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## Red, Blue and JMU

Two Virginia political party leaders, two alums, two Daves, two "hands across the aisle."

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# FEATURED

## 24 Time for the Arts to Soar at Madison

BY CHRIS EDWARDS AND JAMIE MARSH

Showtime! The \$90.5 million Forbes Center for the Performing Arts is the premier destination for cultural arts in the Shenandoah Valley. The College of Visual and Performing Arts now has a magnificent home to match Madison professors' and students' 100-year dedication to the arts. On Page 24, Chris Edwards shows how the college's Institute for Visual Studies is helping students "see differently" and be innovative and creative. Edwards also shares several theater alumni's "Adieu to Theatre II" on Page 28. Jamie Marsh captures the excitement of the Forbes Center grand opening on Page 31.

## 36 A Confederacy of Dream Builders

BY MARTHA BELL GRAHAM

With the help of numerous volunteers, JMU connections and community organizations, Lisa Shull ('85, '91M) has created the perfect environment for children to "learn by doing and develop by creative play." The former elementary school teacher created the Explore More Discovery Museum, an innovative learning and play space serving thousands of area children.

## ▶▶ 25K / Football Program Insert

Dukes in the JMU Nation never want to be bad sports, but the football team's Sept. 11 win over Virginia Tech was special cause for celebration. Check out the enclosed poster featuring *The Breeze* Sept. 13 front page and more details on the team. Have you purchased your 2011 season tickets? Help make the JMU Nation 25K strong.



## Up Front

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Homecoming 2010!
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Your letters and feedback
- 6 Contributors**
- 7 Directions**  
JMU President Linwood H. Rose addresses student retention and success

### ON THE COVER:

Lisa Shull ('85, '91M), (regional community cover) by Pat Jarrett. Forbes Center (arts cover/*Metamorphoses*) by Richard Finkelstein. See both *Madison* cover versions at [www.jmu.edu/MadisonOnline](http://www.jmu.edu/MadisonOnline).



## M@adison

- 8 News** Renovated Wayland Hall will be a unique arts learning community, Christina Delfico ('87) is producer for Sesame Workshop, the nonprofit organization for *Sesame Street*, Virginia Sports Hall of Fame honors Ronald E. Carrier, Greater Madison, Roanoke M.P.A. cohort, the "Price of Life," students represent JMU at USA Science and Engineering Festival, Jenna Wagner ('10) is on a fast-track career path, and much more
- 11 By the Numbers** What's the No. 1 Bluestone Reunion gift? A clean-shaven No. 2? What are 15, 25 and 260? What are the stats on the Class of 2011?
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Men's and women's 2010–11 basketball schedules. Use your *Madison* promo code for discount tickets

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- 20 Bright Lights** Concrete shredder and professor Howard Gelfand, Healthcare Executive of the Year Carrie Owen Plietz ('97) and TakeThemAMeal.com creator Scott Rogers ('00, '02M)
- 40 One World** BY SANDE SNEAD ('82)  
Red, Blue and JMU: Two political parties, two mirror positions, two Daves. Dave Rexrode ('01) and David Mills ('02) lead Virginia's Republicans and Democrats
- 43 Be the Change** BY COLLEEN DIXON  
Kinesiology professor Tom Moran is inspiring children, parents and tomorrow's teachers with Project CLIMB (Children Learning to Improve Movement Behaviors)
- 46 Professors You Love** Kevin Elliker ('08) honors history professor David Dillard
- 47 Mixed Media** Book announcements and book signings by professors and alumni



**Seeing Differently** Visiting Fellows, like Michael Singer (above), and professors in the Institute for Visual Studies help students approach creativity differently. **PAGE 24**

**Be the Change**  
Kinesiology professor Tom Moran embraces and empowers different ways of learning. **PAGE 43**



**Five E's of Health**  
Pediatric dietitian Dana Casendino's approach to better health is educating families. **PAGE 35**



**Adieu Theatre II**  
*No Frost 17* players return to campus to say farewell to Theatre II/Wampler and to see the new home for JMU arts. **PAGE 28**



**Bright Light**  
History professor Howard Gelfand surfs the sidewalks to help save the environment. **PAGE 20**

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Dukes share their memories of JMU's win over Virginia Tech. **PAGE 49**



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- 64 Picture This**  
Road Dawg logs thousands of miles to share the Purple Pride with alumni and friends

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[www.jmu.edu](http://www.jmu.edu)

**TELL US ABOUT YOUR MADISON EXPERIENCE:**

What's happening at JMU? What's on your mind? Tell prospective students and alumni about your Madison Experience or share other JMU-related thoughts:

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**VISIT JMU:**

Prospective students, JMU alumni, community members, JMU friends: Find it all here. The JMU events calendar, campus map, community news, area lodging and dining. Log on before you roll in to the 'Burg: [www.jmu.edu/jmuweb/visitor/](http://www.jmu.edu/jmuweb/visitor/)

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# Madison

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## Your letters and magazine feedback

### TALOFA FROM AMERICAN SAMOA!

"Talofa!" Greetings from the beautiful island of American Samoa. My name is Katherine Smith, and I graduated in May 2010 with a B.A. in history and a minor in international humanities. After graduation, I decided I wanted to try and "Be the Change" by becoming a high-school English teacher in American Samoa — a U.S. territory that goes largely forgotten. Today in my rural village, I was reading the latest *Madison* magazine online. I decided to e-mail and see if you had any interest in a story from a recent grad about her first-year teaching experience in American Samoa? Thanks so much and Go Dukes!

**KATHERINE SMITH** ('10)

*Online from American Samoa*

◀ **EDITOR'S NOTE:** Readers, stay tuned to a future issue to read more about Katherine's first-year teaching experience.

### SHARING THE MADISON EXPERIENCE

I've been receiving *Madison* for years but never felt compelled to comment on it until now. The fall 2010 issue is exceptional. Reading from the back, as I typically do, I scanned the marriage and birth announcements for familiar names; and then things got more interesting: profiles of students and professors; eye-catching design and typography; content that manages to be engaging, honest and diverse without being overwhelming or busy. I don't know if you intended this, but part of what this magazine does is reveal the community of students, professors and alums; and then nurtures it. This continues online, where you invite engagement and stories of shared experiences. I work in marketing in Charlottesville, Va., and my team works with very similar goals: community, engagement, interest. As a professional I can say, this is very well done. As an alumnus (1995 history), I'm proud to be associated with both JMU and this publication.

**SETH WOOD** ('95)

*Charlottesville, Va.*

### PURPLE AND GOLD PARENT

I'm a parent of a 2007 JMU alumna, Ashley Eden Schaefer. I received my copy of *Madison* and read it cover to cover. Absolutely wonderful. So uplifting! Go Dukes.

**BOB SCHAEFER** ('07P)

*Virginia Beach, Va.*



Read any issue of *Madison* online at [www.jmu.edu/MadisonOnline](http://www.jmu.edu/MadisonOnline).

### QUALITY TIME

Let me thank you again for sending me a print version of *Madison*. If a paid subscription ever becomes the only way to get a hard copy, I'll gladly sign up. I enjoyed a lovely 90 minutes of quality time with the magazine this evening, sitting on a blanket outside while my daughter was at soccer practice. I plan to visit old college pals in

Harrisonburg this weekend, so the timing was perfect to catch up with JMU news. Thanks for your continued efforts in creating a stellar publication.

**IRENE GAMMON** ('90)

*Charlotte, N.C.*

### PROUD ALUMNA AND JMU GRANDMA

I just spent two hours reading *Madison* magazine. So far, I'm only halfway through, and it's wonderful! Each issue gets better and better. I'm also proud to have my granddaughter, Katie Lee Ryder ('14), at JMU as a freshman. Always proud of JMU even though I graduated 56 years ago.

**JACKIE KING RYDER** ('54)

*Saint Simons Island, Ga.*

### DIGITAL DISPLEASURE

Please allow me to voice my displeasure with the online format of *Madison* magazine. It is uncomfortable to read, the pages are slow to turn and it is never handy. For the most part, the online format means the magazine goes unread in our house. I am sure the staff works hard on the university publication, but unless you send it out as a print magazine, it will be a waste of your efforts. Proud JMU parent of Gwendolyn Ross Garrett ('12).

**JENNIFER E. STILLE** ('12P)

*Lynchburg, Va.*



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# Madison

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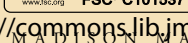
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**George Sparks** is dean of the College of Visual and Performing Arts, which includes the JMU School of Art and Art History, School of Music, School of Theatre and Dance, the Institute for Visual Studies, and the Madison Art Collection. While his artistic roots are in the realm of music — as a professional conductor and clarinet player — Sparks considers himself an enthusiastic advocate for all the arts at JMU and beyond. In this issue he writes a Special Report about setting a stage for the arts to soar at JMU. (See Page 17)



**Paula Polglase** ('92, '96M) is a writer in the JMU Office of Public Affairs covering the JMU Graduate School, student affairs and the College of Business. She joined the staff this year but has previously worked in the JMU Offices of Residence Life, Student Activities and Involvement, and Annual Giving. She has volunteered for 15 years as adviser of Sigma Kappa sorority and has served four years on the board of the Explore More Discovery Museum. She is married to Geoff Polglase ('85), JMU's deputy director of athletics. Her news stories in this issue begin on Page 8.

**Mike Carpenter** ('97) and **Alyssa Gerlando** ('07M) helped create this issue's *25K Strong / JMU Football Insert* (Page 48). Carpenter has served JMU athletics for 10 years. He is assistant athletics director for ticketing and customer service. He spends his spare time in the mountains playing and working on trails and other advocacy projects with the Shenandoah Valley Bicycle Coalition. Gerlando is director of athletics marketing and has been at JMU since 2004. She is responsible for the department's advertising and promotional efforts, including football and men's and women's basketball. She is also an adjunct professor of sport and recreation management and the faculty adviser for Phi Epsilon Kappa, a professional coed fraternity. Under Gerlando's leadership, the JMU Department of Athletics Marketing has won several National Association of Collegiate Marketing awards including the 2009–10 bronze award for "single day attendance promotion."



**Tyler McAvoy** ('12) is an intern in the JMU Communication Office and writes for the Be the Change program and *Madison*. The English major is a *Breeze* staff writer and wants to pursue a career in print or Web journalism with a focus on editing. He plans to attend graduate school and hopes to one day write and review internationally, and maybe even write a book or two. In this issue he writes about history professor Howard Gelfand (Page 20) and the Legacy Picnic (Page 51).

**Pat Jarrett** is a photographer based in Staunton, Va. For this issue, he photographed the Explore More Discovery Museum (Page 36) and history professor Howard Gelfand (Page 20). Jarrett is currently working on his first gallery show in addition to his daily work at the Staunton *News Leader*. His work has also been published by the National Public Radio website, *The Wall Street Journal*, *The Nation* and *The Christian Science Monitor*. He has appeared on *The Daily Show With Jon Stewart*. Jarrett is president and founder of the Beard and Moustache Society of the Blue Ridge.



☛ The *Madison* staff offers a special "thank you" to **The Breeze** staff for the poster side of the *25K Strong / JMU Football Insert*. (See Page 48)