost entirely made up of JMU students and alumni.

“A little over a year later on June 3, 2017, the couple married at CrossKeys Vineyard in Harrisonburg with the beautiful Blue Ridge Mountains in the background. Director of University Unions Dave Barnes was the officiant, and the wedding party was almost entirely made up of JMU students and alumni.

“After the reception, we made our way to the happiest place on earth—the JMU Quad—and took some photos,” says Heidi. “Even our photographer was a JMU student. So much purple and gold went into making our wedding day perfect!”

(Right): Ty Corning ('16) and Katey Hale ('16) were married June 10, 2017, in Richmond, Virginia, with Road Dawg and many alumni in attendance. Mark Bowles ('86), Meredith Whitley VanWagner ('09), T.J. VanWagner ('07), Nathan Whitley ('11, '12M) and Kylie Salvo Whitley ('11, '12M), along with current students Haley Corning and Peyton Lockridge, were among the guests at the rehearsal dinner.
(Above): Taylor Schwalbach ('09, '15M) and Olivia Weber ('13, '16M), who met while working together at JMU, were married July 1, 2017, in Lakeville, Connecticut. "The friends we met at JMU are family, and they traveled from around the country to celebrate our wedding with us," Olivia says. "This day was absolutely amazing, and we are so grateful for our fellow Dukes!"

(Above): Spencer Pelfrey ('14) and Courtney Miller were married March 25, 2017. The JMU Fight Song figured prominently in their reception. (Right): Omer Al-Khanchi ('10) and Louise Chamberlin ('10), who met in graduate school, were married July 2, 2017. "JMU has always held a special place in our hearts," says Louise.

(Left): Michelle Rudman ('12) and Andrew Evangelista ('12) were married on June 24, 2017, at Morais Vineyards in Bealeton, Virginia. The day was packed with JMU-inspired events like purple and gold streamers (touchdown-style!), a traditional Chinese lion dance performance by the Choy Wun Lion Dance troupe (founded by fellow Dukes) and celebrating with more than 30 friends from JMU.

(Above): On March 25, 2017, Tracy E. Hacker ('05) married Mark MacDonnell ('05) in Kiawah Island, South Carolina. The couple celebrated their nuptials with 18 fellow Dukes representing classes from the 1980s to the 2000s.
A group of 17 international students, JMU study-abroad alumni, Harrisonburg High School students and Valley Scholars recently came together to create a mural outside the Center for Global Engagement’s new offices in Madison Hall. The mural showcases aspects of cultures from around the world, from monuments to landscapes to the garments people are wearing. The project was supervised by international artist Claudia Bernardi, whose own work often reflects the struggle for human rights and social justice. At a time when many people and countries are divided, the mural focuses on the themes of unity and togetherness.
It’s easy to sign up. Go to alumni.jmu.edu/howtosignup to learn more.

Join the Alumni Online Community, an exclusive benefit for JMU alumni. Sign up to gain access to the alumni directory, make registering for events even easier, keep your contact information current and share your news and accomplishments with Class Notes.

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You’ll need your alumni identification code to register. The code is the 10-digit number located above your name on the mailing label. Or, check your email inbox for an email invitation from JMU to join the online community that includes the code. You can also email alumni@jmu.edu or call 540-568–6234 for more information.

James Madison University is partnering with the business community, as well as other colleges, universities and community colleges, to help grow the economy, expand educational and job opportunities for all Virginians, and regain our state’s No. 1 ranking for business.

Join us.

Visit Growth4VA.com to sign up for updates.
Facing the future with less burden

Scholarships made a huge difference in Affan Sheikh’s ('17) Madison Experience. The computer science major from Harrisonburg worked 30-40 hours a week while in school. “My scholarship really helped because it took the burden off by reducing my tuition.” Thanks to donors, this FGM Computer Science Scholar was able to spend more time on his studies and prepare for a career as a software engineer. Sheikh is now a software developer for Accenture in the Washington, D.C., metropolitan area.

Be the CHANGE

PHOTOGRAPH BY MIKE MIRIELLO ('09M)
Be the Change for a brighter future! www.jmu.edu/BetheChange

http://commons.lib.jmu.edu/madisonmagazine/vol41/iss1/1
Outreach & Engagement is JMU’s multifaceted continuing education unit designed to engage the community in a lifetime of learning opportunities. Located in the Ice House, a stone’s throw from downtown Harrisonburg, O&E helps JMU connect with a variety of communities — rural, governmental, corporate, educational, nonprofit, civic and others. O&E is committed to serving these vibrant communities through learning in both credit and noncredit scenarios, as well as a variety of engagement initiatives, including youth programs, professional development and enrichment activities. O&E’s mission is “to provide access to anyone seeking opportunities for educational or personal growth,” and they honor all possible pathways to such learning.

In 2010, JMU was classified as a Carnegie Community Engaged University, one of only 361 of the more than 4,000 universities in the U.S. to receive the Carnegie Community Engagement classification.

2018 Program Calendar

Professional development

**Lean Six Sigma Green Belt**: Our well-trained Six Sigma professionals can drive strategic process improvements that help organizations operate efficiently and realize tremendous cost savings. May 14–June 8 and Sept. 10–Oct. 5

**Lean Six Sigma Black Belt, Project Management**: Our noncredit certificate program provides professionals with the skills and knowledge of managing projects, giving them a competitive edge in the marketplace. Feb. 27–March 8 and Oct. 15–Dec. 7 (Classroom) and March 13–29 and June 12–28 (Online)

**Paralegal**: In this rigorous paralegal certificate program, you will learn to investigate complex fact patterns, conduct legal research and assist in preparing cases for courtroom litigation. April 10–Aug. 16 (Tues./Thurs.) and Aug. 6–Dec. 12 (Mon./Wed.)

Youth programs

**Saturday Morning Physics**: Explore cutting-edge research topics in physics and astronomy. Jan. 13–Feb. 10

**College for Kids**: Children will work with JMU faculty and graduate students, as well as experts from the community, to explore and discover talents they never knew they had. Jan. 13–Feb. 17

**You Be the Chemist**: The interactive academic contest uses the drama of competition to excite students in grades 5-8 about science. Feb. 24

**Expanding Your Horizons**: The one-day math and science conference is for girls in grades 6-10. March 17

**Summer Honors Institute**: The unique weeklong program offers talented rising high-school juniors and seniors a firsthand look at life in a dynamic university and its Honors College. June 17–23

**Lego Robotics Camp**: The advanced program is designed for middle-school students who want to push robots to the limits. June 18–22

**Space Explorers Camp**: Using facilities like the John C. Wells Planetarium and Science on a Sphere, campers will get an astronaut’s perspective of Earth and other planets. Full-Day Camp July 9–13 (rising 5th–8th graders); Half-Day Camp July 16–20 (rising 2nd–4th graders); Residential July 22–28 (rising 8th–10th graders)

Connecting JMU to the community

Outreach & Engagement provides opportunities for learning, growth and partnership by Tyler C. Morris

Outreach & Engagement is JMU’s multifaceted continuing education unit designed to engage the community in a lifetime of learning opportunities. Located in the Ice House, a stone’s throw from downtown Harrisonburg, O&E helps JMU connect with a variety of communities — rural, governmental, corporate, educational, nonprofit, civic and others. O&E is committed to serving these vibrant communities through learning in both credit and noncredit scenarios, as well as a variety of engagement initiatives, including youth programs, professional development and enrichment activities. O&E’s mission is “to provide access to anyone seeking opportunities for educational or personal growth,” and they honor all possible pathways to such learning.

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Outreach & Engagement opportunities

Youth programs

With programs ranging from early childhood to high school, students of all ages get a chance to learn something new and make discoveries about themselves and the world around them. These interactive camps and thematic courses make learning truly exciting.

(Below): JMU students help grade-school girls learn about technology during a workshop in Memorial Hall for D.I.G.I.T.A.L (Dukes Inspiring Girls Into Technology Across Limits).

Lifelong Learning Institute

For those ages 55 and older, the Lifelong Learning Institute is the perfect opportunity to keep your brain healthy and engaged through a wide variety of personal-enrichment courses, brown-bag learning lunches, special events and trips. From history and literature to current events and music, there is something for everyone; and with no tests or grades, members can feel comfortable delving into new and exciting topics.

(Top): The Lifelong Learning Institute Beginning Ukulele class practices together in the Ice House. (Left): During a brown-bag lunch, institute members hear an engaging presentation given by local Civil War re-enactors.

Adult Degree Program

Greater earning potential. More job opportunities. Improved employment benefits. Better job stability. The JMU Adult Degree Program is intended for those looking to complete their degree and is specifically designed with busy, hard-working adults in mind. Take it from Jeff Forman (’17), an Adult Degree Program alumnus and a JMU grad. “If it hadn’t been for this Adult Degree Program, I probably never would have gotten here, I probably never would have ventured any further.”

For more information about JMU Outreach & Engagement’s programs and offerings, visit jmu.edu/outreach.

Outreach & Engagement’s mission is to provide access to anyone seeking opportunities for educational or personal growth, and they honor all possible pathways to such learning.