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WINTER 2012 * VOL.35 * NO.1

Harnessing the Kenyan sun

Three JMU engineering students, including Leah Haling ('11), joined three JMU professors in the 2011 Kenya Field School to figure out new ways to meet basic electrical power needs. (Right): Haling studies outside a traditional Maasai home. The JMU students lived with Maasai families in the Kajiado district for three days. **PAGE 22**



FEATURED

24 Happy Birthday Dukes!

100 years ago, a group of 20 women — the first graduates of Harrisonburg Normal School — gathered together after commencement exercises and organized the school's first Alumnae Association. Today, more than 106,000 alumni call James Madison University their alma mater. And JMU alumni know how to celebrate. During Homecoming, the JMU Alumni Association celebrated 100 years of alumni successes with the birthday bash of the century. See Homecoming photos and the 2011 alumni award winners.

28 Full Frame 100: Celebrating Madison Alumni Photographers

The images are thought-provoking, artful, chilling, joyful, beautiful — and, a first. Nearly 50 alumni photographers — former *Breeze* staffers, professional photographers, artists and photojournalists — helped JMU celebrate the alumni association's 100th birthday with the first-ever alumni photography exhibit. Madison Art Collection Director Kate Stevens ('96, '99M) teamed with *Madison* magazine staff, JMU Office of Alumni Relations staff and faculty to sponsor the exhibit. See the images throughout this issue and online at www.jmu.edu/madisononline.

40 Striking Gold

BY ERIC GORTON ('86, '09M)
Getting gold film to adhere to plastics is a tricky task. Finding a sure-fire, low-cost way to accomplish it would be a real breakthrough for a number of industries from biomedicine to computer chip manufacturers. Brian Augustine, professor of chemistry, and Chris Hughes, professor of physics and astronomy, have worked with JMU biology major Alan Mo ('11) on experiments to solve the sticky issue. And a provisional application for a patent has ensued.



Up Front

1 Full Frame

The JMU Alumni Association celebrates Madison alumni photographers during its first Homecoming exhibit

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JMU President Linwood H. Rose

ON THE COVER:

Homecoming cover photograph by Cathy Kushner ('87); Community cover "Sunrise" photograph by Bonnie Stephens ('83)
More at www.jmu.edu/MadisonOnline

M@adison

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VISIT JMU:

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

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JMU students take top prize in 2011 Google Marketing Challenge **PAGE 11**



Chasing Hollywood dreams
20 students intern in Los Angeles **PAGE 8**

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Alumni photographers work in many media **PAGE 28**



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Bridgeforth Stadium shines

Homecoming on the Quad

Duke Dog shows 'em how it's done at the Pep Rally **PAGE 24**



Madison Forever

Madison For Keeps scholarship student Amanda Stowe ('10) is changing her hometown **PAGE 9**



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Your letters, stories and photos

GET YOUR GROWL ON!

Hey *Madison*: We wanted to share some Homecoming memories. Here's a photo of two of our three kids growling at Duke Dog during Homecoming 2011. I think it's a winner! Left is Nate, 2,

and right is Ashton, 7.
ADAM ('95) AND **CHRISTY FOLDENAUER** ('96)
Bumpass, Va.



Future Dukes Nate and Ashton Foldenauer give the Duke Dog something to howl about.

JMU GOLD AT THE END OF THE RAINBOW

Our daughter, Jessica Bowen ('14), is a sophomore and works as an EMT at UREC. She captured this image on the way to work. Looks like UREC is the gold at the end of the rainbow!

DANNY ('88) AND
MELISSA BOWEN ('89)
Roanoke, Va.



PI KAPPA PHI HOMECOMING TAILGATE

JMU Pi Kappa Phi alumni brothers and little sisters got their grub on during a Homecoming tailgate. Taking a photo op are Scott Campbell, Bob Sanders, Sherry Campbell, Greg Benson, Mike Holbert, Kris Negaard, Suzette Negaard, Robin Dicks, Chip Hibson, Trish Hibson, Hope Ingram, Billy Hanger, Jeff Williams, Bob Sabine, Sed Boxley and Allison Holbert. Four of the JMU couples have JMU legacy students. The Campbell's



children, Collin and Lindsey, are JMU alumni. The Holbert's daughter, Sally, is a student. The Hibsons have two daughters and a son at JMU (Katie, Sarah and Kyle), and the Negaards have a son at JMU (Grayson). We had a wonderful Homecoming Weekend!

SUZETTE NEGAARD ('82, '83M)
Midlothian, Va.

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

Madison

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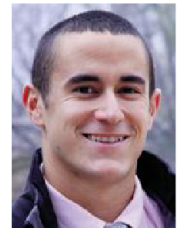
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Kelley Freund ('07) joined *Madison* magazine as assistant editor in October. Before joining the JMU staff, she worked as a publications assistant for the Women's Sports Foundation, an assistant sports information director at Muhlenberg College and as a nanny (Hi, Matt and Will!). Freund loves the Braves, the Packers and of course, her JMU Dukes. She has completed five half marathons, the most recent in Alaska, and is currently training for number six.

She says, "If you see me around campus, make sure I've gone for my run." Read Freund's first *Madison* article on Page 8, where she writes about JMU's new L.A. Study Program.

Eric Wagner ('12) is a School of Media Arts and Design major with a concentration in journalism. "My favorite JMU activities include spending time with close friends in the Triathlon Club and working at my internship at *Madison*," he says. Lisa Wagner, his mother and accomplished writer, has always encouraged his writing and urged him to enroll at James Madison when she heard about the strong School of Media Arts and Design. He has also always enjoyed the support of his father Ralph Wagner and his older brother, **Matthew Wagner ('09)**. After graduation, Wagner plans to apply for several internships to network contacts before ultimately working towards his dream job of writing for *National Geographic* magazine.



As the community affairs manager, **Rachael Walters** works to advance the JMU brand through community relations, university advertising and issues management. She helps coordinate the *Madison Community Calendar* to engage the community in JMU's many public activities. Walters comes to JMU from her role as a public relations specialist at Lord Fairfax Community College. Prior to that, she served as the advertising manager for the weekly *Rappahannock Record*, where she earned 24 Virginia Press Association awards. A 2004 *cum laude* graduate of West Virginia University's Perley Isaac Reed School of Journalism, Walters loves cheering on the Mountaineers, reading, traveling and running with her Weimaraner Gracie, the coolest dog in the world.

Celebrating JMU Alumni Photographers: We can't come close to squeezing into this small space all the contributors to the *Full Frame 100: Celebrating Madison Alumni Photographers* exhibit presented at the Alumni Centennial Celebration and Homecoming. At last count they totaled 43 alumni exhibitors and 12 faculty and staff organizers and



curators. So let this photograph from the event's Professional Practices alumni panel represent them all, (l-r), art photographer and educator Anne Savedge ('69), Associated Press Photo Editor Wayne Partlow ('78), International Monetary Fund Senior Media Officer Stephen Jaffe ('85), panel moderator and JMU Institute for Visual Studies Director David Ehrenpreis, InterAct Media founder Chris Tyree ('91), freelance photographer Holly Marcus ('03) and College of Arts and Letters Associate Dean Dietrich Maune. Read more about Madison Art Collection Director Kathryn Stevens ('96, '99M) on Page 38.

* Email madisonmag@jmu.edu if you can spot JMU photography professor Corinne Diop in these pages. Tell us where, and we'll send you a *Madison* tote bag. (One bag per reader!)