

NEW HALL HONORS MADISON'S SLAVE 8 DIGGING FOR CLUES AT OLD RAG 30 HELPING OYSTERS THRIVE 38
et al.: Madison Magazine, Vol. 42, No. 2, Spring/Summer 2019 Full Issue

MADISON

Madison

THE MAGAZINE OF JAMES MADISON UNIVERSITY

SPRING/SUMMER 2019

A FIRM FOUNDATION

The James Madison University Foundation celebrates its 50th anniversary



1969

A big year for an important launch to secure JMU's bright future [Page 24](#)

FULL FRAME

Contemplating the natural world

Old Rag Mountain is the most popular hiking destination within Shenandoah National Park and a “bucket-list” item for many JMU students. At its peak, Old Rag offers spectacular panoramic views of the Shenandoah Valley and neighboring West Virginia.

.....
To learn more about an archaeology project underway at the base of the mountain, see Page 30.

PHOTOGRAPH BY MIKE MIRIELLO ('09M)



Contents

SPRING/SUMMER 2019

1 Full Frame

A view from Old Rag Mountain, a popular destination for JMU students

4 Letter from the Editor

Madison Executive Editor Khalil Garriott ('04) on the spirit of JMU

6 Contributors

7 Directions

Steady stewardship results in greater financial autonomy for JMU

8 News & Notes

Paul Jennings Hall named for Madison's slave; students discuss civic engagement at National Press Club; Gus Bus wins another award; Valley Scholars set to enroll at JMU; Madison Hispanic Caucus hosts state leaders; couple's gift to help science students; *Unleashed* tour continues; X-Labs hosts second Innovation Summit

11 Stewardship Luncheon

Annual event honors generous donors who share a passion for improving JMU and the world

15 By the Numbers

JMU not immune to the mental health crisis on college campuses

16 JMU Nation

Meet new head football coach Curt Cignetti; JMU's representative on the NCAA Student-Athlete Advisory Committee; Hall of Fame Class of 2018; former women's basketball player competes in FIBA World Cup; fall sports roundup

22 Bright Lights

Communication studies professor stresses the need to keep people at the table to tackle public problems

48 Alumni for Life

Flying with the Blue Angels; the brothers behind Crabfest; alumnus writes for *Saturday Night Live*; Distinguished Alumni Awards; Madison College sign finds a new home on campus

57 Class Notes

Updates from JMU alumni, Future Dukes, Celebrations

64 Picture This

Me and my #MadisonMag

8 Paul Jennings Hall

BY CAITLYN READ ('10, '18M)

Madison's manservant the inspiration behind new student residence



FEATURES



38

Growing together

BY ERIC GORTON ('86, '09M) AND
JIM HEFFERNAN ('96, '17M)

For a graduate biology student, professor
and donor, the world is their oyster



Unearthing the past

Award-winning images of students,
alumni and volunteers involved in an
archaeology project in Shenandoah
National Park

34 Scope of practice

BY HANNAH LONG ('19)

VR/AR technology used to simu-
late complicated procedures

36 Remembering Sierra Leone

BY LOUISE SCHULLERY COX ('67)

Guest column by Madison's first
Peace Corps volunteer

42 Steering the CoB

BY STEPHEN BRIGGS

Q&A with new dean Mike Busing

44 Ready for their close-ups

BY STEPHEN ABRAMOWITZ ('19)

Digitizing the Madison Art Collec-
tion connects art historians and
librarians

46 Learning by giving

BY JANET SMITH ('81)

Student grant writers become
philanthropists in semester-long
partnership



A firm foundation BY MARTHA BELL GRAHAM

Fundraising arm of JMU leaves a lasting legacy and looks toward a promising future

SPRING/SUMMER 2019 VOL. 42, NO. 2

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The spirit of JMU personified

It's in the fact that I've never met a stranger wearing purple and gold.

It's in the way that the men's head basketball coach said sorry after he missed a congratulatory fist-pound from a fan after an exciting overtime win at the Convo.

It's in the literal and figurative "opening doors" philosophy we have. It's in my observation of a student holding the door open for a good 20 seconds while waiting for the next student.

It's in running into a former SMAD professor at the suite level of a football game.

It's in the Facilities Management staff waving hello to me in the mornings.

It's in the way cars slow down at campus crosswalks to wait for pedestrians to cross.

It's in the way one student-athlete sat down with a fellow student who had said, "I feel stuck" following a powerful campus event about mental health. It's in my observation of her listening and offering a shoulder.

It's in my witnessing a community member picking up trash on a downtown street.

It's in the way a student was moved to tears while asking a question about a loved one's suicide. It's in the way a fellow student offered a comforting gesture and said, "It's OK."

It's in the way I strike up conversations with random tailgaters before football games. (See above: There are no strangers in purple and gold.)

It's in the way I left a lunch with the vice president for university advancement feeling inspired and motivated to achieve great things.

It's in the way I spoke with pride to parents and prospective students who asked about my Madison Experience while volunteering at two college fairs.

It's in seeing my supervisor on Saturdays at the farmers market and at a local brewery.

It's in the pleasure I got from reviewing and critiquing student resumes at SMAD Day.

It's in the way our student assistants look out for each other. It's in how they text one another to give a heads-up about the parking lot being full before coming to work.

It's in the head nods of approval I get from strangers—er, JMU community members; no strangers, remember—while I walk around town in a JMU shirt.

It's in the feels and positive vibes many of us got after working awesome campaign events.

It's in the way that I fell in love with JMU all over again.

It's in the way I got goosebumps while writing the above.

This is the spirit of JMU. It's what we're known for, and it's what we fully embrace. We are a community of doers, collaborators, leaders, team players, advocates and allies. It's a factor in what drew me back to serve this place I hold dear.

But I don't want to make this about me. It's about all of you. In the spirit of collaboration, we want *Madison* magazine to be a vehicle by which we collaborate on storytelling. There are so many interesting things happening on campus and around the community. We want to tell those stories. Please email madisonmag@jmu.edu if you have a compelling angle, which speaks to the JMU spirit, that you'd like to pitch.

We hope you enjoy this issue. Feedback is always welcome.

Sincerely,



Khalil Garriott

Khalil Garriott ('04)

Executive Editor, *Madison* magazine

**"It's in the way
that I fell in
love with JMU
all over again."**

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You did it!

**THANK
YOU!**



Dukes all over the world got on board to enhance the Madison Experience with more than 5,200 gifts—proving once again that every gift matters.

Another record-breaking year for JMU Giving Day!

More than \$1.1 million raised

Innovation starts here

Since 2014, more than \$550,000 has been invested by 67 investor-judges in 70 faculty and staff projects from more than 25 areas across campus.

Where faculty ingenuity meets investor savvy

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Madison is an official publication of James Madison University and is produced by the Division of University Advancement for alumni, parents of JMU students, faculty, staff and friends of JMU.

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Staff Snippets

What does "engaged with ideas and with the world" (from JMU's vision statement) mean to you?

"It means that we need to transcend ourselves and use our knowledge to shape the world."

PAM BROCK

Senior editor-at-large

"To me, being engaged means being true to oneself while also maintaining an overall feeling of connectedness with others. It is about working together to make our communities and our world a better place."

HANNAH LONG ('19)

Editorial intern

"It means having an open mind full of concepts and being actively involved in the world around us. The ability to imagine a variety of possibilities and heartily participate in all that life has to offer is fulfilling."

CAROLYN

WINDMILLER ('81)

Art director

Stephen Abramowitz ('19) is

an editorial intern in University Communications and Marketing. Originally from Doylestown, Pennsylvania, the senior communication studies major serves as vice president of JMU's chapter of the Public Relations Student Society of America. He also was selected for JMU's first student-run PR firm, Bluestone Communications. His feature on digitizing the Madison Art Collection is on Page 44.



Lynda Bostrom ('18M), a digital

media specialist at Shenandoah Valley Organic, graduated from JMU with a Master of Fine Arts degree in drawing and painting. For the last 10 years, she has been working on a wide spectrum of projects—creating personal and commissioned artworks and murals, teaching, brand development, web design and print materials. Her art appears on Pages 7 and 46.



Martha Bell Graham is a freelance

writer, novelist and author of *Cair-naerie*, a historical fiction published in 2017. She has been a staff writer for her alma mater, Virginia Tech, and JMU, where she coordinated the Be the Change program. She and her husband, Mark, a CPA who teaches finance in the College of Business, have four married children, three of whom graduated from JMU. Graham wrote the cover story on 50 years of the JMU Foundation, which begins on Page 24.



University Communications and Marketing design intern **Aereen**

Lapuz ('19) is a senior graphic

design major with a minor in studio art. Her passions include interactive design and illustration, which she enjoys applying to her work in the printmaking studio. She hopes to join a design firm to use her creative abilities and grow as a designer and artist. She designed this issue's "By the Numbers" layout and infographics on Page 15.



Hannah Long ('19) is an editorial

intern in University Communications and Marketing. She is a senior media arts and design major with a concentration in journalism and a minor in communication studies. She contributed two features for this issue: "Scope of Practice" (Page 34) and the Alumni Spotlight, "From JMU to SNL" (Page 60).



D I R E C T I O N S

A seminal moment in the history of JMU

For most of us, the concept of a historical moment evokes memories of the past. I clearly remember watching a black-and-white television as a child, when Neil Armstrong stepped onto the moon 50 years ago. And I can tell you where I was when the second plane hit the World Trade Center. But really, history is unfolding constantly all around us. It's just not always so clear in the moment which events will become notable historically.

So, it was without fanfare in late February that the General Assembly passed, and the governor signed into law, a management agreement between James Madison University and the Commonwealth of Virginia that provides the university with greater autonomy from state procedures. The agreement confers upon Madison "Level III Autonomy," and achieving such status acknowledges that the university maintains paramount academic, financial and administrative standards. JMU joins the University of Virginia, Virginia Tech, William & Mary and Virginia Commonwealth University as the only institutions in the commonwealth to enjoy such status. Rankings are great, and JMU receives lots of high rankings. But this distinction is rooted deeply in our fundamentals.

Now, I am fully aware that such an occurrence might be viewed as an administrative triviality compared to the world-changing events I cite above. But considered in the context of our history as an institution, I believe strongly that this accomplishment ought to be considered significant. For JMU to join four institutions founded many, many years before Madison—institutions considered public Ivies and universities ranked among the top 100 research institutions nationally—is solid confirmation of our eminence.

While our team in the Division of Administration and Finance, ably led by Charlie King, deserves the credit for preparing and stew-

"Rankings are great, and JMU receives lots of high rankings. But this distinction is rooted deeply in our fundamentals."

arding this agreement through the legislature, I'd like for you to consider that all of us who belong to the JMU community are responsible for raising our status to such a height. Because JMU is relatively young as an institution (compared to UVa, Tech, William & Mary and VCU), professors currently on the faculty—along with longtime staff, active faculty emeriti and alumni enjoying mean-

ingful and productive lives—were all part of our ascent. Together, our community helped to build an acclaimed institution that has come a long way. That is a historic accomplishment of which all of us should be proud.

As is the case with every issue of *Madison*, you will find stories about members of the JMU community who continue to build our greatness. This issue's cover story celebrating the 50th anniversary of the James Madison University Foundation supports my case that people currently connected to the university are responsible for our reaching the pinnacle accorded by the General Assembly. Fifty years is

a relatively brief lifespan for a university foundation. And the fact that the JMU Foundation's investment performance is second-best in Virginia speaks volumes.

Coverage of the regional *Unleashed* events captures well the excitement our alumni are bringing to this campaign for the university. Every event was hosted and led by alumni, and I couldn't be prouder of how the JMU faithful have taken up the mantle of helping to truly unleash the university's

full potential. Our elevation to Level III Autonomy while we're in the midst of *Unleashed: The Campaign for James Madison University* could not be better timed or more expressive of my point above about who is responsible for our success as an institution.

Among the many other stories included in this issue, one that expresses most eloquently why JMU has risen to such status so quickly is the Paul Jennings Hall announcement. An institution with the fortitude to deal openly with complex and difficult issues such as James Madison's ownership of slaves is one that will rise and persist formidably. The idea of naming a building on campus for Paul Jennings has been discussed for years. But the fact that this particular effort began with students ought to give *Madison* readers a strong sense of hope for our future. These are serious and thoughtful young people already making an impact on the national dialogue surrounding slavery's legacy and the persistence of racism. That really matters and embodies why JMU is now officially considered among the best institutions of higher education.

Jonathan R. Alger

Jonathan R. Alger

president, James Madison University



News & Notes

SPRING/SUMMER 2019

New residence hall to honor James Madison's manservant

BY CAITLYN READ ('10, '18M)

The James Madison University Board of Visitors voted Feb. 8 to name a new campus residence hall Paul Jennings Hall. When it opens in Fall 2019, the hall will house 500 students and bear the name of an enslaved African-American who served the Madison family both at Montpelier, their estate in Virginia, and in Washington, D.C., following Madison's election as the nation's fourth president.

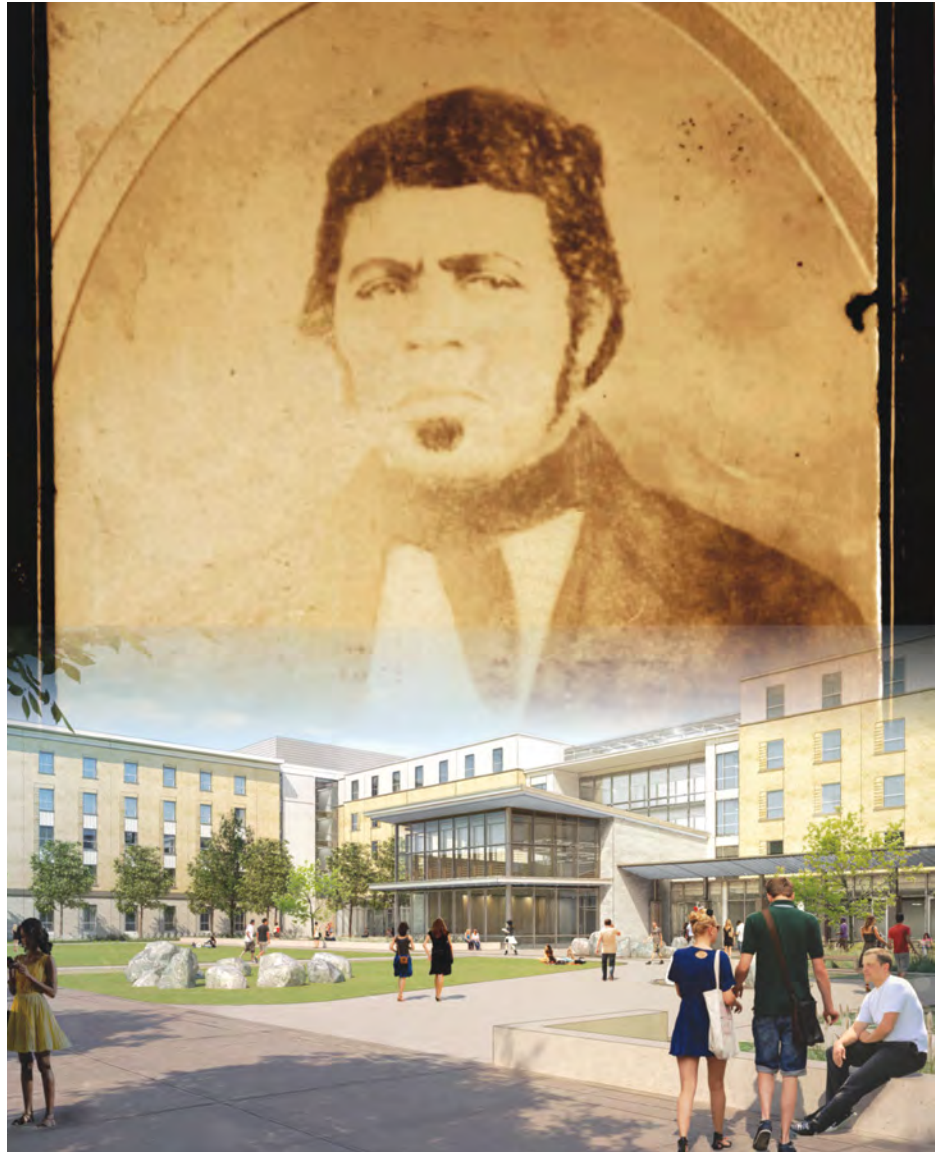
As Madison's personal manservant, Jennings observed intimately the irreconcilability of one of our nation's greatest champions for liberty and justice participating in the institution of slavery.

"Naming what will be a vibrant hub of student activity after Paul Jennings allows us to provide important and inclusive context to the complex story of James Madison—known as the Father of the Constitution—and the central paradox of the founding of our republican democracy,"

JMU President Jonathan R. Alger said. "As we continue to recognize Madison's pivotal role in the founding of our country, as an institution, we must also confront that Madison profited from the ownership of slaves.

"Paul Jennings was an important historical figure in his own right and overcame hardship to leave an impressive legacy," Alger said. "It is especially appropriate that we take this step in the year in which

Paul Jennings (above) and an artist's rendering of the residence hall that will bear his name and honor his legacy.



Virginia is acknowledging both the 400th anniversary of representative government in America and the arrival of the first enslaved African-Americans in this country."

Born at Montpelier in 1799, Jennings worked as a house slave. After Madison's death, Jennings would go on to earn his freedom and author *A Colored Man's Reminiscences of James Madison*, the first memoir about life at the White House, including the household's

"Paul Jennings was an important historical figure in his own right and overcame hardship to leave an impressive legacy."

NEWS & NOTES

"Naming a hub of student activity after Paul Jennings provides important context to the complex story of James Madison."

— JONATHAN R. ALGER, *president*

flight from the mansion in 1814 as British troops approached. As a free man, he worked in the Pension Office, had a family and purchased a home in Washington. Jennings died in 1874, leaving behind a number of descendants, including Raleigh Marshall ('05), who graduated from JMU with a degree in computer science.

The name of the new residence hall had been originally suggested by several students. Many campus partners offered emphatic support, among them the JMU Task Force on Inclusion, Student Government Association, Academic Council and the Center for Multicultural Student Services. The university also looks forward to continued partnership with James Madison's Montpelier as both institutions strive to tell Madison's and Jennings' stories more fully, and will continue to support endeavors to share the contributions of the enslaved community to the founding of our country.



To view a video about Paul Jennings Hall, go to jmu/pjhall.



President Alger thanks the Board of Visitors for voting to name a new residence hall in honor of Paul Jennings.

Students invited to speak about civic engagement at conference



Three fellows with the James Madison Center for Civic Engagement—two of them undergraduates—spoke at a National Press Club event in Washington, D.C., in the wake of the November midterm elections about what motivates college students to vote.

Anna Connole, Aaliyah McLean and Shelby Taraba ('18) shared their insights on "Motivating Student Civic Engagement" with approximately 30 higher-education reporters from around the country, both in person and via live stream. The session was part of the Education Writers Association's annual conference.

One of the goals of the nonpartisan Center for Civic Engagement is to facilitate Dukes Vote and work with other campus partners, as well as national supporting organizations like Campus Vote Project and the American Democracy Project, to eliminate barriers to student voting by providing education, programming and assistance.

"For a long period of time throughout our history, young voters have been ignored and left behind as a demographic and just expected to learn these things on their own," said Connole, a sophomore Honors student double majoring in political science and communication studies and one of two Campus Vote Project Democracy Fellows at the center. "So what we're trying to do is provide them with the knowledge, information and the experience to engage in the democratic process."

Turnout among JMU voters was up



Shelby Taraba (far right) and Anna Connole on a panel at the National Press Club; (Left): Aaliyah McLean talking with reporters.

significantly in the 2018 midterms, mirroring national data. At the campus precinct, which serves mostly underclassmen who live in residence halls, turnout increased by 50 percent over 2017 levels, and overall campus turnout is expected to far exceed the 8.8 percent rate in 2014.

Some of the issues that resonated with young people during the 2018 midterms included immigration, the environment, health care, women's rights, student debt and gun control.

For the center's fellows, the prospect of fielding questions from reporters was a little intimidating.

"When someone from *Politico* or *The Washington Post* stands up and you don't know if the question is going to come to you, that got my hand shaking a little bit," Connole said.

Taraba, a JMU Engagement Fellow, said the group felt an obligation to represent "not only the Center for Civic Engagement, but James Madison University more broadly" on a national stage.

McLean, a junior media arts and design major and the center's Community Engagement and Outreach Fellow, said she didn't know what to expect going in, but once she answered a question from a reporter, "I felt that I had faced my fears and was so accomplished. That's a moment I'll never forget."

— JIM HEFFERNAN ('96, '17M)

NEWS & NOTES

Gus Bus in high gear after major award

BY MARY-HOPE VASS
AND JANET SMITH ('81)

A \$75,000 award from the Chick-fil-A Foundation will allow the Reading Road Show, also known as the Gus Bus, to update its current mobile literacy vehicles and possibly help fund a third bus.

The Reading Road Show brings story times, activities and book checkouts into the neighborhoods where area youth live.

The Chick-fil-A Foundation honored the program with its True Inspiration Award. Each year, the foundation honors and supports organizations that further its founder's legacy of generosity, community service and dedication to inspire the next generation.

Under the auspices of JMU's Institute for Innovation in Health and Human Services, the Reading Road Show is one of many institute programs providing services for children and youth throughout the Shenandoah Valley. Two mobile literacy vehicles serve more than 200 students in Harrisonburg and Page County, Virginia, neighborhoods.

Jolynne Bartley, assistant director of children and youth services, and Alana Dean, marketing executive of the Harrisonburg Chick-fil-A, will formally accept the award at a gala at the restaurant chain's Atlanta, Georgia, headquarters during meetings May 8-10.

The recent award follows another significant honor for the Reading Road Show. In November 2016, the program received a National Arts and Humanities Youth Program Award, one of 12 U.S. programs the President's Committee on the Arts and the Humanities recognized for outstanding after-school and out-of-school programs that are transforming the lives of young people throughout America. Former first lady Michelle Obama presented the award at a White House ceremony.



First graduates

The first class of Valley Scholars is set to graduate from high school in June. The program helps motivated students from seven school districts in the Shenandoah Valley become the first in their families to earn a college degree. Students who complete the program requirements and are accepted to JMU receive scholarship support. Sixteen of the 31 scholars who started in the program as eighth graders in 2014-15 received early admission to JMU this fall, according to director Shaun Mooney. The rest plan to attend other Virginia schools or enter the workforce. — JIM HEFFERNAN ('96, '17M)

VALLEY
Scholars

Panel urges Latino engagement

Madison Hispanic Caucus hosts Virginia government officials



The Madison Hispanic Caucus hosted (L-R) Special Assistant to the Governor and Director of Latino Outreach Fernando Mercado-Violand, Delegate Elizabeth Guzmán and Deputy Secretary Marvin Figueroa in October 2018 for the annual MHC banquet. The state government leaders shared their stories and encouraged students to seek out leadership positions at the local and state levels. Faculty and students from the JMU Latino Student Alliance attended Hispanic Awareness Month events to learn about the importance of civic engagement within the Latinx population of Virginia. — KARINA KLINE-GABEL



NEWS & NOTES

Celebrating at our 28th Annual Stewardship Luncheon

BY KAREN RISCH MOTT



"Gladys, you represent all of our donors who give of themselves—and you make an art of doing so," said JMU President Jonathan R. Alger, shown with Gladys Kemp Lisanby ('49).

"None of us can do it alone," JMU President Jonathan R. Alger acknowledged at the March 15 Annual Stewardship Luncheon. Reaching our lofty ambitions, he said, depends upon everyone in the JMU community coming together, including "our family of generous and visionary leadership donors who share a passion for improving JMU and the world." He credited the audience for creating the momentum necessary to launch *Unleashed: The Campaign for James Madison University*, and for inspiring others to follow suit to reach a goal of \$200 million by 2022. At the time of the luncheon, JMU was two-thirds of the way to its financial target. Alger also made a surprise announcement of a \$1.3 million commitment for scholarships from Stanley ('54) and Rosemary Jones.



"The scholarships you've given make a student's passion the determining factor, not the price," said Honors College student and public policy major **Norman Jones III**. The sophomore, who is the recently elected student representative to the Board of Visitors, aims to be elected to public office and create change as a legislator and leader.



"Imagine how incredibly joyful it is to meet someone who already believes in your passion, who believes in you," said sophomore art history major **Renessa Rabenda**. She seeks to put her experience as a Lisanby Art History Scholarship recipient to work as an arts educator.



"While I came to this university primarily to play football, it has taught me there are many more ways to become successful in life," said senior **Trai Sharp**. While the star running back is pursuing a career in professional football, he also looks forward to putting his political science major to work addressing social issues in his local community.



Under the direction of Jo-Anne van der Vat-Chromy, The Madison Singers showed the dramatic impact of a top-notch arts program made even stronger by robust scholarship offerings.



The annual luncheon celebrates the philanthropic support of JMU's people, programs and priorities, bringing together students, faculty members and major donors. Here, Carolyn Wake ('52) enjoys the program of speakers and entertainment.



Watch the 2019 Stewardship Luncheon at j.mu/luncheon.

NEWS & NOTES



Joneses' gift aims to advance STEM

BY PAM BROCK AND JANET SMITH ('81)

JMU President Jonathan R. Alger announced a gift commitment of more than \$1.3 million for scholarships from Stanley ('54) and Rosemary Jones of Alexandria, Virginia, at the Annual Stewardship Luncheon March 15.

Amid the audience of major-gift donors, Alger recognized the couple for helping to open doors for promising and deserving

students in the STEM fields. The Joneses have pledged to give \$50,000 a year for the rest of their lifetimes as well as an estate gift. Their investment will provide scholarships for first-generation students in the College of Science and Mathematics and the College of Integrated Science and Engineering who are also Honors College students.

Stanley Jones said his achievements in life are because of his education and that he and his wife made the gift to JMU because they want others to enjoy that same opportunity.

"Education has been everything to me,"

Jones said. "We are fortunate and need to offer someone else the opportunity of education."

In designating their

gift to benefit students in JMU's two science-focused colleges as well as the Honors College, the Joneses believe they will assist deserving students in attaining high-quality education to advance the country's scientific and technological capabilities.

Jones, who grew up in Harrisonburg, is a graduate of mathematics and physics and holds a master's degree from the University of Delaware. He has spent his engineering career in aviation. As an engineer for The MITRE Corp., Jones specialized in antennae design and development. He also received the College of Science and Mathematics' Distinguished Alumni Award at the JMU Alumni Association Awards banquet on March 15.

Rosemary Jones is a successful real estate agent in Northern Virginia.

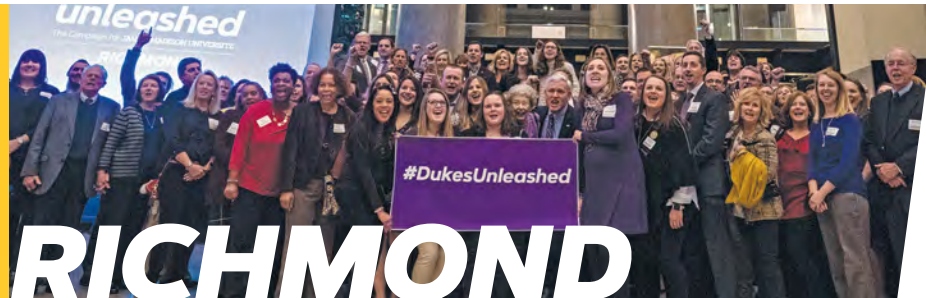
The announcement of the Joneses' gift commitment comes as *Unleashed: The Campaign for James Madison University* stands at \$134 million, more than two-thirds of the way to the \$200 million campaign goal.



The Joneses with deans (L-R) Bob Kolvoord (CISE), Cynthia Bauerle (Science and Mathematics) and Bradley R. Newcomer (Honors).

NEWS & NOTES


unleashed
The Campaign for JAMES MADISON UNIVERSITY.



Unleashed campaign hits the road

Tour emphasizes relationships and the common good

BY KHALIL GARRIOTT ('04)

Unleashed: The Campaign for James Madison University continued its tour in Richmond, Virginia; Atlanta, Georgia; Washington, D.C.; Alexandria, Virginia; and Baltimore, Maryland, as alumni continued advocating for JMU. Attendance was strong at all five regional events. "I think this university is a great university, and maybe not enough people know that story," said Jim Acosta ('93), CNN's chief White House correspondent. "I think it's important to make sure the JMU success story gets out there." Future events will help JMU rise to greater prominence, with sights set on raising \$200 million and engaging 65,000 donors by 2022. 

To read more and to support the campaign, visit j.mu/unleashed

NEWS & NOTES

X-Labs bridges gap between curriculum and industry

BY KIMBERLY A. FISHER

On Dec. 7, 2018, JMU X-Labs hosted its second Innovation Summit, featuring the projects of more than 100 students from 28 academic majors.

X-Labs uses design thinking and lean startup methodology to challenge students to investigate every aspect of a problem, iterate possible solutions, welcome meaningful failure in addressing those problems, and collaborate with industry professionals and peers.

Since opening in 2015, X-Labs has expanded its course offerings to include Augmented/Virtual Reality, Autonomous Vehicles, Blockchain, Creativity and Innovation, Community Innovations, Hacking for Diplomacy and Internet of Things.

JMU President Jonathan R. Alger attended the December summit to learn

about projects such as an augmented reality app with the potential to revolutionize how molecules are visualized and taught in introductory chemistry classes.

“We’re very proud of what you all are doing,” Alger said. “Let’s keep this going and grow these efforts across the university.”

Provost and Senior Vice President for Academic Affairs Heather Coltman also spoke at the event, emphasizing that “this program allows students to think outside the box in a very creative and exciting space. It takes people who are willing to be humble, to take calculated risks ... who can have the power to change lives.”

Some people whose lives might be changed in the future are members of the Bridgewater Retirement Community. At their request, the Autonomous Vehicles class

started developing a self-driving kit that can be installed on any golf cart to make it run autonomously.

“There are roadblocks, but everything is feasible with the knowledge we’ve gained,” senior engineering major Alex Gellios said of the project. “Hopefully [in the spring], they’ll be able to finish what we started.”

A student team from the Hacking for Diplomacy class collaborated with Maj. Laura Keenan of the District of Columbia National Guard to help active-duty service members who want to continue serving their country after retirement make an informed decision about joining the unit. The students developed a recruiting tool to increase the number of positive matches so that the right candidates can find, and seamlessly transition into, the program.

“There are roadblocks, but everything is feasible with the knowledge we’ve gained.”

— ALEX GELLIOS, *senior engineering major*



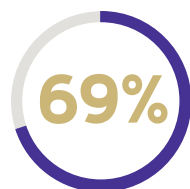
Students, faculty members and staff gather with business and industry representatives at JMU X-Labs' Innovation Summit. Teams present their solutions to societal problems to eager learners.

By the Numbers

Mental health challenges

JMU mirrors the nation

Mental health concerns affect many of us, and college students are no different. In fact, the number of JMU students seeking help from the JMU Counseling Center is up almost 200 percent since 2000. This spike in the need for mental health assistance includes anxiety and depression as the top two concerns.



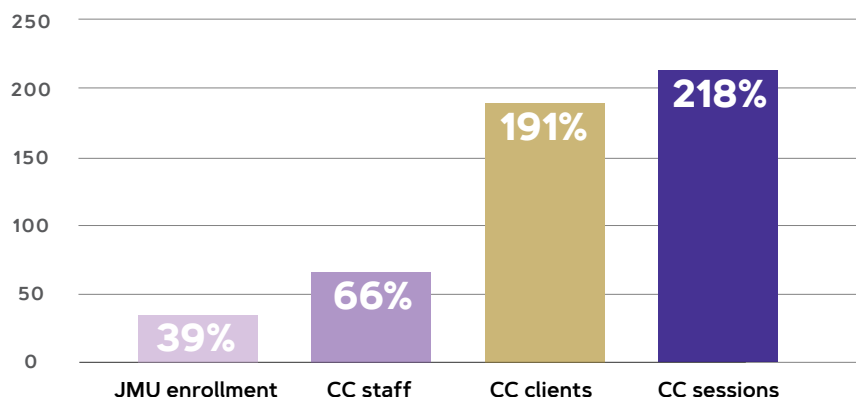
69% of clients surveyed reported that because of Counseling Center services, they were **more likely** to stay at JMU.*

27% reported that it "Did Not Apply."

Of the **Top 10** Impediments to Academic Success

1. **Stress**
2. **Anxiety**
3. **Sleep issues**
4. **Depression**
5. **Cold/Flu**
6. **Work**
7. **Concern for troubled friend or family member**
8. **Extracurriculars**
9. **Internet & Games**
10. **Relationships**

JMU Counseling Center Growth: 2000–17



6 are **directly related** to mental health symptoms



‘The here and now’

Cignetti has blueprint to lead JMU football to greater heights **BY CHRIS BROOKS**

Curt Cignetti’s family knew that if the head football coaching job at James Madison opened, this would likely be his next leadership role. And the entire family was all in.

“Everybody [in the family] was on board with this being an exciting and good long-term move,” Cignetti said. “It was pretty much a no-brainer. As soon as this position opened, I looked at my wife and said, ‘We’re probably going to end up there,’ and we did.”

On Dec. 14, 2018, Director of Athletics Jeff Bourne announced Cignetti as JMU’s eighth head football coach in program history.

“JMU is probably a better football job than half of the group-of-five FBS jobs at least,” Cignetti said. “At a place like JMU, there are high standards and expectations, which as a coach, you want to have the opportunity to lead a program like this one. You have a chance to win

“... as a coach, you want to have the opportunity to lead a program like this one.”

— **CURT CIGNETTI**,
head football coach

the conference championship year in and year out and contend for the national championship. There are not many places like that. It was a difference-maker kind of job.”

Cignetti has climbed the ladder in a stellar 36-year football coaching career that included multiple stops at Football Bowl Subdivision programs and a 67-26 career record (.720) as a head coach,

including six years at NCAA Division II’s Indiana University of Pennsylvania and the past two at Elon University.

Before his arrival at Elon, the Phoenix had won just 12 games in five years, but Elon flourished under Cignetti, going 14-9 between the 2017 and 2018 seasons and qualifying for back-to-back FCS playoff appearances for the first time in school history. He was voted CAA Coach of the Year in 2017, and last season, Elon captured wins at New Hampshire and at JMU for the first time, leading to Elon’s first-ever Top 5 national ranking.

“I felt like I could make a difference, just didn’t know how fast,” Cignetti said. “The players were extremely hungry for success. I felt good in terms of how the team responded. That first year, we won a lot of games at the end. This past year, we were beating teams decisively. We did get crippled by injuries midway through the season but made the playoffs in back-to-back years for the first time in school history.”

His move to JMU was quite different than IUP and Elon in that he joined a JMU team that wasn’t seeking a coach because of negativity surrounding the program. The Dukes had their best five-year stretch in school history, making the FCS playoffs in each season, including the 2016 national championship and a national runner-up showing in 2017.

“The situation here is a little different,” Cignetti said. “My previous two schools were total rebuilds; this one has had recent success with great tradition. But we did take a step back last year. I thought it was important that everyone understood that we took a step back and why we took a step back. It’s provided a little extra motivation for the players as they prepare for this season.”

J M U N A T I O N

Since coming to Harrisonburg, Cignetti has assembled a coaching staff, secured the 2019 signing class, watched the team undergo winter workouts with Director of Strength and Conditioning Brian Phillips, and begun spring practice. There's still much to do, but for now, it's one day at a time, one rep at a time and being in the moment.

"To me it's all about controlling the controllables," Cignetti said. "What do you control? The here and now. That's all there is, and I talk to our players about it all the time. Control the things you can control and maximize the opportunities on a daily basis. That's what we're trying to do now. To me, the delicate balance will be managing this football team throughout the season so we can keep them on the field for a 16- or 17-game season. I'm excited for what we have to do right now. You have to do what you preach."

Cignetti believes there's a good culture in

place at JMU with student-athletes who have positive attitudes, like to compete and have good work ethics. However, he and his staff will work to sharpen the saw and create a finer edge within the program.



The Cignetti family gathers to share the excitement of a new coaching challenge.

"When the team is successful, everybody benefits," Cignetti said. "We want to have an identity that we're a relentless competitor, the kind of team people hate to face. We're going to take it one play at a time, treat every play like it's [0-0]."

Fast, physical, finish, be relentless and do your job. Those are key terms you'll hear when around the program, and with the proper buy-in from JMU players, there's no reason to think the Dukes can't return to Frisco, Texas, for the third time in four seasons.

And it's not about just doing it for one season. To be the best, you have to do it year in and year out.

"There should never be any self-imposed limitations anywhere you are," Cignetti said. "I think the sky is the limit. Anything is possible, but it also has to be earned and it won't be easy. We play in a tough conference and most of the teams we play in this league are capable. Can this become the No. 1 program in the country? Yes, absolutely. Will it be easy? No. Will it take time? Yes. You want to become known as the best program in the country. You're talking about doing it over multiple seasons. We're focused right now on becoming the best we can be today.

"Do we have the potential to be the best? Yes."



For more on Cignetti, go to jmusports.com.

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RASHAD ROBINSON

JAMES MADISON

22

J M U N A T I O N



NAME: **Alicia Cooperman**

YEAR: **Junior**

SPORT: **Field Hockey**

LEADERSHIP ROLE:

**CAA representative,
NCAA Student-Athlete Advisory
Committee (2018-20)**

MAJOR: **Nursing**

MINORS: **Spanish, Chronic Illness**

HOMETOWN: **Zionsville, Pennsylvania**

HIGH SCHOOL: **Emmaus**

A voice for student-athletes

BY KEVIN WARNER ('02)

Madison: Why is it important to be involved in the vitality of an athletics department?

Cooperman: I think the student-athlete voice is very impactful and very powerful to create motions for change and changing the perception that people who aren't in the athletic field have about athletics. Also, it's important to give the student-athlete a voice to help make change and make the student-athlete experience the best it can possibly be.

Madison: What is your role with the National Student-Athlete Advisory Committee?

Cooperman: I represent all the student-athletes of the Colonial Athletic Association. There's one representative from each conference, so 32 members on the Division I SAAC. I take all the information, all the opinions and voices from the institutions and present that to the national SAAC. It's really important for me to take a step back and not speak on it from my own personal beliefs, but rather the beliefs and the opinions of the entire conference . . . to help as many people as you can. I also take the information from the National SAAC and deliver it down to the conference and then to my university to help implement changes.

Madison: What has it been like to interact with representatives from all over the country?

Cooperman: It's been an incredible experience. We have people coming from all parts of the country, and even internationally, representing their conferences and we just mesh so well. We all have the same goals. We want what is best. It's a really great atmosphere where you feel there's no judgment. You can open up and present different sides to a case, because we know we're all there for the right reason.

Madison: JMU provides a holistic experience to its student-athletes. What does that mean to you?


Cooperman: When you talk holistic, you're talking about every single aspect of a person, not only in their athletics and their academics, but their well-being on and off the field. I think that is crucial for someone's health, not only physically but mentally, emotionally and every other facet of health. You see the student-athlete—not just as an athlete but as a person—and to think about their background, where they've come from, their family life, how that impacts how they view things, how they view medicine, how they view treatment, how they view criticism, etc. It takes effort [by] the

student-athletes, coaches and the teams to have a better understanding of their teammates and what people are going through. But I think having a holistic approach and really trying to make decisions that will better them as an athlete and on all other aspects of their life will help to create a better culture, a better team and hopefully a more successful program as well.

Madison: How do you balance the demands of being a student-athlete?

Cooperman: Growing up, I always had a lot on my plate and wanted to keep myself busy. I also did martial arts for a large majority of my life because of my family background, and that taught me self-discipline and respect. Those two principles really shape me and shape how I attack what I have in front of me, knowing what's important and what's priority, whether that's athletics, academics or just my overall well-being and the well-being of others.

Madison: One of the NCAA's slogans is that most student-athletes go pro in something other than sports. How are being a JMU student-athlete and this opportunity with national SAAC helping to prepare you for life after collegiate athletics?

Cooperman: JMU has done a great job implementing the Dukes LEAD (Life Experience and Development) workshops to get insight into different spaces. Whether it's financial literacy, job fairs or career planning, I think that helps set us up for the future outside of athletics and outside of college. On the national level, having the opportunity to work as a team and collaborate and voice your opinion is very important, as well as being able to take the opinions of others without having it hurt your feelings and knowing it's not a personal attack. That collaboration on a large scale to help individuals [who] you might not even meet is really impactful, because you might be doing that in the workforce. Another thing that I think is really important is the focus on diversity and inclusion. It isn't always talked about because it can be a sensitive topic, but you have to face it, and if you don't, you're not going to make any headway on it. It's important to open your view of the world and not just be strictly focused on what's going on in front of you. 



2018 HALL OF FAME CLASS

The 31st class to be inducted in the JMU Athletics Hall of Fame consists of six standout student-athletes and a team that forever changed the perception of JMU nationwide.



Steve Bates ('90)

FOOTBALL (1986-89)

An imposing force on the defensive line, Bates was an All-American who was selected by the Los Angeles Rams in the 1990 NFL Draft.



Shannon Saunders Noe ('06)

CC/TRACK & FIELD (2002-06)

Saunders was a two-time CAA Cross Country Runner of the Year and a three-time national qualifier in outdoor track and field.



Paula Schuler Flamm ('91)

WOMEN'S BASKETBALL (1987-91)

Schuler, a cog in a dominant era of women's basketball at Madison, still holds JMU's career record for 3-point shooting percentage (.471).



Tamera Young ('08)

WOMEN'S BASKETBALL (2004-08)

A 10-year veteran of the WNBA, Young once held program records for points in a game (38), season (693) and career (2,121).

1981-82 Men's Basketball Team

When it comes to athletics accomplishments that forever change the course of a department and even a university, few rank higher than the 1981-82 men's basketball team, which more than held its own in the NCAA Tournament.



Akeem Jordan ('10)

FOOTBALL (2003-06)

Jordan, a Harrisonburg High School standout, was a consensus First Team All-American at JMU in 2006 and went on to play eight years in the NFL.



Brian Kurlander ('89)

WRESTLING (1984-88)

Kurlander, from Brighton High School in Rochester, New York, was JMU's first NCAA Division I All-American wrestler.



For more on these Hall of Famers, go to jmusports.com.



Playing on the world stage

BY JOSH PATE

Hart School Sport and Recreation Leadership graduate student Ashley Perez, a former JMU basketball player and current graduate assistant manager, spent the summer playing basketball for Puerto Rico's national team and competed in the FIBA World Cup in Tenerife, Spain. Puerto Rico qualified for the FIBA World Cup for the first time after winning the gold medal at the Centrobasket Women's Championship. For Perez, it was a once-in-a-lifetime experience playing on the world stage.

Madison: How would you describe the experience?

Perez: It was unique and amazing. We were around the best basketball players in the world, and that was huge because I've played basketball my whole life and grew up watching the greatest, like (Team USA players) Diana Taurasi, Brittney Griner, Sue Bird and Elena Delle Donne. To compete on the same playing field with them was a once-in-a-lifetime opportunity.

Madison: What did you learn that you can apply to your degree?

Perez: The things that pop out were specific to the graduate facility and event management course I'm taking. I sat down with Gilles Tonoli (FIBA Sport and Competition Manager) and interviewed him to get a different side of what it takes to plan an event like this. It opened my eyes to job opportunities that go with planning mega-events such as the FIBA World Cup. It brought to life everything we are exposed to and study in our academic program.


Madison: How did you come to play for the Puerto Rico team?

Perez: Both sets of my grandparents were born in Puerto Rico. If you have a grandparent or parent born in Puerto Rico, you can play for the national team. They contacted me in high school because of the youth programs, but it was not a good time for me to play. They contacted me again my senior year of college, but again, it was not a good time. After I graduated, I had surgery on my ankle and they still called me. They were fine with that, said they would work with me and train with me. A year later, we qualified for the FIBA World Cup for the first time.

Madison: How did it feel to travel the world playing basketball?

Perez: It felt so rewarding. I can talk about sacrifices I had to make, but it was all very personal with the time I put in. Just to be able to do something I enjoy while getting new experiences was really rewarding.

Madison: What was your favorite location you visited?

Perez: Tenerife, for sure, which is part of the Canary Islands. It was beautiful, and the people were so nice to us while we were there as tourists during the tournament. 



Perez drives to the basket during a FIBA World Cup game in Spain.

JMU NATION

R A I S I N G T H E B A R

MAKING A SPLASH

Led by dominating performances by swimmer **Bonnie Zhang** and diver **Hope Byrum**, James Madison captured its second consecutive CAA Swimming and Diving Championship in February. The Dukes became back-to-back champs for the third time and the first since 1993 and 1994.

Dane Pedersen won CAA Coach of the Year and **John Wolsh** won CAA Diving Coach of the Year as JMU finished first or second in the league for the ninth straight season.



MEN'S SOCCER'S ELITE SEASON

Behind first-year head coach **Paul Zazenski**, men's soccer captured both the CAA Championship and regular-season title to earn a spot in the NCAA Championship. The Dukes took advantage of the opportunity, embarking on a road run that included victories over High Point, No. 5 North Carolina and No. 12 Virginia Tech before suffering a tough defeat at Michigan State in the NCAA quarterfinals. It was JMU's best postseason showing since consecutive quarterfinal appearances in 1994 and 1995.

Like men's soccer, JMU **women's soccer** also captured the CAA regular-season title, rebounding from a 1-6 start under first-year head coach **Joshua Walters Sr.** to finish 11-8-1. **Volleyball** also captured the regular-season crown, making the Dukes either regular-season (2016, 2018) or tournament (2016, 2017) champions each of the last three years. **Football** advanced to the NCAA Division I FCS playoffs for a program-record fifth straight season, while **cross country** also advanced to NCAA postseason regional competition.



New home of JMU basketball set to open in Fall 2020



The 8,500-seat Union Bank & Trust Center will be completed in Fall 2020. The center will feature a separate practice gym with coaching staff offices, academic areas, locker rooms, team meeting rooms and designated strength and conditioning and sports medicine areas for the JMU men's and women's basketball teams. The practice gym will provide JMU student-athletes with a classroom in which to develop skills used to represent the university in competition.

Bright Lights

Tackling tough issues—together

Communication studies professor urges students to keep people at the table

BY SARAH FEATHERSTONE ('13)



BRIGHT LIGHTS

JMU communication studies professor Lori Britt has spent the last eight years inspiring her students to tackle challenging public issues.

“I have always thought the university is a place to get students to think so they are prepared to deal with the world on its terms,” she said. “The world is not easy, and it is not simple. But we’ve got to start this work now.”

The “work” Britt is referring to involves getting people engaged and addressing difficult issues together. Her courses revolve around a foundational principle: keeping people at the table.

“We have to stop this demonizing of the ‘other,’” she said. “We have some very real problems in the world to address, and we can’t just throw up our hands and say, ‘I can’t work with those people because they think differently than me.’”

Two years ago, Britt successfully piloted an honors section of the Fundamental Human Communication course, which has since been made a required cohort class for all Honors College students. The curriculum engages students in public problem-solving, delving deeply into the group facilitation process by incorporating academic concepts and an examination of these concepts in the public sphere.

To encourage collaboration, student groups are asked to identify a public issue they care about. The students name the issue, research how people talk about it, investigate what the problem looks like today and collect demographic information to begin drawing the boundaries of the issue.

Then they produce a series of guides based on the work of the Kettering Foundation, where Britt works as a research fellow. The nonpartisan research foundation focuses on a simple question: “What does it take for democracy to work as it should?” The Kettering guides focus on getting citizens involved in the work and naming issues in a way that makes them relatable to all individuals at the table. The guides then provide possible solutions based on values, which in turn promote deliberation and collaboration.

“We’re not trying to find a solution that’s based in facts. We’re trying to find a solution based in values, because issues come down to values,” Britt explained. On the topic of gun control, for example, a

person might rate security higher, seemingly putting that person at odds with another person who rates freedom higher. But understanding foundational values offers room for common ground, she believes.

“It’s not that we’re right or wrong,” Britt said. “We share the same values, but we order them differently. Once we understand this, it can provide some room to reframe the issue.”

With this in mind, Britt’s students in the pilot course worked to develop a process of examining and addressing issues. In groups, they developed guides that offered three different approaches based on values. For each approach, they developed action steps and potential outcomes.

“I couldn’t believe how much they learned about these issues, and when they dive down and dig deeper, they realize it’s so much more complex,” Britt said. And the students loved it. “They said they found out more about public issues and were proud of themselves for sticking with the process,” she said. “If

we can show them this habituated way to approach issues—learn what you can, hear how others talk about it, ask questions of one another out of the spirit of curiosity—I think we’re doing the world a good service.”

Britt is extremely passionate about the curriculum because it’s so

“The world is not easy, and it is not simple. But we’ve got to start this work now.”

— LORI BRITT



Britt and her students share a light-hearted moment during a meeting of the Fundamental Human Communication course. The curriculum engages students in public problem-solving.

important to the students’ lives, both now and when they’re ready to embark on their careers.

“The curriculum helps students develop the good habits of citizens: learning to ask questions, learning to value compromise and collaboration, and staying there, at the table, when it gets tough,” she said.

“I think this is what the world needs.”



50

The James Madison University Foundation
celebrates its 50th anniversary

A FIRM FOUNDATION

BY MARTHA BELL GRAHAM ('03P, '08P, '12P)

By all accounts, Aug. 13, 1969, was a lovely day in the Shenandoah Valley when a small group walked toward Madison College's Gibbons Hall overlooking what would soon become the "back" campus. President G. Tyler Miller, nearing retirement, and the college's business manager, Adolph Phillips, headed to the president's suite to meet alumna Mary MacNeil Willis ('28) and English professor Louis Locke. What transpired that day would reverberate through campus for the next half-century as the group convened, for the first time, the James Madison University Foundation.



(Top to bottom);
Louis Locke,
Adolph Phillips,
Mary MacNeil
Willis and
G. Tyler Miller

1969
2019



Earlier that year, Ray V. Sonner, Madison's director of public services, and Virginia Congressman Burr Harrison, a former JMU Board of Visitors rector and attorney with a lifelong interest in education, acquired the articles of incorporation for the fledgling foundation. Both men understood the college's future needs. Many state institutions already had significant endowments funded by well-heeled and eager alumni. Madison needed to catch up. At the outset, the new foundation had just two assets: leadership and enthusiasm—the latter enhanced by the arrival of President Ronald E. Carrier in 1970.

Martinsville banker Charles Broun, elected president at the inaugural meeting, was followed a year later by Russell M. "Buck" Weaver, a respected local attorney and former rector. Wallace Chandler, a Richmond attorney, remembers him well: "He was a great man ... Whenever he said something, he was right," Chandler remembers with a smile. "I was just a little kid, and I voted 'yes.'"

A BASE TO BUILD ON

"Back" campus of Madison College in the late 1960s was a canvas waiting for its masterpiece. Five years after Gibbons Hall was completed, President G. Tyler Miller, business manager Adolph Phillips, English professor Louis Locke and alumna Mary MacNeil Willis met to establish a foundation to help realize the college's potential.

LOCKE, PHILLIPS, WILLIS AND MILLER PHOTOGRAPHS COURTESY OF *THE BLUESTONE*;
AERIAL COURTESY OF SPECIAL COLLECTIONS; GIBBONS HALL BY PHOTOGRAPHY SERVICES (1970)

Strong leadership would remain a foundation hallmark for the next five decades.

Alongside Weaver, Sonner handled the day-to-day operations and played a key role in the foundation's future. Besides personal dedication to the mission, his dual roles with the university and the foundation ensured that the interests of both meshed. Holding positions as board member, secretary, executive director, chairman and president, Sonner's influence was so great that at his retirement in 2001, then-President James Richardson said, "Without Ray Sonner, there would not be a foundation."

Weaver steered the foundation until his death in 1985, at which time Vice President Willis assumed the presidency. To date, she is the only woman to head the foundation. Willis' term was cut short by her unexpected death that fall. Once again, the vice president—this time, Chandler—assumed the presidency. Chandler would remain active with the foundation until he retired in 2001, capping 32 years of combined service to the foundation and the university. Following Chandler, Donald Lemish, Sonner, Richardson and Thomas Schaeffer all held the top post.

In 2018, Schaeffer stepped down after serving 31 years in multiple roles that included assistant treasurer, CFO, COO, CEO and president. He brought significant accounting experience at a time—the 1990s and 2000s—when the size and complexity of the foundation grew exponentially. Like Son-

ner, Schaeffer provided long-term leadership.

The early board drew heavily from local business professionals and the Board of Visitors. This remained the status quo until the 2000s, when the composition of the board changed. During the Linwood H. Rose administration, board membership broadened geographically and experientially. After his retirement from the university in 2012, Rose joined the foundation as vice president of strategic planning.

Despite a dearth of funds in 1969, the foundation began to grow right out of the gate,



Many campus leaders in 1969-70 served on the Board of Visitors as well as the foundation's board. Front row (L to R): B. Fred Switzer, Emily N. Spong, Helen M. White, G. Tyler Miller (president). Back row: Wallace L. Chandler, Burr P. Harrison, Charles C. Broun, Dabney S. Lancaster, Russell M. Weaver, J. Leonard Mauck and E. Guy Ridgley.

accepting its first gift, \$2,626, from the Piedmont Trust Fund. For the next three decades, the foundation's assets and endowment grew slowly but steadily. After 10 years, assets totaled more than \$1.4 million. Near the end of the century, growth began a sharp upward trend.

By 2007, total assets exceeded \$82 million and the endowment was poised to crest \$50 million. Its success was recognized when *The Wall Street Journal* named the foundation

the nation's fifth-best-performing university endowment in 2007. Throughout the Great Recession of the early 2000s, the foundation weathered the economic downturn by making administrative adjustments and judicious investment decisions.

Throughout its history, the foundation's ability to act independently and to respond quickly to opportunities meant that JMU had a ready partner. This flexibility was especially significant in acquiring real estate.

In 1970, the foundation purchased a large swath of land northeast of campus. This first land acquisition—now the "Village"—added 19.2 acres. The foundation continued to play a significant role in acquiring land and properties across the next five decades. These included: the Hillside area of campus; the president's home, Oakview; the old Howard Johnson's property; WVPT; multiple lots along the west side of Main Street (where the Forbes Center for the Performing Arts is located) and the land that is now the East Campus. With foundation help, JMU's footprint has increased by more than 150 acres.

As it approached its 50th year, the foundation was able to approve an \$11 million expenditure toward the construction of the Hotel Madison and Shenandoah Valley Conference Center.

While purchasing properties and growing investments supported the university, the foundation's influence extended far beyond deeds and ledgers.

In myriad ways, the foundation assisted the university through gifts as diverse as micro-

FOUNDATION PRESIDENTS



CHARLES BROUN
1969-71



RUSSELL WEAVER
1971-85



MARY MACNEIL WILLIS
1985



WALLACE CHANDLER
1986-91



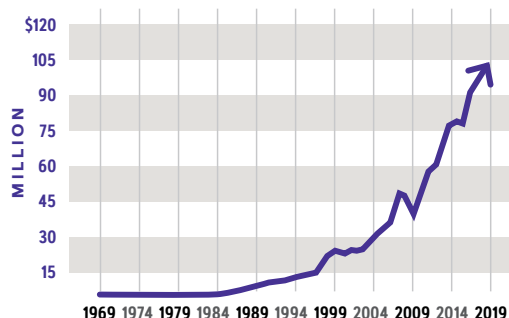
DONALD LEMISH
1991-93



RAY SONNER
1993-2001

BOARD PHOTOGRAPH COURTESY OF THE BLUESTONE; BROUN AND WILLIS COURTESY OF JMU FOUNDATION; WEAVER BY COURTESY OF THE HARRISONBURG-ROCKINGHAM HISTORICAL SOCIETY (DAYTON, VA); CHANDLER COURTESY OF CLIFF BRUCE STUDIO (GLEN ALLEN, VA); LEMISH AND SONNER BY JMU PHOTOGRAPHY SERVICES (1994, 1979)

ENDOWMENT GROWTH & VALUE



scopic mineral specimens to the hulking Duke Dog statue near Bridgeforth Stadium. The foundation also managed scholarships, curated art collections, purchased scoreboards, supervised student investors, awarded faculty grants, made student loans—and even helped the Marching Royal Dukes perform in Michigan’s Pontiac Silverdome. The founda-


tion supported the JMU Alumni Association in building a new alumni center and added classrooms when it purchased the former Harrisonburg High School.

The foundation’s influence has also been felt personally. The first scholarship, established in 1970 in memory of Lucy Copenhaver Gunter (’32), was awarded to Lucy Howe McGavock Grubb (’71), a Wytheville, Virginia, student. With her degree, Grubb went on to a 35-year career as a dietitian.

Perhaps nowhere have scholarship outcomes been more visible than in the revitalization of Harrisonburg. In the 1980s, Barry Kelley (’83) earned a Gunter scholarship. “I’d worked all my life, and the scholarship gave me a feeling of solid self-worth, being recognized as having potential,” the Newport

News, Virginia, native said. After graduating, he began transforming downtown Harrisonburg by repurposing old buildings, including Main Street’s Keezell Building—where President Julian Burruss had an office in 1908.

Scholarship recipients have established themselves as audiologists, investors, band directors, missionaries, physicians, teachers, nurses, professors, engineers, scientists and many others. In addition to benefiting students, the increase in scholarships has enhanced JMU’s reputation by helping the university attract top students and pursue diversity. Today, the JMU Foundation manages more than 700 endowed scholarships.

Since 1969, the foundation has grown its total assets to exceed \$167 million and its endowment to a market value of \$100 million. Poised financially stronger—but no less enthusiastically—than 50 years ago, the foundation’s future is bright. 

WHAT’S NEXT FOR THE JMU FOUNDATION?

As the foundation reached its 50th year, Warren Coleman (’79, ’81M, ’07P) was named CEO. He brings to the foundation experience from a successful career in accounting, finance, money management, investments and as an entrepreneur—as well as a long association with the university.

As the new CEO, Coleman sees people as the foundation’s strongest asset. While an able staff handles day-to-day operations, the foundation regularly taps trustees’ expertise. Today’s board brings wide-ranging talents in banking, real estate, investing and asset management gained from experience with prominent organizations such as the Ford Foundation, international business ventures and Wall Street.

Recently, the foundation hired a new licensing director to manage JMU’s trademarks, all owned by the foundation. The royalties

generated by the brand provide critical, unrestricted dollars to the foundation. Unrestricted funds offer the foundation maximum flexibility to support the university’s strategic plan.

This summer, the foundation will break ground on its first independent construction project, a 44,000-square-foot building to be located behind Massanutten Hall. The new four-story facility scheduled for completion in November 2020 will bring together the foundation staff and “the people [at the university] we interact with every day,” said Coleman, creating a synergy that “will improve communication and efficiencies for both teams.”

Over the past five years, the university’s endowment has grown by 32 percent. While Coleman acknowledges that’s a brisk pace to maintain, he hopes that the new *Unleashed* campaign will produce a strong investment in the university’s mission, particularly in critical, unrestricted funds.

With a talented staff, knowledgeable trustees and a strong working relationship with the university, Coleman is confident that the foundation will build on its past success over 50 years. Having surpassed the \$100 million mark, the foundation’s next goal is \$200 million.

“As our alumni see the university’s success and the foundation’s role in that success,” Coleman said, “we want all donors to be confident in the foundation’s ability to steward their investment and offer the best gifting arrangement for their needs.”

“...we want all donors to be confident in the foundation’s ability to steward their investment...”

— WARREN COLEMAN



JAMES RICHARDSON
2001-13



THOMAS SCHAEFFER
2013-18

WARREN
COLEMAN
2018-present



With the foundation's help, JMU's footprint
has increased by more than

2002

Leeolou Alumni
Center is completed

1988

110 acres purchased
on the east side of
I-81 for East Campus

1971

Land purchased
that would become
the Hillside area

1970

First land purchase
of 19.2 acres, now
the "Village"

2018

Hotel Madison and
Shenandoah Valley
Conference Center
is completed

2010

Grace Street space
purchased for
student housing

1969
2019

50

acres.

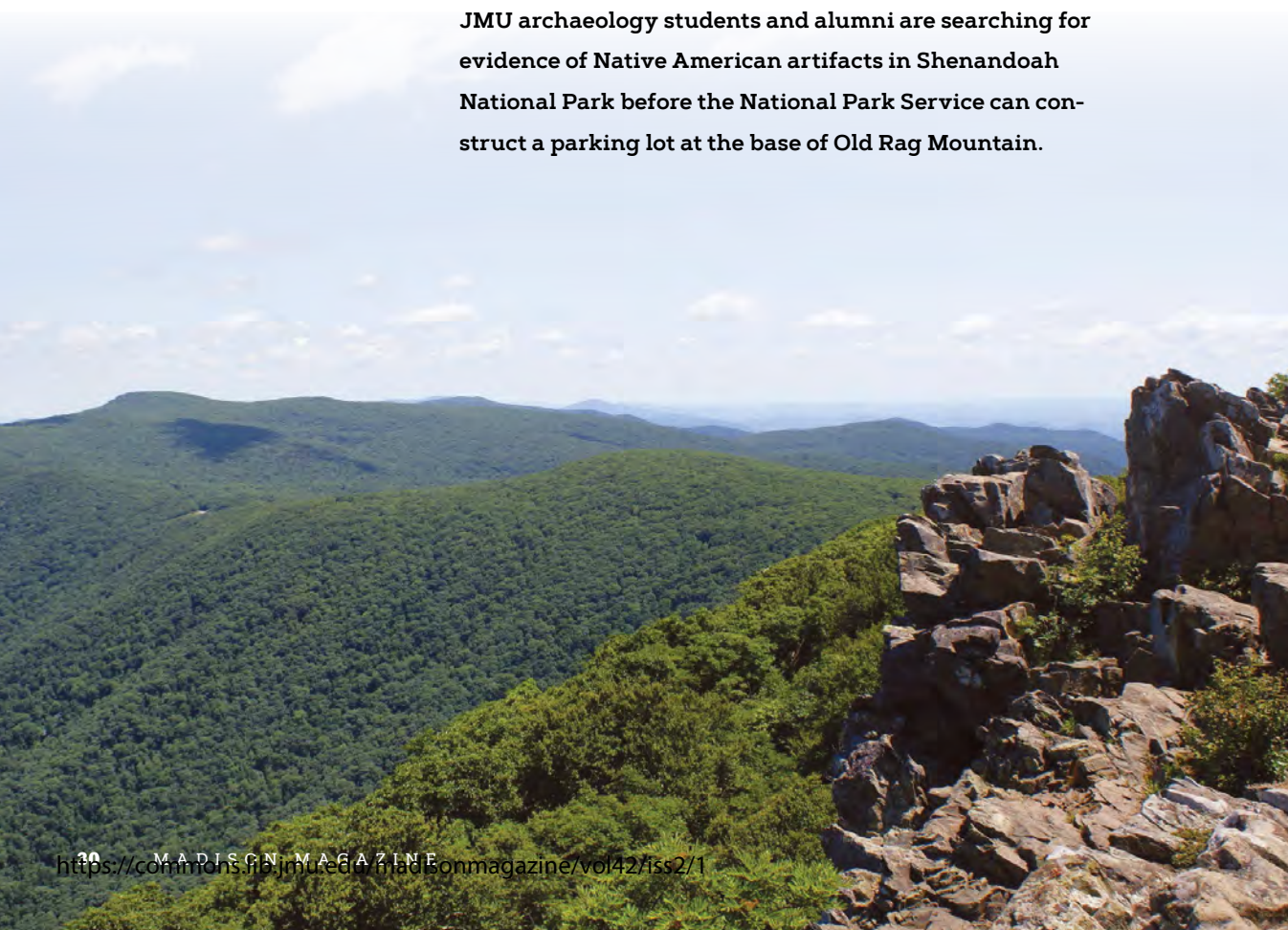
2010
Forbes Center for
the Performing Arts
is completed

2020
Future home of the
JMU Foundation



UNEARTHING THE PAST

JMU archaeology students and alumni are searching for evidence of Native American artifacts in Shenandoah National Park before the National Park Service can construct a parking lot at the base of Old Rag Mountain.






JMU has had a formal partnership with SNP since 1999. Carole Nash, professor of integrated science and technology and director of the SNP Environmental Archaeology Program, and her student volunteers are called in to conduct archaeological research prior to any ground disturbance within the park.

"We're mapping in these old Native American hearths, going through and finding evidence of stone tool-making," said Thomas McGowan ('16), field director and geographic information systems specialist.



 To view a video
of the project,
go to j.mu/unearth.

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EDITOR'S NOTE:
These images earned
Mike Miriello ('09M)
a 2019 Special Merit
Award from the Council
for Advancement and
Support of Education in
the Photography Series
category. Miriello also
won a CASE District III
Award for Excellence in
Photography this year.



UNEARTHING THE PAST



Nash said the stone tools they have found at the site, a popular hiking destination within the park, are “everything from beautifully made spear points all the way down to the debris from them removing flakes off of cores of rocks so they can start the tool-making process.”

Nash and the students analyze their findings in an effort to figure out what happened there and to have information on the site once the paving takes place.

The project benefits from the support of the Shenandoah National Park Trust, a nonprofit partner that focuses efforts on education, research and outreach.

“It’s one of those wonderful opportunities where the university gets to interface with an agency and really build long-term connections,” Nash said.





Speech-language pathology

students practice complicated

procedures using VR/AR

SCOPE OF PRACTICE

BY HANNAH LONG ('19)

Elizabeth Ware puts on a headset and gets into position to hold the scope to examine her patient—in this case, a mannequin head. The screen behind her offers a real-time analysis of the procedure in lifelike detail.

Ware and other graduate students in speech-language pathology at JMU are using virtual reality and augmented reality to practice complicated procedures without the risk of harming their patients.


“We’re trying to develop a mechanism by which our students ... gain hands-on experience with some procedures and skills that are invasive and/or dangerous to their future clients,” said Carol Dudding, a professor of communication sciences and disorders. “We really want them to get those opportunities while they’re here.”

In the past, a colleague of Dudding’s allowed up to five students to observe the same procedure in the lab at nearby Sentara Rockingham Memorial Hospital. But until now, the students had not been able to practice it themselves.

“It’s a great way to introduce the material and get experience with it,” Ware said.

Dudding sees applications for VR and AR in other university clinical settings as well, “for nursing, for medicine, for physical therapy, for occupational therapy—any of those clinical skills that we want our students to have, but perhaps for various reasons we’re not able to give them that exposure in other ways.”

In 2017, Dudding reached out to James Barnes, the VR/AR instructor at JMU X-Labs, and Kevin Phaup from Industrial Design, to discuss the possibilities for this project. As a result, they formed a partnership, leveraging three diverse areas of expertise. In Spring 2018, they received a collaborative research grant from 4-VA to develop a prototype and test their

ideas, and that summer they participated in jmUDESIGN as they created the pilot course. The project led to a new course in VR/AR medical simulation design at JMU X-Labs during Spring 2019. 

“We really want [our students] to get those opportunities while they’re here.”

– CAROL DUDDING, *communication sciences and disorders professor*



In the past, students were given the opportunity to observe procedures at nearby Sentara Rockingham Memorial Hospital, but now they can practice them at JMU with the help of technology.

JMU is now an official partner university of the Peace Corps Prep program, which prepares undergraduates for Peace Corps service and international development fieldwork. The program helps students build core competencies through interrelated course work, hands-on experience and professional development support. JMU is ranked No. 20 on the list of top volunteer-producing schools, with 42 alumni currently volunteering globally. Madison's first Peace Corps volunteer, Louise Schullery Cox ('67), served as a teacher in Sierra Leone from 1967 to 1969. She shares her story.

REMEMBERING SIERRA LEONE

BY LOUISE SCHULLERY COX ('67)

When the Peace Corps was first established under President John F. Kennedy, I was hooked. A friend's cousin was in the first PC group in Peru. Her mom would read his letters to us.

When I was a freshman at JMU (Madison College then), JFK was assassinated. On that day, walking back from Wilson Hall, I vowed I would enter the Peace Corps after graduation. I wanted to make the world a better place. Little did I realize then, the world would make me a better person in myriad ways.

My assignment in 1967 was teaching in a primary school in a very rural village in the eastern part of Sierra Leone near Guinea. I wasn't exactly sure where Salone—as Sierra Leone is informally known—was. Sierra Leone had been a British colony until 1961, when she gained her independence. As a new country, she needed teachers.

The few textbooks I had were thin paperbacks and talked about Big Ben, Parliament and London! (I learned with my students.) There was no public education. Thus, more boys attended than girls. The school had no electricity. When it rained really hard, the shutters were closed and we sat in the dark. Students shared benches. There was a blackboard and chalk. Students had copy books in which all written assignments were kept. Students were extremely respectful. I had to create all my materials and curriculum.

Mail arrived at least once a month. The capital city was 300 miles



(Above): Cox carrying a neighbor's baby and wearing traditional dress during her Peace Corps days in Sierra Leone. (Right): The writer today.



away. Often, the way I made the long journey there was in a huge lorry or truck sitting on a bench or on bags of rice. I would go to the national post office and sign up for a time to use the telephone there—to call home once a year.

My first year, I was the only Westerner for miles. I would take a lorry to the river, cross in a canoe or by ferry and take another vehicle to buy supplies and to visit other PCVs. I lived simply, visited with village neighbors and was easily accepted as part of the community. My heart opened in unimaginable ways.

I have so many memories. I loved to watch the Fulani herdsmen bring their cattle home in the evening with the white egrets on their backs, pecking for insects. I miss the relationships with mothers and children. I invited each teacher of my school and his wives (if he had more than one) for dinner. I saw a red-hooded cobra in the garden and was mesmerized by its beauty. I recall going through tall elephant grass and cooking stew in a large pot in the bush for the school picnic. I remember crossing the Baffi River during a flood in a canoe just like one I saw in the Smithsonian. I'll always remember the gentleness of Sierra Leoneans, their big hearts, always willing to share whatever they had.

During my first Christmas in warm weather, everyone was so happy on Christmas Day. The people had no gifts, but they had the joy of the holiday. I miss it all, especially the ease in which Christians, Muslims and Animists lived peacefully! I still carry a part of Africa in my heart.

Sometimes women would ask me to hold their babies because I was white, thinking I would bring good luck. Other times I was the “boogie man” because I was white, that I would “get” the children if they were bad. Women covered their faces and skin with a white paste to mourn when someone died. At this time, I was the first “white” person many had ever seen. I felt completely safe.

I cooked all meals on a kerosene stove with two burners and used a box oven, becoming quite proficient. My fridge was fueled by kerosene and did quite well. At one time, it stored smallpox vaccination medication for the United Nations!

BBC was my salvation on my transistor radio. It was there I learned of Martin Luther King Jr.’s and Bobby Kennedy’s assassinations.

I thrived as a Peace Corps volunteer. I came alive in new ways! At times I was lonely, wanting to share with someone from my culture. However, each evening, students would come to visit and talk with me. I was under everyone’s protective eye. Village women would come to me for help with their ailments.

My second year, I taught in a larger town with a secondary school. There were a few other PCVs there as well as Canadian volunteers.

I am in touch with many volunteers to this day because we share such special bonds that cannot be shared with anyone else. I have many friends from other countries as well.

Perhaps something most challenging was returning to the USA and realizing how isolated our country was then (and still is) from knowing or really caring more about the world. International news is much more available outside our country even today. I felt isolated and lonely upon my return. Overseas, I was a global citizen. The people I could share most with in graduate school were international students. They became my close friends.

“The Peace Corps opened my eyes to the true beauty that exists in this world.”

In the late 1960s, then-Madison College had no international students, no people of color. There was little to encourage one’s sights to go beyond Virginia. It was a small world. Neighboring counties closed their public schools (Prince Edward) rather than integrate. This topic was not addressed in education classes at Madison. That is why I am so excited to see the growing body of international students as well as Peace Corps Prep. What exciting learning opportunities are now offered for JMU students to access the world in these special ways! How absolutely wonderful to have Peace Corps Prep offered as an option to consider.

I became a global citizen and had the privilege of seeing my country from the outside, which was a true gift. I have seen how people are much more alike than different. This is not only vital and crucial. In my opinion, all politicians need to have lived, not just visited, outside the USA. I realize how isolated the general public is from international news. The world knows a great deal and cares about us; we need to do the same. I believe I am a more sensitive teacher and citizen after having traveled internationally. Currently, I enjoy teaching English as a second

language part time in my retirement.

Being a Peace Corps volunteer is the toughest job you will ever love! You will find yourself stretched in unimaginable ways and you will grow. You will learn about yourself and the world in ways not possible otherwise. You may find yourself closer to humanity than you ever imagined. The world’s future depends a great deal on sensitivity. You will return more resourceful and appreciative for what we have and may well find yourself more creative than you thought possible.

The Peace Corps opened my eyes to the true beauty that exists in this world. The people I lived with did not have much money and most did not have running water. But that did not stop them from enjoying the simple pleasures in life—sharing drinks with friends, swapping town gossip with one another or enjoying a nice barbecue on special occasions.

I have plenty of advice to offer prospective Peace Corps volunteers, but in the interest of time, I will simply say this: When you get a chance, find a quiet place, close your eyes and let your heart guide your imagination. There is so much good in this world and it far outweighs the bad. If you believe in your heart that you can positively effect change in this world and want to grow yourself, then please consider doing so.

Cox with her students in Sierra Leone and the classroom where they studied at wooden benches and desks with only natural lighting.



Research suggests oysters have a thing about personal space


GROWING TOGETHER

BY ERIC GORTON ('86, '09M) AND JIM HEFFERNAN ('96, '17M)

A JMU graduate student and her faculty adviser appear to be zeroing in on an improved design for artificial oyster reefs.

Since May 2018, Bailie Lavan ('19M) has been observing the concrete tiles that she and biology professor Patrice Ludwig ('96, '01M) designed and placed in the Lynnhaven River near Virginia Beach to see if oysters would cling to them, and if they did, if they would grow. Each tile was created using molds in a lab at JMU and features a different amount of space between the concrete shells. The designs were based on observations of natural reefs and the idea that the space between objects is important.



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 To view a video
of the project,
go to j.mu/oysters.

**Getting to the field site
requires a voyage on a
kayak. (Above): Students
check one of the concrete
tiles for oyster settling.**

“It looks like our data is leaning toward supporting our hypothesis of there being an optimal amount of space, so that’s fantastic news,” Lavan said.

The oysters are settling on all of the tiles, Ludwig said, but they tend to grow best on the ones with just the right amount of space between them and the artificial shells—the Goldilocks principle.

When oysters reproduce, the larvae swim or float freely in the water until they find a hard substrate to cling to—usually an oyster shell. Once they settle, they remain there for the rest of their lives.

Ludwig said building new oyster reefs is critical for the health of ecosystems like those in the Lynnhaven River and the Chesapeake Bay, which the river flows into.

“There is a huge global oyster decline and if we don’t address it right now, then we are going to see further collapse of ecosystems,” she said. “We’re not going to be able to bring them back.”

While oysters are a common item on seafood menus, they also play a crucial role in nature, filtering impurities out of the water in which they live.

By installing artificial reefs that mimic natural ones, “maybe we can facilitate the growth of these reefs faster,” Ludwig said. “Bailie’s work will inform the long-term designs.”

The designs might be further refined by the results of a separate research project involving 3D photography of natural reefs, which Lavan said is also supporting her spatial hypothesis.

While Lavan plans to graduate with a master’s degree in biology in May, her work has set the stage for future study. Now that the reefs have been installed, undergraduates can spend the summer collecting more census data. “We can build a long-term data set, and long-term data sets in science are extremely valuable,” Ludwig said.





Madison Trust, JMU's philanthropic investment competition, helped fund the project. Ludwig made the pitch to a group of investors at the inaugural event in November 2014. Her passion for restoring oyster reefs in the Chesapeake Bay watershed inspired JMU parents John and Robin Reifsnider to invest in the project.

"Patrice is a winsome soul and a very good presenter," Robin said. "She really sold us on her mission and what she wanted to do with this. We thought this could really change some things for the better."

The project has special meaning for Robin, who grew up in Florida along the St. Johns River. "I was always surrounded by bodies of water and have always been particularly concerned with the flora and fauna that they have in them and what you need to do to protect them, and

what they, in turn, do to protect you," she said. "In the case of oyster reefs, they help clean the water. It's a very reciprocal relationship."

So naturally, when it came time to deploy the team's concrete tiles, Robin tagged along to help.

"It was a beautiful day to be out on the river and just so rewarding to see the research and the hard work in the classroom and in the laboratory come together," she said.

"I love the fact that John and I were able to give money [to the project]," she said, "but to see where it's actually going and to see the impact that it can potentially have for the homeowners on the river—and ultimately the health of the bay—that was really special."

Ludwig said it's rare for a donor to follow the researchers out in the

GROWING TOGETHER

(Right): Oysters find their home.
(Below): Patrice Ludwig presents her research proposal before Madison Trust investors.



“There is a huge global oyster decline and if we don't address it right now, then we are going to see further collapse of ecosystems.”

– PATRICE LUDWIG ('96, '01M)

field. “Robin was there on one of the most important days of my life, right beside me, putting tiles in the water with my graduate student.”

As the project has evolved, “Robin has been an ear for me, whether I was frustrated or if something went really well,” Ludwig said. “I felt like I had an open line of communication to her and I could contact her any time.”

Madison Trust has also opened doors for Ludwig and Lavan.

As an associate professor at JMU with teaching and research commitments, Ludwig said it's difficult to secure government funding for her work, so private support is especially significant.


“Madison Trust has opened the

door for a researcher like me to be able to participate in the scientific community,” she said, “and I don't know how to say thank you enough for that.”

For Lavan, the Reifsniders' investment has been used to purchase equipment and to access the field site, as well as to send her to an aquaculture conference in New Orleans in March to present her findings.

“It's the largest aquaculture conference in the world,” Lavan said. “You have to apply and be chosen to present. So that means someone has seen the value in our work, and I get to share the impact of it with so many more people. ... It's very exciting.”

In addition to investing in individual projects, the Reifsniders have created the first Madison Trust Endowment to help sustain the competition.

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 To learn more about Madison Trust and to review this year's projects, go to j.mu/mtrust.

Steering the CoB

Busing brings experience and enthusiasm as new dean BY STEPHEN BRIGGS

In talking with Mike Busing, it's hard not to be swept up in his enthusiasm for all things CoB. As newly appointed dean of the College of Business, you might think that spark is part of his new role—but it has been a constant in his career.

Born into an Indiana family of business owners and educators, the hybrid seeds of Busing's future sprouted early on. "I recall working in the family meat-processing plant in a department that vacuum-packaged hot dogs and hams. It was an assembly line operation, and I routinely witnessed things like

machine breakdowns and process bottlenecks. I recognized these as problems and was intrigued by them. My operations management classes at Purdue [University] allowed me to think about how to make the operation more efficient."

A few years later, with a fresh Ph.D. in industrial management from Clemson University in hand, Busing started his academic career at JMU as an assistant professor of operations management—and is still here, after 23 years. *Madison* sat down recently with Busing to find out what's new.

Madison: You were part of one of the first teams to teach COB 300, the required, 12-credit-hour core course that integrates finance, management, marketing and operations. What do you recall about how COB 300 started?

Mike Busing: I was, and I really enjoyed delivering the curriculum with a team of faculty. One of my research interests is pedagogy in business education. A colleague of mine, Raktim Pal, and I co-authored a paper about the benefits of delivering an integrated curriculum. The main benefit, of course, is a deeper understanding of how business functions as several interrelated areas and disciplines. The paper was published in the *International Journal of Production Economics* and is still cited today.

Madison: What prompted your move into administrative roles?

Busing: Some things in life are about being in the right place at the right time, and this might have been one of those. I

received the phone call in late December 2009 from former dean of the College of Business Robert Reid, asking if I would consider serving as the director of MBA programs. During my tenure as director, *U.S. News & World Report* ranked our online Information Security Program ninth in the nation (2014 ranking) and the quality of our students, instruction and employment outcomes improved dramatically.

This gave me the confidence to apply for the associate dean for academic affairs position in 2015. I am a "people" person, and administrative roles are all about relationships, strategic vision and making sound decisions. In the associate dean's role, I was instrumental in our 2016 AACSB [The Association to Advance Collegiate Schools of Business] visit. JMU is among a group of 5 percent of those schools that are accredited by the AACSB. But we're even more elite than that—we're one of [just] 187 institutions that maintain separate accreditations for business and accounting programs.

In June 2018, Provost [Heather] Coltman asked if I would serve as interim dean for the College of Business. After a couple months

of my "realistic job preview," I decided to make an application for the national search to become our permanent dean.

Madison: How do you envision the college evolving in the coming years?

Busing: The way our students learn is changing at a fast and furious pace. While I believe we will continue to offer our current undergraduate programs' core curricula, I believe that we will focus on engaging our students in highly impactful ways—more than ever before.

My vision is a College of Business that will offer high-engagement learning opportunities for all of our students. For example, we know that internships are critical for students, and technology will open access to these internships so that students can complete the work experience in a virtual way. In the future, I believe that we need to strive for 100 percent of our students to engage in one or more internships during their undergraduate careers. In fact, the Hart School of Hospitality, Sport and Recreation Management [at JMU] already does this.

“My vision is a College of Business that will offer high-engagement learning opportunities for all of our students.”



We need to move away from the undergraduate experience being considered highly transactional to something that is more of a partnership throughout individuals' professional careers. We need to be prepared to offer stackable certificates and specialized master's programs that allow our alumni to retool as needed.

Madison: How does the CoB stay abreast of new developments in how business is conducted?

Busing: We have a wonderful Board of Advisors for the College of Business. Many of these individuals hold C-suite positions in major corporations. Some are serial entrepreneurs. Others work for government agencies. Regardless, these individuals are our “pulse” on how business is conducted and what skills and abilities our graduates will need to be successful upon graduation. Also, our academic departments in business, the Hart School and School of Strategic Leadership Studies are all engaging with successful alumni. Finally, our faculty research informs our curriculum. In addition to basic or discovery research, our faculty members engage in both “applied or integration/application” and “teaching and learning” pieces that inform our curriculum.

Madison: Is it possible for a college to be “agile” given how fast the world changes?

Busing: We are fortunate at JMU. We have an administration that is very supportive of the missions of the individual academic colleges. Provost Heather Coltman is all about JMU's campus being known for the type of “disruptive innovation” that will enhance the ability of our students as they pursue productive and meaningful lives. So, yes, it's this kind of thinking that promotes the responsiveness required to be a top-notch business program.

Madison: How will the new CoB Learning Complex better serve students?


Busing: Learning is so different now. It is less about lecture-style classrooms, so this flexible space is really big for us. Of course, the technology is going to all be state of the art. The new learning complex will be full of areas for students to experiment with new ideas in a low-risk environment, and all the learning spaces—the Major Laboratory for Innovation, Collaboration, Creativity and Entrepreneurship; the Leslie Flanary Gilliam Center for Entrepreneurship; and the Gaglioti

Capital Markets Lab, which is going to be new and refreshed so it is a new space—are going to be some of the best in the country.

Ideally, I see our majors collaborating with students from disciplines outside of business—like performing arts, engineering, health and behavioral studies, education, and arts and letters. These students will be developing their ideas to solve real problems in the Major Laboratory for ICCE, then bringing those ideas to the Leslie Flanary Gilliam Center for Entrepreneurship to gain market traction. All of this is going to enhance what we're trying to do in the classroom.

I'm excited to get in there and watch students and faculty engaging and doing things that are going to change the world.


Madison: Do you miss teaching?

Busing: I do miss teaching. Teaching is, after all, why I pursued a Ph.D. in the first place. After spending an entire day in the dean's suite or in meetings all around campus, I pass through the lobby on my way to the parking lot. I see students working on projects, completing homework assignments and studying for exams. This always makes me pause to reflect upon why we are all here—and that's because of the students. 

Digitizing the Madison Art Collection BY STEPHEN ABRAMOWITZ ('19)

The Madison Art Collection is home to over 10,000 artifacts, including sculptures, coins, icons and other works of art that have been bequeathed to the JMU Foundation. The collection is the result of many donations over the years, according to director Wren River Stevens ('96, '99M).

“The university would never be able to assemble such a collection today,” she said.

 To view a video of the digitization project, go to j.mu/artifacts.



Graduate assistant Art Pekun (above) manipulates an art object for scanning with a device that resembles a hairdryer. (Below): A scanned image and its original object.



“The university would never be able to assemble such a collection today.”

– WREN RIVER STEVENS ('96, '99M),
director, Madison Art Collection

Earlier experimentation with 3D scanning did not pan out, Stevens said, but advances in the technology, along with a partnership with Kevin Hegg, director of digital projects in the JMU Libraries, have made the work possible. Hegg became interested in museums as part of his studies in a history course taught by professor Gabrielle Lanier.

The process is similar to scanning techniques employed by the Smithsonian Institution and the British Museum. While it might seem a simple solution to maintaining fragile objects, digitization requires meticulous attention to detail and careful consideration of potential pitfalls.

“Exposure to UV light can damage the artifacts. The scanner puts out light, so we were careful to use gloves and assess whether the scanners would harm them,” said Art Pekun ('14, '19M), a graduate assistant who has digitized nearly 40 objects in the collection.

Through trial and error, Pekun has witnessed firsthand the advancements in 3D technology that have allowed objects to be scanned and

rendered into 3D models in under two hours.

“This is a huge leap forward,” Hegg said. “We can scan really small objects, blow them up and then study them.”

Previously, the team used photogrammetry, which involves circling the object while taking pictures from different angles. Now, with two state-of-the-art scanners in the university’s possession, it can compress massive amounts of data to produce facsimiles comprised of millions of small geometric shapes.

Resembling a hairdryer, the high-tech scanners omit flashes of light that reflect off the objects. The scanners produce measurements to within a fraction of a millimeter.

Not only is the technology helping to expedite the process of digitization, it is opening up new educational and practical applications. Now there is opportunity for a greater number of people to study the artifacts. For those with visual impairments, having the objects unconfined behind glass display cases is a huge improvement to accessibility.

Hegg and Pekun have also leveraged scan-

ning technology to assist JMU faculty members in Occupational Therapy and to prototype a virtual hospital examination room.

Stevens and her colleagues dedicate their time to sharing the collection’s educational potential. In addition to bringing objects into classrooms, select artifacts from the collection are curated to display in the James and Gladys Kemp Lisanby Museum, which allows for both the university and the local community to have access to these priceless relics.

With the help of JMU Libraries, Stevens aims to eventually establish a virtual museum with 3D renderings from the Madison Art Collection.

Using exotic resins, object replicas could be sold to help support the work being done. From an educational project to a large-scale endeavor, the collaboration to digitize the Madison Art Collection offers new outlets for educational experimentation.

“We hope that the project will serve as a model for other museum directors who may be considering creating 3D models of select artifacts,” Hegg said.



Learning by giving

Student grant writers become philanthropists in semester-long partnership

BY JANET SMITH ('81)

Sometimes you just have to show them the money. And sometimes a little money leads to significantly more.

Grant Writing for Agencies, a course offered by the Department of Social Work, needed a boost to make the topic more real to students. So department head Lisa McGuire, knowing that offering “real money” had worked at other universities, established a small foundation to award grants that reflected interests held by members of her family.

Family members and JMU professors came through with monetary contributions, and in 2015 and 2016 the grant writing classes had \$700 per year to award to winning grant proposals. So far, so good, but McGuire wanted to increase support to benefit more nonprofit organizations.

A colleague at Indiana University informed her about the Learning by Giving Foundation, which was founded by Doris Buffett—Warren Buffett’s sister—to promote the study of philanthropy by

R E F O R M I N G E D U C A T I O N

supporting academically rigorous courses. JMU met the foundation's standards to join the 35 Learning by Giving partner colleges nationwide and offered the first Social Work 375 course under the new affiliation.

The foundation awards partner schools \$10,000 each academic year for allocation to local nonprofits.

Since that first class in Spring 2017, two other sections have been offered, all taught by Laura Hunt Trull ('01, '15Ph.D.). A total of \$37,000 has been awarded to nine local nonprofits. In addition to the \$30,000 for the three years JMU has been a partner, students have garnered extra funds by winning a blog competition sponsored by the Learning by Giving Foundation. JMU students won first-place honors in Spring 2017 and Spring 2018 and the third-place award in Fall 2018.

"The course offers a very realistic experience for our students," said Trull, explaining that the 35 to 40 students enrolled in each year's class wear several different hats during the semester as they switch roles from grant writers to philanthropists. In addition to social work majors, the course is popular with students minoring in family studies, gerontology or nonprofit studies.

"Our students recognize that grant-writing skills are important in many settings," McGuire said. "Securing support from granting agencies is critical for most nonprofits to achieve their missions."

Trull solicits letters of intent from local agencies interested in consideration for funding. Then, two or three students form a team and select the agency they want to champion. Meetings with agency representatives are quickly arranged so the teams can research their nonprofits to craft their most persuasive written proposals, including financial budgets.

"It's interesting to me to see the students have such empathy for each other and that they are often passionate about their particular areas of interest," Trull said.

"Securing support from granting agencies is critical for most nonprofits to achieve their missions."

— LISA MCGUIRE,
department head, social work

"During our class, in Spring 2018, late or incomplete grant proposals were disqualified," said Beth Ann Eastridge ('19), who is majoring in social work with a minor in substance abuse prevention. "That was difficult, seeing plans and agencies denied money because of the rules. But, that also gave us a taste of the real world in seeking funding."

Eastridge and Raleigh Hucek ('19) successfully represented the Minnick School in its quest for \$5,000 in funding to create a



Senior Paige Riddle (left) and professor Laura Hunt Trull present on behalf of Social Work 375 at the Madison Trust event on March 1.

sensory room where students can practice self-regulation strategies. The private school helps students achieve academic, behavioral and developmental goals in order to return to their home public schools or pursue meaningful work.

Senior Paige Riddle enrolled in Social Work 375 "because nonprofits rely on grants, and often people have to learn about them on the fly once they are in the field. I figured it would help my transition into the workforce to learn about it now."

A social work major and family studies minor, Riddle and team members Hayley Jenkins ('19) and Courtney Fennell ('19) represented Gemeinschaft Home. The team was able to secure \$5,000 in funding to support an outreach project aimed at area college students to recruit more volunteers for the center, which provides therapeutic services to nonviolent offenders who have been released from incarceration.

Riddle values the course's commitment to providing a real-world experience. "I think the class would be more like a workshop without the actual funding," Riddle said. "We would study examples of proposals and go through the process, but it would not be as real."

She also believes the course design reinforces a critical component—relationship building—that benefited the students and the agency representatives.

"While working with our team on the research for the grant proposal itself, the administrators at Gemeinschaft Home were very interested in helping us as social work students going into the profession," Riddle said. "There was more interest than just securing the grant."

After graduating from JMU, Riddle hopes to work with a social services agency before enrolling in graduate school to prepare for a career in policy work. "I think my Learning by Giving experience will come in handy since so much of that specialization requires matching an agency's vision with evaluations and outcomes, making sure they are aligned."

Eastridge is completing a required social work internship at the Shenandoah County Social Services Department. She plans to enter graduate school to specialize in child welfare. One of the schools to which she has applied requires a writing sample. Her submission? A winning grant proposal, of course.

EDITOR'S NOTE: Trull submitted a proposal to Madison Trust for funds to sustain the Learning by Giving partnership.

Alumni *for* Life



A family affair

Brothers behind Crabfest bring JMU family together

BY SARAH CHASE ('17), *alumni relations coordinator*

Every year, the Richmond and D.C. (MetroDukes) alumni chapters host their biggest scholarship fundraiser—Crabfest. Alumni from all stages of life gather to hang out with friends and family, feast on good food, compete in a cornhole tournament and enjoy the company of their fellow Dukes.

It's one of the most laid-back and enjoyable experiences for many alumni, but the effortless feel of this event wouldn't happen without the hard work of numerous volunteers, chapter leaders and event sponsors. In particular, two brothers are monumental in coordinating the event. In fact, the brothers have been coordinating Crabfest for more than 25 years. Meet Sam ('91) and Mike ('94) Jones.

Sam and Mike both decided to attend JMU and major in accounting after falling in love with the community and the Shenandoah Valley. "It was the perfect distance from our home in Annandale, Virginia," Mike said. "We weren't too far if something happened, but we also weren't close enough for mom and dad to pop in unannounced. Plus, everyone there was so friendly, and they still are. It was hard not to like JMU."

After graduating, Sam and his wife, Mary ('91), settled in the D.C. area and quickly



"The purpose of Crabfest is to bring the JMU family together."

— SAM JONES ('91)

plugged into the MetroDukes Alumni Chapter. The young couple felt chapter events were a great way to connect with fellow Dukes but didn't always offer opportunities to involve the whole family. From the desire to create a family-friendly event inclusive of all Dukes, past, present and future, the idea of Crabfest sprang into existence.

The idea was modeled after a similar gathering put on by West Virginia University. The Jones' older brother, Jimmy, graduated from WVU and had attended

(Above): Hundreds of alumni attend the Richmond Crabfest. (Left): Sam ('91) and Mike ('94) Jones prepare a tray of steamed crabs for the feast.

an alumni cookout event he felt accommodated everyone. "After picking their brains at WVU, we made a few tweaks and decided to have our first one in 1995," Sam said. "It's grown ever since."

From its debut with 89 people the first year, Crabfest has grown to an average attendance of 338.

Each year, the event changes slightly, depending on the location and activities planned for the day. However, the food is a given. Feeding over 300 people is no small feat. It's a group effort by the local alumni chapter leaders, the Office of Alumni Relations and the Jones family to coordinate all of the food and event logistics.

Over the years, the Jones brothers have created a spreadsheet to help track and inform food ordering. Although it has become a well-oiled machine, it took awhile for the brothers to perfect their system. Remembering their first year, Mike mentions that they over-estimated how many crabs they would need and ended up with several bushels left over. "I think we ended up releasing the remaining crabs into the water source at our location."

In addition to figuring out food quantities, the brothers provide the necessary equip-

ALUMNI FOR LIFE

ment to cook everything. Mike even has a shed to house everything for Crabfest. “It got to the point where we had too much equipment in our garage, so my wife told me I needed a shed just for Crabfest,” Mike said.

Both the brothers’ wives and children have been integral to making Crabfest happen. From loading and unloading equipment, cooking the food, serving people, collecting trash and cleaning up, the day is always a family affair.

As the event has grown, the number of volunteers who help to make the day happen has also grown. “Initially it was just our families and chapters who helped out, but now there are other volunteers and sponsors who make it possible,” Sam said. “So many people share in it now.”

Through the combined efforts of chapter events like Crabfest, the MetroDukes and RVA alumni chapters have been able to award 38 students one-time scholarships, totaling approximately \$59,500, over the last seven years.

While the event certainly supports scholarships, the

(Right): While the crabs cook, Ethan (Mike’s son), Mike (’94) and Sam (’91) pause for a picture. (Below): Four generations have made Crabfest a Jones family affair.

Joneses keep hosting because of their motivation to serve the JMU family and help fellow Dukes along the way. “It’s a chance for people to connect with the university,” Sam said. “The purpose of Crabfest is to bring the JMU family together.”

Both Sam and Mike have fond memories of their time at JMU and both regularly attend football games with their family and alumni friends. “It’s like a big family,” Mike said. “When I run into someone and they say they went to JMU, I feel an instant connection. I’m willing to do anything for them. I think we all think that about each other.”

These remarks speak to the hearts of many Dukes, but it takes special brothers to create so many meaningful Crabfest memories over the past 25 years.

Mark your calendars and join RVA Crabfest on June 8 and the MetroDukes Crabfest on Oct. 5.



I recently watched a video of a high-school senior as she finds out that she was accepted into JMU as part of the Class of 2023. It made me smile, watching her running and screaming around her house, jumping up and down with her parents as they celebrate this accomplishment in her personal and academic journey. I showed the video to my Future Dukes, Ainsley (Class of 2031) and Parker (Class of 2034), and thought back to when I received my acceptance letter. There was no Twitter to join in on the #JMU02 hashtag back then, but I’ve thoroughly enjoyed seeing all the recent #JMU23 tweets from high schoolers who are so thrilled about getting into their first-choice university.

Family legacy is an important part of the Madison Experience. The shared history created by having an alumni parent or grandparent creates a unique bond with JMU and the campus.

“Family legacy is an important part of the Madison Experience.”

My kids have grown up as JMU football season ticket-holders, and they know what it means to bleed purple.

If you are a JMU alum and have your own high-school Future Duke, I want to invite you to join us for Legacy Family Days,* June 20-21. Presented jointly by the JMU Alumni Association and Office of Undergraduate Admissions, Legacy Family Days is designed for parents/grandparents and students to help navigate the college admissions process. All rising high-school students and their alumni family member(s) are invited to attend.

Our first Legacy Family Days event in 2018 was a rousing success, as students and their families received an insider look at the college admissions process and heard a panel of experts provide a holistic view of college admissions. This year’s event will have two separate tracks—one for ninth- and 10th-grade students and another for 11th and 12th graders.

I hope you’ll bring along your Future Duke and join us for Legacy Family Days. I’ll be there and look forward to meeting you and your family!

*Participation in Legacy Family Days has no bearing on a candidate’s admission to the university. The event is intended to be a valuable experience for families engaged in the college search and application process.



Becoming a Blue Angel

BY SARAH CHASE ('17), alumni relations coordinator

It. James Cox ('05) always knew he wanted to join the Navy. But he never expected he would one day showcase the pride and professionalism of naval aviation as a Blue Angel. On Sept. 11, 2018, Cox joined 15 other pilots in the famed flight demonstration squadron. He has nothing but gratitude as he looks back on the road that led him there.

Cox grew up in Chesapeake, Virginia, with a heritage of military experience—his grandfather, grandmother and father all served in the military. When choosing a college, he looked everywhere on the East Coast.

"I almost immediately knew I wanted to go to JMU when I stepped onto campus," Cox said. "It was beautiful ... and the atmosphere was so much more lively than other campuses."

After a tour, Cox already felt a sense of community and knew JMU was where he wanted his home to be for the next four years. In 2005, Cox graduated with a Bachelor of Science in public administration and worked in sales and consulting in Arlington, Virginia, where he eventually met his wife, fellow Duke Jennifer Fields ('05, '06M). At this point, Cox realized he was ready to pursue his Navy dream and applied to Officer Candidate School in Newport, Rhode Island. He graduated in 2009 and transitioned from civilian life to a military career.

(Top): The Blue Angels fly in a Diamond 360 formation at an air show. This is their most challenging maneuver with the tightest wingtip-to-canopy separation. **(Right):** James Cox ('05) (third from right) with his Blue Angels team.



After earning his wings in 2011, Cox served the Navy in multiple capacities before reporting to Naval Air Station in Fallon, Nevada, for the U.S. Navy Fighter Weapons School, known as TOP-GUN. Upon completion in 2016, he reported to Strike Fighter Weapons School Atlantic, serving as a tactics instructor, subject matter expert on combat jet weapons systems and an airborne instructor.

Cox attributes his success to grit, dedication and others' beliefs in his abilities.

"I remember professors at JMU asking how they could help me succeed," he said. "They took time to sit down and help me do better. I still think about that every day."

Cox is also appreciative of the opportunities the Navy afforded him. "It is a culture that promotes professionalism and breeds success to those who have the drive to succeed. In addition to hard work and determination, I am very grateful to the leadership and role models who have helped me get to where I am," he said.

Cox was encouraged to apply to be a Blue Angel, but even being qualified to apply takes an impressive résumé. Each applicant must be a career-oriented, carrier-qualified and active-duty Navy or Marine Corps tactical jet pilot with a minimum of 1,250 flight hours. After applicants are selected to join the team, they undergo

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BEING THE
CHANGE®



(Above): The Blue Angels perform a thrilling Loop Break Cross maneuver. (Right): Cox with his wife, Jennifer ('05, '06M), and their children. (Far right): Cox's plane, a Boeing F/A-18 Hornet, refuels from an airborne tanker.



rigorous training—flying two to three times a day for six months—before touring. Officers generally serve two to three years, while enlisted personnel serve three to four years.

The Blue Angels were established in 1946 under order from Adm. Chester W. Nimitz, chief of naval operations, to keep the public interested in naval aviation. In its 73-year history, the team has served as ambassadors of goodwill across the globe. Flight demonstrations showcase the excellence, teamwork and professionalism found in all Navy and Marine Corps units. The team also prioritizes visiting hospitals, schools and community functions in each air-show city. Since its inception, the team has flown for more than 450 million spectators and had countless interactions with schools, students and communities to inspire leadership and military appreciation.

Cox is excited to represent JMU and he looks back on his Madison Experience fondly. "JMU's whole message—its sense of community outreach, creativity, resilience and optimism—means a lot to me."

The academics were important, but it was outside of the classroom where Cox felt he gained life and character-building qual-

"You can't 'be the change' unless you are the change."

— LT. JAMES COX ('05)

ities. As an active member of Alpha Kappa Lambda, Cox learned skills such as conducting himself professionally and being an outstanding citizen.

Now, as a Blue Angel, Cox represents the grit and resilience of the men and women in service and acknowledges that the belief and encouragement of others helped him get there.

"I've been humbly afforded this opportunity," he said. "But this goes beyond the scoreboard, beyond the field, beyond the office and beyond the cockpit. It's the sense of community and desire to positively affect the lives of others that will always matter."

For Cox, becoming a Blue Angel really has been about life beyond the cockpit. "JMU has this saying about Being the Change, but you can't 'be the change' unless you are the change. If you aren't already living in that capacity, you have to embody it yourself."

Cox sees this as leading from behind, embracing the unglamorous job of hard work and accepting that setbacks are part of the journey. "I think that's why I'm most excited to get into the community as a Blue Angel and share my story of failures and growth," he said. "If I'm able to affect the life of just one person, it's worth it."

ALUMNI FOR LIFE

Celebrating distinguished alumni

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

The JMU Alumni Association Distinguished Alumni Awards recognize JMU alumni who have achieved noteworthy accomplishments in their profession, brought honor to the university and made significant contributions of time and/or philanthropy to the university and their communities.

During the 2019 Alumni Awards Banquet, alumni won the Inez Graybeal Roop ('35) Alumni Service Award, the Ronald E. Carrier Alumni Achievement Award, college-specific Distinguished Alumni Awards and the GOLD (Graduates of the Last Decade) Network Young Alumni Award.

Inez Graybeal Roop ('35) Alumni Service Award

Inez Graybeal Roop's *Being the Change* spirit is our role model and shows us all what it means to be an exceptional alumna dedicated to JMU. Her lifelong dedication and service to our institution make it fitting for the Alumni Service Award to be named in her honor.

Joining the ranks of Inez Graybeal Roop ('35) Alumni Service Award recipients are **Lara ('92)** and **Eric Major ('91)**. Lara, an early childhood education graduate, currently serves as vice rector of the JMU Board of Visitors and a member of the College of



(L-R): Lara Major ('92), Inez Graybeal Roop ('35) Alumni Service Award; Arthur Moats ('12), GOLD Network Young Alumni Award; Kathy Warden ('92), Ronald E. Carrier Alumni Achievement Award.

Education Executive Advisory Council. Eric, a political science graduate, serves on the College of Business Board of Advisors and the board of the Leslie Flanary Gilliam ('82) Center for Entrepreneurship. Earlier this year, the couple announced a seven-figure gift from the Major Family Foundation to name the Major Laboratory for Innovation, Collaboration, Creativity and Entrepreneurship in the future College of Business Learning Complex.

Despite all that the Majors have done and continue to do for JMU, they still


feel that JMU has given them so much in return. During her acceptance remarks at the Alumni Awards Banquet, Lara said, "In exchange for giving, the university returns us with the reward of experiences and connection to incredible individuals within the Madison community."

Ronald E. Carrier Alumni Achievement Award

Named in honor of JMU's fourth president, the Ronald E. Carrier Alumni Achievement Award is the highest recognition awarded by the JMU Alumni Association. As one of the country's most dynamic and effective college administrators, Carrier catapulted JMU to prominence and left his mark on a grateful campus community.

The 2019 recipient of the Ronald E. Carrier Alumni Achievement Award is a powerhouse in her own right. As the CEO of Northrop Grumman, **Kathy Warden ('92)** is one of 27 female CEOs in *Fortune 500* companies. She has made her career as an expert in military information technologies and cybersecurity, but as a first-generation college student, Warden didn't always know which direction her path would take her.

During her acceptance remarks, Warden said, "When I graduated from this university, I had no idea what I would go on to do, but I knew I was better prepared to go out into the world as a result of having been here."

For more information on all of the winners from the 2019 Alumni Awards Banquet, visit alumni.jmu.edu/alumniawardsbanquet. 

(L-R): Kirk Cox ('79), College of Arts and Letters; Michael Thomas ('76, '77M), College of Business; Suzanne Rathbone Dickson ('52), College of Education; President Jonathan R. Alger; Stanley Jones ('54), College of Science and Mathematics; Monica Rogan ('01), College of Integrated Science and Engineering; Phoebe Sutton ('81), College of Visual and Performing Arts. Not pictured: William Riley ('79), College of Health and Behavioral Studies.



ALUMNI FOR LIFE



Madison College sign represents Madison Experience for alumni

BY SABRINA MORENO ('19), alumni relations intern

In 1975, Barbara DeBellis Kennedy ('79) viewed the pale concrete Madison College sign as an indicator that she was home. In her sophomore year, talks about the college's name changing—to James Madison University—would be a common conversation, and to Kennedy and her friends, it made sense.

With programs advancing and more degrees being offered, Madison College was becoming more than the renowned teachers college Kennedy chose. She'd wanted to be an educator since grade school.

While the process was already underway—and President Ronald E. Carrier was set to speak in front of the Virginia General Assembly to advocate for the name change—Kennedy remembers passing by what was then the student center and seeing ballots handed out to ask students what the institution should be called.

Cathy Foley Chisholm ('77) was the senior class co-president who hand-counted the ballots. The vote came back 84 percent for James Madison University.

"Dr. Carrier always had the students' best interest at heart, and I know that he wanted us to be a part of this process," Chisholm said. "It was just like Dr. Carrier to want to make this an inclusive decision."

Throughout Chisholm's time at Madison, enrollment almost doubled, and her husband, Bruce Chisholm ('77), saw the football team go from playing its first game to having the longest winning streak in program history at the time. He was there when they replaced Madison College with a metal wraparound that said James Madison University. In the years that followed, he felt knowing what was underneath was like being in on a secret.

"Back then, there was nothing on the other side of I-81," Bruce Chisholm said. "We thought Gibbons Hall was the greatest thing we had going ... Now, we drive through the east side

"We need to stay true to our foundation, to tradition."

— CATHY CHISHOLM ('77)

(Above): The Madison College sign is removed from the Port Republic Road entrance and installed outside the Leeolou Alumni Center.

of campus and it's like, 'Wow, look at all of this.'"

Earlier this year, when JMU revamped its sign on Port Republic Road, the famed Madison College sign that marked the entrance to the university was moved outside of the Leeolou Alumni Center. For Kennedy, it represents not only how the connections and relationships formed in a nurturing environment like JMU prepare students for the world and their careers, but also how Carrier built the foundation for what the college would become.

"We felt like he was on our side. I don't think we ever felt like we were in opposition," Kennedy said. "We were all pro-JMU and the more we could build, the more we could advance, the more sports teams we could add and all those things, that was all for the better."

Even in 1977, Cathy Chisholm said, students knew something great was going on, and with Carrier's extraordinary vision, she felt she was graduating from a university ready to make a name for itself.

With the Madison College sign being preserved, the Chisholms enjoy the respect JMU is showing toward its past and the people who belonged to the Madison College era. "We need to stay true to our foundation, to tradition," Cathy Chisholm said. "And to me, honoring that JMU/Madison College tradition is what that sign is all about."

Carrie Combs ('07, '09M), executive director of the JMU Alumni Association, said, "I feel both honored and privileged that the Leeolou Alumni Center gets to be the keeper of such an important piece of our university's history. I hope alumni will see the Madison College sign and be proud of the legacy they have created and the university we have become."

ALUMNI FOR LIFE



Hire VirgINia

Inaugural career fair helps students learn about jobs in the commonwealth

In early November 2018, the JMU Alumni Association partnered with seven other in-state colleges to host the inaugural Hire Virginia event in Norfolk. Hire Virginia is statewide recruiting partnership, designed to showcase the opportunities and benefits for students of remaining in Virginia after graduation.

(Above): JMU students and alumni network at a reception in Shula's 347 Grill at the Norfolk Waterside Marriott. **(Left):** College of Business students, Ngan Phu (top) and Nicholas Duncan (bottom), discuss potential career opportunities with recruiters from the Hampton Roads area during the Hire VirgINia event.

Students applied for the chance to attend, and seven were selected to represent JMU at the Hire Virginia event.

The two-day experience included a career fair that drew more than 40 employers from various industries and opportunities for on-site interviews. A biking tour and a networking event further immersed students in the local district. As an added experience, JMU students attended a networking dessert reception, hosted by the Madison Network, to meet JMU alumni who established their lives and careers in the Hampton Roads area.

The JMU Alumni Association partnered with Career and Academic Planning and the Office of Experiential Learning in the College of Business on the event. Also participating were the University of Virginia, Virginia Tech, Radford University, Old Dominion University, Virginia Commonwealth University, the College of William & Mary and Norfolk State University.



ALUMNI FOR LIFE

MixedMedia

BOOKS, MUSIC & FILM

If There Is a God, I Hope She Kept the Receipt

BY THE CAN-DO ATTITUDE

Hungry Norman Records
ASIN: B07L62GTM2

Formed at the Little Grill in 2009, Lee May ('10) and his Charlottesville band, The Can-Do Attitude, released their second album, *If There Is a God, I Hope She Kept the Receipt*, on Dec. 14, 2018. It has been released on CD and all streaming platforms (Spotify, iTunes, etc.).



Footfalls

BY DONNA PLEASANTS ISAAC ('76)

Pileated Press
ISBN-10: 0996774440

Footfalls is a poetry collection of the author's reflections on growing up in Appalachia, including words of wisdom from Appalachian people. Each poem's meaning is enhanced by the graphic style given to it.

Endless Blue Sky

BY JOSH BAXT ('83)

San Diego City Works Press
ISBN-10: 098160207X

Endless Blue Sky is an irreverent take on family, the different ways we self-medicate and the limits of sunshine.



Colt Maverick

BY CARY ASHBY ('94)

Drinian Press
ISBN-10: 9781941929070

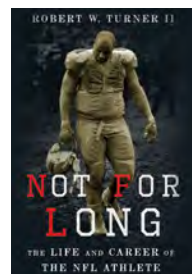
Ashby's debut novel follows an ex-marine sniper and retired NFL player-turned-private-investigator who has been hired to find the missing wife of a secretive businessman.

The Beginning of His Excellent & Eventful Career

BY CAMERON MACKENZIE ('00)

MadHat Press
ISBN-10: 9781941196618

In his debut novel, MacKenzie writes a poignant historical fiction based on the rise to power of the Mexican revolutionary Pancho Villa.



Not For Long: The Life and Career of the NFL Athlete

BY ROBERT W. TURNER II ('84)

Oxford University Press
ISBN: 9780199892907

Turner draws on his personal experience as a former professional football player, as well as interviews with more than 140 current and former NFL players, to reveal what it means to be an athlete in the NFL and explain why so many players struggle with life after football.



SHOW YOUR

JMU

PRIDE!

JMU license plate sales have provided nearly \$900,000 for student scholarships. To show your Madison pride wherever you drive and support scholarships for Virginia students, visit www.dmvNOW.com to get your JMU plate today.



CRABFEST 2019

Save the dates to join your fellow Dukes for a day full of food, fun and festivities at Crabfest!

RVA Alumni Chapter, June 8 ■ MetroDukes Alumni Chapter, Oct. 5



Legacy
Family
Days

JAMES MADISON UNIVERSITY

Save the Dates: JUNE 20-21, 2019
JMU alumni and their high-school-age children are invited to attend Legacy Family Days, a two-day event designed for alumni families to help navigate the college admissions process.

For more information visit:
alumni.jmu.edu/legacy

Presented by the JMU Alumni Association and Office of Undergraduate Admissions



Madison EVENTS

MAY 10-11

Women for Madison Summit

Celebrate Women. Support Students.
Sustain JMU.

JUNE 8

RVA Crabfest

Join fellow Dukes for a day of food and fun at Crabfest, the Richmond, Virginia, Alumni Chapter's largest scholarship fundraiser.

JUNE 20-21

Legacy Family Days

JMU alumni and their high-school-age day event, designed to help navigate the college admissions process.

JUNE 21-23

TKE 50th Anniversary Weekend

Celebrate 50 years of the Tau Kappa Epsilon chapter at JMU.

OCT. 25-27

Homecoming 2019

Come home to JMU for a weekend of football, friends and plenty of purple-and-gold spirit.

HOME FOOTBALL GAMES

Tackling Topics

Join us at the Leeolou Alumni Center during home football games for a series of pregame lectures featuring faculty and alumni experts. The talks are free and open to the public.

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

ANNOUNCEMENTS 59 STAFF EMERITI 59 FACULTY EMERITI 60
ALUMNI SPOTLIGHT 60 CELEBRATIONS 61 INAUGURATIONS 63

Class Notes

On Jan. 22, 1969, it was announced that the lake on "Back Campus" would be named **Newman Lake** in honor of Henry Dold Newman, whose farmland became a significant part of the campus. The lake was formed by damming Sieberts Creek, which runs from Paul Street to Port Republic Road.



(Above): In February of the same year, a PBX system was installed in the basement of Wilson Hall to offer telephone service to every residence-hall room on campus. Students would now have private phones in their rooms rather than relying on decidedly "unprivate" hall pay phones. (Right): Students enjoy a beautiful spring day outside Duke Hall.



CLASS NOTES

40 Elsie Thomas Hyde turned 100 on Jan. 25. She was born in Dayton, Virginia, and has resided there most of her life.

70 Betty Coffman was recognized as Volunteer of the Month by the Virginia Quilt Museum in Harrisonburg.

72 Vivian Owens is the creator of *Parenting for Education*, a resource and education website for parents, teachers, nannies and day care providers.

73 Joseph Erickson was promoted to assistant vice president at Farmers & Merchants Bank in Timberville, Virginia.

75 Drew Molloy retired on Dec. 31, 2018, after 42 years of public service.

77 After 41 years in the information technology field, Debra Holdren retired last year. ■ Catherine Strickler was invited to perform in a pops concert with the National Symphony Orchestra at The Kennedy Center in Washington, D.C., after the orchestra read her bucket-list wish to play with them in *The Washington Post*.

88 David Sweiderk is president and CEO of the State Employees Credit Union, the largest credit union in Maryland.

89 Judith Trumbo, president and CEO of Virginia Mennonite Retirement Community, was named the Business Person of the Year by the Harrisonburg-Rockingham Chamber of Commerce.



AKA celebrates 40th anniversary



The Lambda Chi Chapter of Alpha Kappa Alpha Sorority celebrated its 40th anniversary at Homecoming 2018. The week-end celebration focused on AKA's commitment to scholarship, sisterhood and service. It kicked off with a Wine Down at Bluestone Vineyards and culminated with a tea at Hotel Madison.

In honor of their Silver Star 25th Anniversary Spring 1993, Lambda Chi members challenged their sisters to donate money. From their efforts, over \$20,000 was raised for the Lambda Chi Forever Scholarship, which helps young women pursue their education at JMU. Donations were also collected for Mercy House.

(Above): AKA Lambda Chi chapter, celebrating 40 years. (Inset): Danielle Ferguson ('94) presented a check for \$20,156 to the AKA Lambda Chi Forever Scholarship.

Scholarship thank-you letters

Agness S. Dingledine Memorial Scholarship

Established in 1974 by the friends and family of Agness Stribling Dingledine to provide an annual scholarship to a deserving undergraduate legacy student.

Dear Dingledine Family,

I am writing this email to express my gratitude for your awarding of the Dingledine Scholarship. As a senior at JMU and a son of two JMU alumni, I have many firsthand experiences of how much of a blessing JMU is. College is a difficult time, but the incredible opportunities it gives us and the doors that it opens up are so valuable; nowhere is this clearer than at JMU! This financial award is an incredible honor for me, and I want to say thank you.

I am a modern foreign languages major (Spanish and Italian) with a double minor in business Spanish and general music. I am looking into work for after I graduate in May 2019 and am extremely excited for the future that my time at JMU will enable me to have! Even though I am graduating, I will always be a Duke; purple and gold forever!

All my best,

Joey Capuano
Class of 2019
Bridgewater, Virginia

Cheryl Lynn Rader Memorial Scholarship

Endowed scholarship fund established in 1996 by Frank and Carolyn Rader in memory of their daughter, Cheryl Lynn Rader, who was JMU's assistant director of financial aid and an alumna of the university.

Dear Mr. Rader,

I am sincerely grateful to have been selected as a recipient of the Cheryl Rader Memorial Scholarship. Thank you for your generosity, which has allowed me to pursue my dream of becoming a middle-school band director and teaching music to kids. Introducing others to the joys of music is my passion and I am extremely thankful that through your generosity, I am able to do that here at James Madison University and eventually (hopefully) all over the world. I cannot say enough how wonderful it is to have the opportunity to study music here at JMU and how grateful I am that this scholarship has helped afford me that opportunity.

Thank you again for your thoughtful and generous gift.

Sincerely,

Alexis Anderson
Class of 2020
Natural Bridge Station, Virginia

SEA activities promote discovery, learning, fellowship

BY TINA UPDIKE ('73)

Success! Increasing member participation in the Staff Emeriti Association is achieved with our monthly luncheon series of activities. The luncheons are not just focused on food; each one incorporates either discovering new venues or learning new things, along with valuable time for fellowship.

The series began in 2018 and gained in popularity over the course of the year, with the November tour of the new Hotel Madison and Shenandoah Valley Conference Center and lunch at its Montpelier restaurant being the largest gathering of members and guests. Closing out the year was the annual holiday gala, with the Faculty Emeriti Association and the SEA joining together to celebrate the season with fellowship and fun.

As we gain momentum in 2019, one luncheon will feature a special guest, JMU President Jonathan R. Alger, talking about the "State of the University." Another has Rodney Wolfenbarger, director of the Lifelong Learning

Institute, promoting LLI's Spring 2019 program of classes, trips and brown-bag lunch speakers to engage members in learning.

Our association numbers are growing as we work with the JMU Office of Human Resources to increase awareness of the staff emeriti designation across campus. As a result

of these efforts, there are now 165 classified staff retirees who have earned the designation, and over 40 percent are active members of the SEA.

For more information about the SEA and upcoming events, visit jmu.edu/staffemeriti or email staffemeriti@jmu.edu.



Staff Emeriti Association members enjoy a tour of Hotel Madison and Shenandoah Valley Conference Center led by Eddie Bumbaugh, sales and marketing director. (Inset): Ken Dean and Coriene Ryan savor a festive dinner at the annual holiday gala.



Beth Hefner Memorial Scholarship

Established in 1987 in memory of Beth Hefner, former JMU student, to provide scholarships for early- and middle-education students.

Dear Mrs. Hefner:

Thank you for your generosity and your willingness to assist me in completing my degrees these past three years. Your monetary contributions are very much appreciated and have given me a boost in confidence to continue to achieve my education and professional development goals.

You have made a lasting impact on myself, my family and the education of my future students. You have inspired my mother, also a JMU graduate, and me to start our own scholarship at JMU in the future.

Thank you greatly,

Katherine Arnold

B.S. 2018, MAT graduate student
Maurertown, Virginia

ANNOUNCEMENTS

FutureDukes

1990s Rebecca and Travis Farris ('93), a son, William T., 5/29/18

2000s Patricia ('10) and Jason Bredlau, a daughter, Savannah Owen, 10/23/18

■ Caitrin ('13, '14M) and Chris Bennett ('14), a son, Jack Ryan, 10/7/18 ■ Courtney and Spencer Pelfrey ('14), a daughter, Miller Grace, 8/30/18 ■ Megan ('14, '15M) and Kyle Goddard ('15), a son, Jackson Cole, 11/7/2018



Della Watkins ('82) is executive director of the Columbia Museum of Art in Columbia, South Carolina.

CLASS NOTES

90 Leslie Watkins Grant is an associate dean for academic programs, as well as an associate professor for educational policy, planning and leadership, in the College of William & Mary's School of Education. ■ **Brad Robertson** retired from the police department in Danville, Virginia, as a lieutenant in the patrol division. He is now a criminal justice instructor at Guilford Technical Community College in Jamestown, North Carolina.



Laura Doolan ('92)



Dori Kreiger ('94)



Kelly Williamson ('98)



Anna Naydonov ('04)

92 Laura Doolan is the coordinator of the Master of Liberal Arts program at McDaniel College in Westminster, Maryland.

94 Dori Kreiger is the executive director of the CTIA Wireless Foundation.

95 Amy Long is president of talent development at LeaseAccelerator, a pioneer in the enterprise lease accounting software market.

96 Sean Harrington is a product manager at

San Francisco-based WideOrbit, a software firm specializing in the broadcast and advertising sectors. ■ **Krista Suter** was promoted to senior vice president at Farmers & Merchants Bank in Timberville, Virginia.

98 Kelly Williamson is president of APCO Worldwide, North America, a global advisory and advocacy firm.

02 Lt. Col. Daniel Maurer was selected to teach law at the United States Military Academy at West Point.

03 Corwyn Garman is director of exhibitions at the Museum of the Shenandoah Valley in Winchester, Virginia. ■ **Daniel Gibson-Reinemer** is an assistant professor in the biology department

at Adams State University in Alamosa, Colorado.

04 Anna Naydonov was promoted to partner at Finnegan, one of the largest

CONTINUED ON PAGE 63

Alan Linic: From JMU to SNL

BY HANNAH LONG ('19)

In high school, Alan Linic ('11) was voted "Most Likely to Write for *Saturday Night Live*." Now, he's living up to those early expectations.

In September 2018, Linic was called in to audition for the popular sketch comedy show after being seen performing in Chicago with the Second City Touring Company. Within a few weeks, he had a job as an *SNL* writer.



Linic described his first day on the set at *SNL* as "wild," as he was in the presence of actors he had watched on TV for so long.

"You want to write good things for them, make them look good and hopefully have them come to trust and like your material," Linic said. "But at the same time, it's a job and there are expectations, so you don't really have time to geek out all the time. I had to cram that down and just get to work."

At JMU, Linic majored in English with a minor in creative writing. He led an original production at the Studio Theatre, directed a number of student plays and was one of the head writers for the *Early Late Show*, an interview-style talk show that featured comedy skits and musical guests.

Two of Linic's English professors, Marina Favila and Dawn Goode, encouraged him to follow his dreams and do what was best for him.

"It's important to have someone who is willing to support your specific learning style or point of view," Linic said. "There are teachers that you'll remember forever, and those two are definitely among those for me."

Linic had always been interested in writing and performing, but what really helped him get his start was the improvisation team at JMU, New and Improv'd. A former director of the team had spent a semester in Chicago working with a program called Comedy Studies, in which students learn the inner workings of professional sketch shows.

"It was like a semester abroad, but you go to Chicago and study comedy instead of going to Italy and studying architecture," Linic said. "I thought, OK, now that I know these places exist, this is it for me."

After graduation, Linic moved to Chicago and began training with the IO and Second City improvisation programs. After a few years as an understudy, he was asked to perform as a member of one of the Second City residence stages. He stayed with the troupe for four years.

In the future, Linic hopes to continue his career at *SNL* and become a better and stronger writer. "I think at the end of the day, the only thing I know for sure about where I'm at or what I'll be doing is that I constantly find ways to improve."



Faculty Emeriti Association news

George Kenneth "Ken" Lewis Jr., professor emeritus of integrated science and technology, passed away Nov. 15, 2018.

Charles Jacob Huffman II ('88), professor emeritus of psychology, passed away Jan. 6.

For more information about the faculty emeriti organization, contact **Sherry King**, director of parent and faculty emeriti relations, at kingsf@jmu.edu or by phone at 540-568-8064.



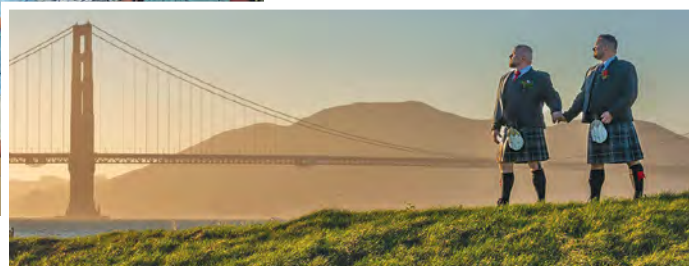


CELEBRATIONS & WEDDINGS

(Above): Katie Hess ('15) and Patrick Flood ('14) tied the knot on Oct. 13, 2018, in Triangle, Virginia. (Above, right): Amanda Miller ('14) and Adam Stone ('14) were married June 3, 2017, in Providence Forge, Virginia. (Below): Alison Grossenbaugh ('15) and Nathan Temple ('15) were married June 9, 2018, at Upper Shirley Vineyards in Charles City, Virginia.



(Above): Sara Smith ('13) and Rob Harrington ('13) were married June 23, 2018 in Alexandria, Virginia, and celebrated with fellow Dukes, including Sara's dad, Class of 1984. (Left): Sally Holbert ('12, '13M) and Dave Grimes were married June 30, 2018, in Myrtle Beach, South Carolina. Their JMU alumni guests traveled from as far as Milan and London to be in attendance.



(Right): Sean Harrington ('96) and Trevor Rutkowski were married Sept. 19, 2018, in San Francisco, California.

CELEBRATIONS continued

(Right): Betsy Angel ('16) and Ashley Kimener ('12) were married Oct. 20, 2018. Attendees included their lacrosse coach as well as fellow alums. (Below): Morgan Pennington ('17) and Chandler Dang ('16) were married Oct. 21, 2018, at The Market at Grelen in Somerset, Virginia. The couple worked together at JMU's radio station, WXJM.



(Below): Colleen Lentile ('14, '16M) married her high-school sweetheart, Logan Large, Dec. 15, 2018, at Cacapon State Park in Berkeley Springs, West Virginia.



(Above): Stacie Rest ('15) and Jordan Wind were married Oct. 20, 2018, in Lottsburg, Virginia. (Left): Maggie Ferguson ('13, '14M) and Steven Striker ('15) were married Aug. 25, 2018, in Richmond, Virginia.



(Above): Emily Rebuck ('17) and Brandon House ('17) were married Nov. 17, 2018, at First Baptist Church in Richmond, Virginia. (Left): Christina Damico ('13, '14M) and David Kyger ('14) were married July 14, 2018, in Richmond, Virginia.



CONTINUED FROM PAGE 60
intellectual-property law firms
in the world.

05 In the last five years, **Kim Moody**, owner of Kim Moody Design, has employed five JMU alumni. As a JMU alumni-owned-and-operated business, Kim Moody Design is always looking to offer opportunities to students and graduates.

07 **Salvador Romero** was elected to City Council in Harrisonburg.

09 **Abram Shearer** is a partner at Stratigent Financial, a registered investment advisory firm in Harrisonburg.

(L to R): Honey Armstrong, Kim Moody ('05), Andrew Moody and Erin Ligon ('16).

10 **Amy McCarter** was a contestant on *The Price is Right* on Oct. 2, 2018.

15 **Matt Fanghella** was appointed to serve a three-year term as a member on the Future Generations Board of the Children's Hospital of The King's Daughters in Norfolk, Virginia.

18 **Hannah Facknitz** is curator at the Virginia Quilt Museum in Harrisonburg. ■ **Rebecca Holloway** is general manager of the Rockingham County Fair Association in Harrisonburg.



Taylor Deer ('10), creator and owner of Brown Eyed Flower Child, a mid-budget and boutique travel blog, provides resources and travel planning for those vacationing or traveling around the world.

Alumni represent JMU at inaugurations of university presidents in 2018

Former JMU student-athlete and College of Health and Behavioral Studies alumna **Terry Wadsworth ('81)** represented JMU and President Jonathan R. Alger at the inauguration of Lawrence S. Bacow at Harvard University's Tercentenary Theatre, Harvard Yard, on Oct. 5.

Susan Wheeler, senior assistant attorney general and university counsel, attended the inauguration of Kathleen A. Rinehart, J.D., at Cardinal Stritch University at the Camille Kliebhan Conference Center in Milwaukee, Wisconsin, on Oct. 5. "The inauguration was inspiring and joyful, and I was proud to represent JMU as a delegate," she said.

Robert MacDonald ('70M), former director of financial aid at JMU, represented the university at the inauguration of Janet Gullickson for Germanna Community College at the Fredericksburg, Virginia, Expo and Conference Center. Gullickson became the first woman to serve as president in Germanna's 48-year history. "I was honored to represent Mr. Alger and JMU at the Oct. 5 ceremony along with other four-year and community-college representatives," MacDonald said. "Having been a member of the 'pioneer staff' when Germanna Community College opened its doors in 1970 made my involvement in this event even more meaningful, bringing back a flood of wonderful memories."

JMU double major **Jean M. Johnston ('78)** attended the inauguration of Connie Ledoux Book at Elon University in North Carolina on Oct. 18. Aside from being a passionate alumna herself, Johnston's late grandmother, Althea L. Johnston, played an integral role in the JMU community and faculty from 1909 until 1951, when she retired. Johnston Hall on the JMU campus is named in honor of Althea Johnston and her husband, James Johnston.

Tim Miller ('96, '00M), vice president of student affairs and alumnus of the College of Arts and Letters and the College of Health and Behavioral Studies, represented JMU at the inauguration of James E. Ryan at the University of Virginia in Charlottesville on Oct. 19.

Fred Harman ('78) represented JMU at the third Presidential Inauguration of Tommy Wright at Southwest Virginia Community College in the King Community Center on Oct. 26. Harman is a lawyer and the new men's soccer coach for the community college, which is located in Cedar Bluff.



Terry Wadsworth ('81) at Harvard University's inauguration of Lawrence S. Bacow.

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!

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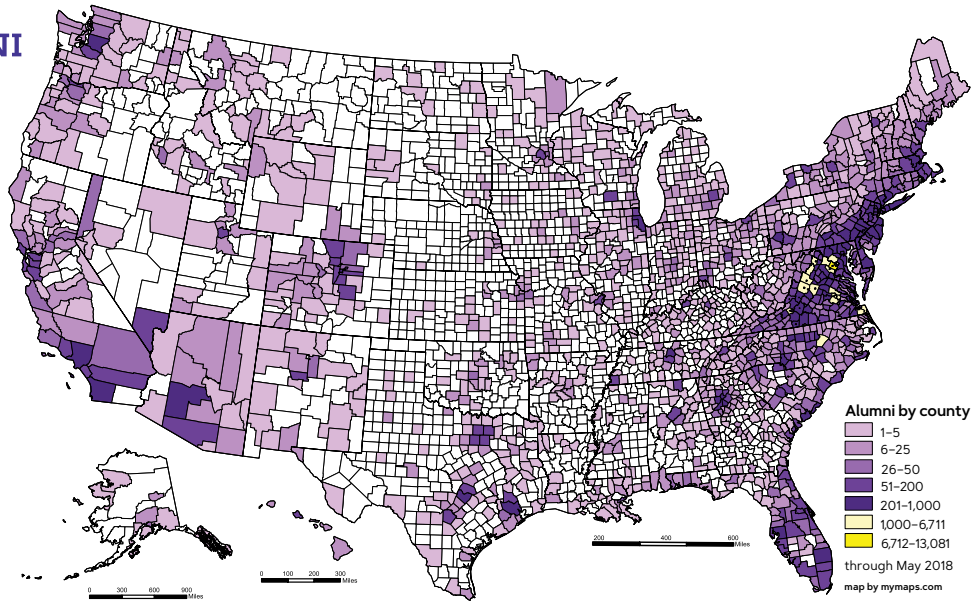


Instagram: ROSINA FERRANTE



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—Levar Stoney ('04), mayor of Richmond, Va.

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ENDING THE STIGMAS

Jennifer Marshall ('01) has literally saved others' lives through her work. "Storytelling saves lives" is not just her nonprofit's motto; it's 100 percent true. Marshall is executive director and co-founder of This Is My Brave, a nonprofit dedicated to ending the societal stigma around mental health and celebrating successes by those dealing with mental health challenges. *Washingtonian* magazine named Marshall one of its 2018 Washingtonian of the Year honorees, recognizing her as one of 10 people working to make the Washington, D.C., area a better place. "It is an incredible honor to receive this award on behalf of my team," said the Loudoun County, Virginia, resident, who will return to campus May 10-11 to speak at the 2019 Women for Madison Summit. "We are changing the way the world views mental illness and addiction, one story at a time."

— KHALIL GARRIOTT ('04)

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