Capital Markets Lab prepares students for Wall Street
Milberts introduce freshmen and parents to Madison P16
JMU Debate No. 5 in nation P9 *Do you have JMU LOVE? P50

THE MAGAZINE OF JAMES MADISON UNIVERSITY

Living what you learn

Academics and service-learning connect and inspire in the Madison Experience

Anna Young ('14), pre-physician assistant, Page 34

Published by JMU Scholarly Commons, 2012

JMU takes top Americas prize in international Google Online Marketing Challenge for the third year! PAGE 10
One key for freshmen to become part of the JMU community is learning all the words to the JMU Fight Song. The JMU Alumni Association provides all incoming students with class T-shirts that display the JMU Fight Song lyrics upside down on the front for ease in learning the lyrics! Alumni association staff and volunteers handed out class T-shirts during last year’s Orientation Week activities. (Below): Class of 2015 freshmen practice a few JMU cheers at the Convocation Center.

Members of the Class of 2016 — the JMU Alumni Association expects some loud cheering in the Convo, Bridgeforth Stadium and Veterans Memorial Stadium this year! Wear your JMU Fight Song T-shirts with pride and join the JMU community of 20,000 students and 112,000 alumni.

* Learn more about JMU Orientation Week activities at www.jmu.edu/orientation
Living what you learn
Service-learning and active volunteerism permeate the Madison Experience. PAGE 24

24 Living What You Learn
by Bill Gentry, Jan Gillis ('07) and Kelley Freund ('07)
Living what you learn happens everywhere at JMU. One prime example is the JMU Huber Resident-
tial Learning Community’s service-learning placement program. A Huber placement is a shining
model of what makes JMU different. Huber students undertake a full year “of a service-learning
experience that really commands a sort of attention, planning, professionalism, and a rethinking
of how you’ve thought about volunteering,” says program coordinator Sharon Babcock. For many
students the Huber placement either changes their Madison Experience or their view of their future
professions. It changed both for Christine Bolander ('12, '13M), who says, “I have learned that heal-
ing is not simply a donation; healing is mutual. My OT courses and future career are not simply a
service, but an interaction.”

42 Who is the JMU Entrepreneur?
by Carol Hamilton ('97M)
Entrepreneurially-minded undergraduates are attracted to JMU because of the friendly campus;
the high level of engagement among professors, students and alumni; and the breadth and qual-
ity of education afforded by a highly regarded liberal arts institution. And JMU faculty members
eagerly join forces across disciplines, sharing their expertise and resources to spark innovation in
the classroom, a critical factor in entrepreneurial success. Carol Hamilton ('97M), director of the
JMU Center for Entrepreneurship, says JMU fosters a growing network of entrepreneurs who see
risk as an opportunity, and who see ambiguity as an invitation to rewrite the rules and to create
new business models that solve real-world problems.
M@dison

8 News Forbes magazine nod and national ranking, JMU opens College of Business Capital Markets Lab, JMU students tops in Google Market Challenge for three years straight, Le Gourmet celebrates 10th anniversary, JMU Debate No. 5 in the nation, building JMU Parent connections and the Furious Flower Poetry Center community remembers poet Lucille Clifton

11 By the Numbers What happened on 7.11.12? What’s No. 5, 6 and 18,092?

15 Dukes Turf JMU Athletics Hall of Fame induct six former student-athletes. Don’t miss the Dukes in action against West Virginia at FedEx Field on Sept. 15!

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13 Connections JMU is on Facebook, Flickr, LinkedIn, Word-Press.com and Twitter. Are you connected to the JMU Nation?

14 Professors You Love Casey Carter (’70, ’73M, ’81M) honors William McMurray, JMU College of Arts and Letters professor emeritus of English

17 My Madison JMU parent Katly LaMar (’12P) shares her family’s Madison Experience

20 Bright Lights Bristol-Myers Squibb chemist Erik Stang (’06), entrepreneur Latane Meade (’01) and medical scribe Sally Boyd (’12)

44 Mixed Media Book announcements by faculty and alumni authors

Alumni

45 News $1 million Bluestone Reunion! JMU Alumni Association news, alumni take 2012 Big Event across the nation, Road Dawg celebrates five years, Madison Alumni Conference, Senior Candle Lighting and the Save the Date calendar

47 Madison Perspectives College of Arts and Letters graduate and JMU Alumni Association President Jamie Jones Miller (’99) welcomes President Jonathan Alger and the Class of 2016

50 JMU LOVE: Do you have it? JMU Leaders of Volunteer Engagement program offers alumni ways to connect into the lifelong Madison Experience

54 Class Notes News from alumni and former faculty, and scholarship thank-yous from students. JMUWorks features Sparkling Events by Ebony Sparkes (’98). Also, Washington Nationals coaches Jeff Garber (’88) and Doug Harris (’87), and artist/shoe designer Matthew Lockley (’11)

64 Picture This Students welcome the Alger family to JMU

< One family’s Madison Experience JMU parent Kathy LaMar (’12P) shares her family’s four-year JMU journey. PAGE 17

GET CONNECTED:
www.jmu.edu

GET INSPIRED TO BE THE CHANGE:
The Be the Change website has stories and videos about students, professors and alumni changing the world. Sign up, connect, chime in:
www.jmu.edu/bethechange
Share your Be the Change story at madisonmag@jmu.edu

VISIT JMU:
Prospective students, alumni, JMU friends: Find it all here. The JMU events calendar, campus map, area lodging and dining, and “Our home in the valley” feature. Log on before you roll in to the ‘Burg:
www.jmu.edu/admissions/visit

ALSO:
Follow @JMU on Twitter
PARENTS:
Visit www.jmu.edu/parents

Picture This! JMU students welcome the Alger family PAGE 64

Furious Flower Poetry Center Celebrating renowned poet Lucille Clifton PAGE 12

Big Event 2012 Alumni take Big Event and Purple Pride across the nation PAGE 46

JMU Nation! Hall of Fame 2012 inductions; Don’t miss JMU vs. West Virginia at FedEx Field! PAGE 15

JMU LOVE: Do you have it? JMU Leaders of Volunteer Engagement program offers alumni ways to connect into the lifelong Madison Experience
GREETINGS FELLOW DUKES

I beamed with pride as I read the entire Spring/Summer 2012 Madison magazine cover to cover. I must admit that given my busy schedule, I had not taken the time to read a lot of previous issues; instead they were all stacked up and included in my “things to do” list. After reading about President Rose’s rich legacy and all of the other great things currently happening at JMU, I am ever so proud to be a JMU alum. As a student when Dr. Ronald Carrier was president, I fondly recall days at JMU. These experiences propelled me to a career in student affairs after my involvement in JMU student life.

— Pamela D. Anthony (’93)

REMEmBERING MIKE CARRiER (’87, ’91M)

The thing that impressed me most about Mike Carrier (’87, ’91M) was when he came to work at JMU he could have depended on his father, then-President Ronald E. Carrier, to hand him a career. I recognized very early that was not going to be the case. Mike worked hard to find his own niche, and grew in his career as JMU expanded. Knowing how fast the university was advancing under his father’s guidance, Mike always hustled to keep up and became an integral part of the growth. He certainly did his share to help make JMU the university it is today. He will be missed.

BRAD BARCOCK
Former JMU executive associate athletics director and baseball coach
Concord, Va.

THANks FOR THE FAMILY ATMOSPHERE AT BRIDGEFORTH

We attended the first football game at the remodeled Bridgeforth Stadium last season and snapped this picture of our daughter, Future Duke Emily, enjoying the game. This was her first live football game too! Thank you to JMU and the JMU Alumni Association for creating a great family atmosphere at the stadium.

Justin Lenhard (’94)
Stafford, Va.

Future Duke Emily Lenhard shows off her Purple Pride at the first game in the renovated Bridgeforth Stadium.

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

PHOTOGRAPH COURTESY OF JUSTIN LENHARD (’94)
**PEMBROKE ELEMENTARY FULL OF JMU SPIRIT**

JMU Dukes! Pembroke Elementary School teachers from Virginia Beach want to share our Madison pride. We are proud to say we spent our college years in the beautiful Shenandoah Valley earning degrees in education. In our photo Ellen Harrell Grondin (’73) holds up memorabilia from her sorority days in Zeta Tau Alpha. She teaches third grade at Pembroke Elementary School. Karen Mount O’Meara (’74) is assistant principal. The Virginia Association of Elementary School Principals named O’Meara the 2012 National Outstanding Assistant Principal of the Year. Pam Detamore Schneider (’76) has taught at Pembroke for 23 years as an early childhood special education teacher. Janelle Nadeau (’11) has taught second grade for two years. I am Class of 2010 and started teaching fifth grade at Pembroke. I now teach third grade. We are thankful for the high quality education we received at JMU, and we are glad to teach in the Virginia Beach City Public School system. We’ll continue to shake our purple and gold pompoms.

Hayley Hicks (’10)  
Virginia Beach, Va.

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**CHECK OUT MADISON MAGAZINE ONLINE AND SHARE YOUR STORIES**

My husband, Justin Kittredge (’00), and I were featured in the Spring/Summer 2012 Madison magazine about our work with our nonprofit, Shooting Touch. Thank you for the great article. Is there a way we can see an electronic version of the article?

Lindsey Kittredge  
director, Shooting Touch Inc.  
Medfield, Mass.


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**PEMBROKE ELEMENTARY SCHOOL**

Pembroke Elementary School teachers and JMU College of Education alumnus show off their Purple Pride! Left to right are Ellen Harrell Grondin (’73), Karen Mount O’Meara (’74), Pam Detamore Schneider, (’76), Hayley Hicks (’10) and Janelle Nadeau (’11).

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**Why choose James Madison?**

Summer has become my favorite time of the year at James Madison University. During the last five summers I have had the opportunity to work with the newest members of the Madison community. My role as a freshman adviser allows me to develop relationships with freshmen that begin at Summer Springboard and often continue beyond their first-year experience. Once I have explained JMU’s academic policies, procedures and requirements to a freshman, our relationship evolves. I have learned that every student has a special story to tell.

As an effective adviser, I realize that I cannot change the essential aspects of a student’s story but I can help him or her transition from high school and successfully navigate their first year of college at JMU. Ultimately, I think that in the adviser/advisee relationship, we have to be able to get to know each other. We need to build trust, communicate well and solve problems — and this is the fun aspect of my job!

Freshman advising is a vital component of the Madison Experience. As freshman advisers we embrace the intellect, creativity, energy and passion that freshmen bring to campus each year. We help each class of new students learn to clarify personal values and academic goals, set priorities, develop higher order thinking and learning skills, deal with complex ideas and choices, and guide in their decision-making.

I invite you to visit the beautiful James Madison University campus. Take a tour and talk to current students about their freshman advising experience and the impact this program has on their transition to college life and academic success. After you’ve read this issue of Madison, please share it with a prospective student you think will benefit from the unique Madison Experience.

— CARROLL WARD (’08M)  
JMU nursing professor and freshman adviser

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**Guest Editor’s Note**

www.jmu.edu/madisononline
Lynda Ramsey joined the JMU marketing office as a graphic designer in 2007 with 18 years of experience as a designer. Her JMU work has included designs for the annual Be the Change Calendar and Stewardship Luncheon, Gandhi Center stationery and T-shirts, as well as slideshows for the Forbes Center for the Performing Arts website. Ramsey graduated from Virginia Commonwealth University School of the Arts and earned a B.F.A. in communication, art and design, cum laude. She double majored in graphic design and photography. She has exhibited her photography in the Richmond, Va., area and was chosen by the Virginia Museum of Fine Arts for a traveling exhibition in 1999–01. She enjoys hiking and photographing the Blue Ridge Mountains, and she lives in Staunton, Va., with her chocolate labs Bentley and LaCie.

Emma Dowdy (13) is a graphic design major and art history minor from Williamsburg, Va. She interned with the JMU department of communication and marketing this past summer and continues her work during fall semester. She is a member of InterVarsity Christian Fellowship and JMU’s art honors fraternity, Kappa Pi. Dowdy participated in a Students International Alternative Break program in Guatemala, where she taught fundamental art skills to students. She hopes to work with a nonprofit multimedia team after graduation. See Dowdy’s “Alumni Big Event” graphic on Page 46.

Carol Hamilton (97M), director of the JMU College of Business Center for Entrepreneurship, shares an essay on entrepreneurship on Page 42. She joined the JMU faculty in 2000 as a COB 300 faculty lecturer. She has launched JMU Challenge, a university-wide competition, and Madison Consulting, a CoB student consulting team. She helped establish two student organizations, Net Impact and Society of Entrepreneurs. Her work engages students and alumni in creative problem-solving of pressing social needs. Hamilton is an identical twin, which she says, “is why I am so accustomed to teamwork.” She and her husband, David, live in Harrisonburg.

Katie Landis joined the JMU marketing office as a photographer in June. She is a 2012 graduate of Eastern Mennonite University where she was a double major in photography and digital media. She minored in journalism. She also works as a freelance photographer. The self-proclaimed “book worm” says she loves to “create things — anything from photographs to food, clothes and art!”

JMU parent Kathy LaMar (’12P), mother of Alexandra LaMar (’12), writes about her daughter’s — and family’s — four-year Madison Experience on Page 17. LaMar was one of the first JMU parents to participate in the JMU Office of Parent Relations program offering class experiences to parents during Family Weekend 2008. LaMar is a 1988 graduate of the University of Pennsylvania Wharton Evening School. She worked for the Downingtown, Pa., Area School District and serves on the Safety Committee; the Wellness Council; and the district’s Dialog Team, a collaboration of district and community stakeholders who partner on major challenges facing the district. LaMar and her husband, Jim, a 2004 Penn State University alumnus, live in Coatesville, Pa., and she serves on a committee to raise monies for Emily’s Dash Foundation. A donor-advised fund, the foundation supports eradication of bacterial meningitis, promotes childhood literacy and educates on anti-bullying.

Dowdy Photograph by Mike Miriello (’09M); Hamilton and Ramsey by Diane Elliott (’00); Lamar courtesy of Kathy Lamar (’12P)
Why Madison?

Listening tour offers mutual discovery and opportunity to etch a bold vision for JMU

One of the most enlivening aspects of life at a university is the constant transitioning. Freshmen arriving, faculty members discovering, students learning, seniors graduating — all of these experiences, among many others, are fully transformative events that affect not only those personally experiencing them, but also the entire university community as well.

I am acutely aware of how transitions can be powerfully formative, as I became president of James Madison University in July. Moving to Harrisonburg and still finding our way around campus, my family and I are in the midst of major change. So I say to you Madison freshmen of the Class of 2016 — if you feel a bit lost on campus, please know that you are not alone!

As our freshmen and the rest of Madison’s student body dedicate themselves to learning in their courses this semester, I will dedicate myself to learning about the Madison Experience. Already, I know a great deal about this wonderful university. I can say with the objectivity of an outsider that the world has taken notice of JMU. The quality of the academic programs, the great minds and personal commitment of the faculty, the student-centered culture, the commitment to societal engagement, the problem-solving approach to education, how JMU has synthesized these elements into one Madison Experience — these aspects are evident to outsiders and among the many reasons I sought the “best presidency in America,” as Dr. Linwood Rose identified it.

But there is still much for me to learn about James Madison University.

In my acceptance address last November I emphasized the importance I place on an “engaged university” in today’s world. Indeed, I believe that James Madison University can become recognized nationally as the model for what it means to be the engaged university in the 21st century. But if we are to become this national model, the university community must go there together. My first step in working toward this vision will be to fully engage with you. I must acquire a complete 360-degree understanding of the university’s strengths as well as its challenges and an understanding of what makes Madison unique.

I have launched a listening tour to meet as many of you as possible. Just as I have been asked why I came to Madison, I plan to ask you “Why Madison?” Why did you choose to attend, teach or work at JMU? Why is Madison important to you? Why are you committed to JMU? Why do you volunteer your time or invest your resources in the university? Why is Madison uniquely suited to address the most pressing challenges of our society and our world? “Why Madison?”

I want our conversation to be one of mutual discovery. It will be intellectually invigorating, open and frank. I also expect that it will be enjoyable and rewarding. Already during the first few listening tour events, our conversations have been deep and enlightening. The themes that emerge from your answers to “Why Madison?” will inform the university’s next strategic planning process. So please reflect deeply on my question, “Why Madison?” I hope to hear your answer soon when the listening tour makes a stop near you.

I want to thank the JMU Board of Visitors and the presidential search committee for expressing faith in me and my leadership. I am honored to join the Madison community as its president. You achieved great things under Dr. Rose’s strong, strategic leadership, and I say with deep humility that I plan on building upon his legacy and meeting your high expectations.

I look forward to my first semester of the Madison Experience. Please come to campus for Homecoming and Family Weekend, football games, other athletics events, and shows at the Forbes Center. Or visit when you happen to be driving down Interstate 81. Please look for dates when I will be visiting your part of campus and the country. I look forward to meeting you — faculty members, students, alumni, donors, staff members and friends of JMU — and getting to know the Madison community intimately. Together we will define “Why Madison,” etch a bold vision for the university’s future and then show the world “Why Madison.”

Jonathan R. Alger
President, James Madison University
or many seniors, the fear of not finding a job after graduation is a huge theme. In a time when jobs are scarce, JMU students are doing everything they can to rise above their competition. For quantitative finance major Ed Andrews (‘12) of Sparta, N.J., that competitive edge came through the Capital Markets Lab in the JMU College of Business. Andrews already had a job waiting for him when he graduated in May, largely due to the real-world experience he gained through the resources in the new campus lab.

The Capital Markets Lab was built through a generous contribution from Enrico S. Gaglioti (‘94), a College of Business marketing alumnus. The lab is equipped with 12 Bloomberg terminals, a professional investment computer system created for the financial marketplace. It also features two 50-inch flat panel displays with cable news feeds, a catchy stock ticker above the Zane Showker Hall Room 109 entrance and a wide range of systems and databases that allow students to access a wealth of information. Elias Semaan, JMU professor of finance and business law, says the lab is not only an invaluable resource for the students, but that it has significantly enhanced teaching.

Bloomberg, the main database system used in the lab, is the industry elite of financial databases. Including Bloomberg...
experience on their resumes gives students an invaluable leg-up during job searches. In addition, many students choose to take the Bloomberg Assessment Tests and earn a “Bloomberg Essentials” certification, which Semaan regards as “almost the equivalent to having a second degree.” The hands-on learning that the Capital Markets Lab provides "makes students more marketable," says Andrews, who also served as president of the student-operated Madison Investment Fund. “We have access to the same tools as professionals. You can’t get better experience than this.”

The use of the Bloomberg program not only gives Dukes a world of experience beyond other students at the same level, but it also increases productivity. Tasks that previously would have taken three to four hours and data collection that can take months, is now done in the time it takes to click a button. This then allows students to spend time in more valuable ways, like interpreting data and analyzing appropriate actions. Semaan says he initially noticed the huge effects of the lab in the quality of student presentations. Students are able to get details they couldn’t before and take their stock pitches a step further with high quality, professional data. The resources of the lab also help students keep up with developments in the industry, which according to Semaan is why students are so successful when they leave JMU.

The systems allow students to take concepts that were once abstract discussions and apply them to real-life cases. Students, who once simply discussed how natural disasters affect economies, can now use these resources to find and examine the actual data describing how Hurricane Katrina affected the U.S. economy. Expanding the use of the lab to the entire campus and students of any major is the next phase of the lab. [M] Learn more about the Capital Markets Lab at www.jmu.edu/cob/finance/tradinglab.shtml.

[JMU Debate]  

JMU Debate ranks No. 5 nationally  

BY GABRIELLE PICCININNI ('11)

Debate is not an activity intended to establish absolute truths or even arrive at agreement. Instead, debate provides a forum for reasoned argumentation and rigorous analysis of opposing viewpoints, with the intent to enlighten the masses. Mahatma Gandhi once said, “Honest debate is often a good sign of progress.” Intercollegiate debate is no different as it fosters understanding and cooperation, while demanding critical thinking, effective communication, independent research and teamwork.

JMU’s debate program was established in 1968 and consists of Policy Debate and the Madison Debate Society, formed in 2010. Offering novice, junior varsity and varsity levels, JMU Debate is open to all students but requires a special breed of dedication. It is the only extracurricular activity on campus that demands the research equivalent of a master’s level thesis each semester.

Growing both in size and achievement in the 2011–12 season, JMU Debate ranked No. 5 in the country according to the National Debate Tournament sweepstakes rankings. The comprehensive ranking system measures success across an entire season. JMU also finished No. 11 in the Cross Examination Debate Association national rankings and No. 2 in the American Debate Association national rankings. For three straight years JMU Debate has placed [Continued on Page 10]

[Le Gourmet]  

Le Gourmet celebrates 10 years  

Signature event raises scholarship monies for hospitality management program

Students and faculty in the JMU Hospitality Management Program will present the 10th-Annual Le Gourmet fundraising event on Nov. 10 at the U.S. Chamber of Commerce to welcome and celebrate with alumni and friends. The dinner party and auction has grown to be an integral part of hospitality education at JMU. The theme of this year’s event is “Purple Rain,” which will pay homage to the 1980s. Attendees are encouraged to dress to impress, while being ready to rock the night away to live music. Le Gourmet is the single largest fundraiser in support of the JMU Hospitality Management Program. The evening begins at 6 p.m. with a reception and hors d’oeuvres, followed by dinner, awards and the live auction. Dancing and a silent auction round out the evening.

Individual seats are $200 or $1,800 for a table of 10. Recent graduates (2009–2012) and JMU parents of hospitality management majors may attend for $100. All proceeds benefit student scholarships in the hospitality management program. For more information on the program, tickets, the silent auction, sponsorships, overnight guest rooms and directions, please visit the program website: [M] www.jmuiegourmet.com.
‘My greatest success is actually having an effect on the way people think.’

— ZEKE MIHELČIC (’14), JMU Debate team

Continued from Page 9

among the top 20 in all three
collegiate rankings.
JMU Debate attracts students
from all academic disciplines and the JMU team is
unique in the number of its debaters studying the natural sciences. Regardless of aca-
demic backgrounds, the team is
held together by the same
Madison camaraderie found
throughout campus. While
debaters engage in verbal
duels, armed with differing
opinions, “every single person
is always just as happy to see
their teammates excel as they
would be for themselves,” says
Nikki Cone (’12).
The 2011–12 team included
32 debaters and eight coaches
— a stark difference from
when program director and
communication professor
Mike Davis came to JMU
in 2006 as the sole coach of
seven debaters. Although the
largest JMU team to date, the
squad is considerably smaller
than most of its competitors
and operates on a significantly
smaller budget than the other
top 50 teams.
JMU has become a formidable
team among elite collegiate
debate and earned 43 indi-
vidual top speakers awards this
season. Nine JMU students
were named National Debate
Scholars — the equivalent of
All-American — for their per-
formances. Political science
and history major Mark
Waugh (’12) and communica-
tions major Oliver Brass (’13)
were also named to the CEDA
All-American team, placing
the two among the top 30
debaters in the country.

In a debate setting, stu-
dents “think on their feet with
little in-competition prepara-
tion time,” Davis explains.
“This quick thinking nature
of debate hones their critical
thinking skills in a way that
no other activity could.”

Holding to James Madison’s
principle that a republican
democracy is healthy only
when informed and civil
debate thrives, in 2001 the
James Madison Center
partnered with the debate
program to found the annual
Madison Cup tournament.
Made possible through
sponsorship from the Arthur
N. Rupe Foundation, the
Madison Cup is a unique
intercollegiate debate, which
combines the excitement and
challenge of tournament com-
petition with the relevance
and empowerment of a public
audience and audience par-
ticipation. The Rupe Founda-
tion recently awarded JMU
a $49,000 grant to be used
for the Madison Cup tourna-
ment and to establish a public
debate class. Offered this fall
semester, the course is open
to all students and will be co-
taught by Davis; Paul Mabrey,
assistant director of debate;
and Kathy Clarke, communi-
cation studies librarian.

“It’s not the wins or losses
that count, but rather the
impacts arguments have on
people,” says math major
Zeke Mihelcic (’14). “So,
my greatest success is actually
having an effect on the way
people think.”

Keeping an eye on increased
participation, Davis says the
real secret to JMU Debate’s
success is never being satis-
fied with previous accom-
plishments. “We certainly
feel that we should celebrate
our successes,” he says, “but
at the end of the day unless I
am looking forward to what
we can accomplish next, I am
doing a disservice to our stu-
dents and to JMU.”

JMU takes top Americas prize
in Google marketing challenge

BY PATRICIA L. MAY

A
team of three JMU May graduates was named
the Americas Region winner of the 2012 Google
Online Marketing Challenge. Marketing majors
Rachel Krause (Alexandria, Va.), Nicole Behr
(Basking Ridge, N.J.) and Tara Goode (Gulph Mills, Pa.)
competed in the challenge as part of marketing professor
Theresa Clarke’s College of Business Marketing 490 class.

“lam so proud of our students for performing remark-
ably well in the challenge,” says Clarke. “They are a talented,
hard-working group.”
The team won top honors by creating a Google AdWords
campaign for Triple C Camp, a youth camp and challenge
course in Charlottesville, Va. The purpose of the competition
is for teams to partner with a business or nonprofit website
to maximize targeted and relevant traffic to the business or
nonprofit organization’s website. Krause, Behr and Goode
were among 11,000 students in 86 countries to compete.
According to Google, the 2012 competition was “the most
competitive and diverse pool of teams yet.”

In addition to the 2012 Americas Region winners, JMU
had a second team that placed among the top 15 in the
Americas and among the top 60 teams in the world. This
is the third time in five years that a JMU team has won
the Americas region. Each member of the winning team
receives a new laptop and a trip to Google headquarters in
Mountain View, Calif.

2012 Google Online Marketing Challenge winners (l-r): Tara
Goode (’12), Rachel Krause (’12) and Nicole Behr (’12). This
marks the third consecutive year that a JMU team has taken
the top regional prize in the Google Marketing Challenge.

PHOTOGRAPH COURTESY OF THERESA CLARKE
The new biosciences building, Centennial Hall, opens for fall 2012 semester. The research- and teaching-intensive space includes a green house, a green roof, outdoor teaching spaces and a state-of-the-art microscopy lab.

JMU College of Business specialty programs received several nods from Bloomberg Businessweek in the magazine’s “Top Undergraduate Business Schools by Specialty for 2012” issue. JMU’s program in information systems ranks No. 9 in the nation. The quantitative methods program ranks 18th, entrepreneurship 32nd and international business ranks 36th.

Then-President Linwood H. Rose and his wife, Judith, help dedicate the Rose Library in a naming ceremony on June 1, 2012.

Students in JMU’s College Arts and Letters visited a wide range of international professionals and other experts in several of the most dynamic and diverse communication centers in the world during Study Abroad in May. In a 21-day whirlwind tour, covering 18,092 miles, students visited England, France, India, Istanbul, Turkey and the United Arab Emirates. The communication majors explored and blogged about cutting-edge global issues at corporations, public relations and government agencies, media outlets, and nonprofit organizations.

Montpelier tour app users can virtually stroll the gardens and forest, view the galleries and take in many other attractions on the estate’s 2,650 acres.

In July Apple Computer’s iPhone app store featured the new “James Madison’s Montpelier” tour app. Users can download the Montpelier app from their iPhones, iPod Touches or iPads from the Apple store’s education section under “What’s Hot.” The tour app integrates modern technology to tell the story of the Founder of the Constitution. A little over an hour drive from the JMU campus, Montpelier is the ancestral home of President James Madison.

The College of Business offered its sixth CyberCity program, designed to introduce eighth, ninth and 10th graders to careers in the field of computer information systems. The outreach program, a finalist in the 2012 Governor’s Technology Awards, targets students who may not consider college or technology careers due to economic or family situations. Forty students and 20 faculty members tackle topics like digital forensics, protocols for secure networks, wireless networks, facial recognition technology and business etiquette.

Then-President Linwood H. Rose and his wife, Judith, help dedicate the Rose Library in a naming ceremony on June 1, 2012.

For many students, JMU’s CyberCity is a first visit to a college campus.
A soft-spoken and humble woman, the poet Lucille Clifton may have never imagined she would be the focus of two major art exhibits which pay tribute to her life, teaching and poetry. The JMU Furious Flower Poetry Center has honored the national treasure with two exhibits in downtown Baltimore, Md., partnering with photographer Lynda Koolish, the Enoch Pratt Free Library and the Reginald F. Lewis Museum of Maryland African American History and Culture.

At Enoch Pratt Free Library’s exhibit, “Won’t You Celebrate With Me? Honoring the Life and Poetic Legacy of Lucille Clifton,” viewers see glimpses of Clifton as a daughter, mother and wife. Two of Clifton’s children, Alexia and Sidney Clifton, helped supply rare family photographs.

The exhibit focuses on Lucille Clifton’s public world and includes photos by Lynda Koolish, who spent 30 years photographing African-American authors. Koolish’s photographs not only show Clifton, but many of her colleagues and friends such as Hermine Pinson, Tony Medina, Nikki Giovanni, Honoree Jeffers and Sonia Sanchez.

“Clifton’s poetry unashamedly confronts politics, racial and female identity, and it is infused with a strong undercurrent of loss,” says Furious Flower Center Executive Director Joanne Gabbin, also a friend of Clifton’s. Loss was a recurring theme in Clifton’s life: she lost her husband Fred, her son Channing, and her daughter Frederica, and she experienced life-threatening medical conditions, including kidney failure. Yet at its heart, Clifton’s body of poetry speaks of triumph and celebration.

Before her death in 2010, Clifton’s writing and teaching career spanned four decades. She wrote 13 books of poetry, more than 20 books for young readers and a memoir. She was named distinguished professor of the humanities at St. Mary’s College of Maryland and received many prestigious awards including Poet Laureate of Maryland and the National Book Award.

The opening of “Won’t You Celebrate With Me?” on June 14 featured readings and musical selections by writers Nikki Giovanni, John Milton Wesley, Afaa Michael Weaver and eight others, to a crowd of more than 200.

Continued on Page 16
Get connected

JMU has more than 33,800 Facebook fans, 11,300 Twitter followers, 3,800 LinkedIn members and more than 278,800 YouTube channel views.

JMU FLICKR POOL Add your special JMU photos and comment on others. (Above): Ashley Grisham (’13) captures the Marching Royal Dukes. Visit www.flickr.com/groups/1132487@N22/pool.

Are you plugged in?

Ax www.facebook.com/jamesmadisonuniversity
Ax www.twitter.com/JMU
Ax www.youtube.com/DukeDogTV
Ax www.linkedin.com (search JMU Alumni Association under “groups”)
Ax http://jmubethechange.wordpress.com
Ax http://foursquare.com/jmu
Ax http://pinterest.com/jmu

Be the Change wisdom

How is JMU’s extraordinary brand of change shaping a new future around the world? Log on and chime in.
Ax http://jmubethechange.wordpress.com

Plan your visit to the JMU campus

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

Facebook.com/jamesmadisonuniversity

Tell us about your Madison Experience and plug into other JMU conversations.
Ax facebook.com/jamesmadisonuniversity
Ax Alumni, share your chapter news and learn more about the alumni association.
Ax facebook.com/JMUAAlumni

Apply to JMU!

The first step to the unique Madison Experience is applying to James Madison University.
Ax www.jmu.edu/admissions/apply

ONLINE

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

E-NEWSLETTERS

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

TELEVISION

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

RADIO

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

PRINT

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

SPORTS

Ax www.JMUSports.com JMU sports action and live video in the MadiZONE and Pawprint: Duke Club Newsletter, (540) 568–6164
A legacy of respect

I help my students find their voice thanks to William McMurray's lessons

BY CASEY CARTER (’70, ’73M, ’81M)

When I first arrived at Madison College from a small-town high school I was sure of only two things: I was very fortunate to be able to continue my education on academic scholarships, and I knew that I wanted to major in my favorite subject, English.

My family taught me the value and importance of education, and my excellent teachers at Lexington High School [Lexington, Va.] helped me develop a respect and love for literature. I was delighted and somewhat overwhelmed to find that the Madison College Department of English included brilliant, dedicated educators who loved to share their knowledge and expertise with students. I was inspired to learn from professors like Dr. Frank Adams, Dr. Frances Cavanaugh, Dr. Louis Locke, Dr. Andrew Mahler, Dr. Geoffrey Morley-Mower, Dr. Helen Swink and Dr. James Poindexter.

One of this distinguished group of educators — Dr. William McMurray — was the quintessential professor of English. He was dignified and professional in the classroom. His genuine respect for his subject matter was immediately apparent to anyone fortunate enough to be in his class. He helped me and countless others understand, appreciate and embrace the rich literary heritage of our country.

In his early American literature classroom, I learned about the Puritan spirit, the influence of the American frontier on our literature and the limited but powerful role of American women in the early development of our country.

Dr. McMurray’s calm, classic approach in the classroom added dignity and respect to the many young voices in the literature we studied. He gave equal attention to the poets, novelists, politicians, clergy and everyday citizens who shaped the voice and experience of this grand experiment in democracy.

When I enrolled in JMU’s graduate program in English, I again had the opportunity to learn from Dr. McMurray — not just factual knowledge, but powerful life lessons, as well. One day in class I answered a question from Dr. McMurray with what I knew to be an adequate, if uninspired response. He paused to consider my answer and then quietly, but firmly, told me that he would look forward to an explanation and justification of my answer in our next class.

After I got over the initial shock, I set out to substantiate my answer. I found so much more than my previous “acceptable” response. Life lesson learned. Late that night I concluded that I had been taught a number of valuable lessons. My opinion had been received and respected in front of the class even though Dr. McMurray knew that the quality of the response was subpar. I had been given the opportunity to support my opinion and prove my statement. While he must have known what I would find, he gave me the space and courtesy to express myself. He was willing to consider my answer — he invited me to teach him. I went to the next class and presented what I had found. Dr. McMurray was gracious and respectful. He listened intently and thanked me for my work. I learned how to push myself, not settle and how to treat others.

Over the years I have remembered that day in class and many other interactions with Dr. McMurray. I try to emulate his style when I work with students as a teacher and adviser. I honor his legacy of respecting all opinions. In the tradition of the superb faculty of the Madison College and JMU College of Arts and Letters English department, my goal as an educator is to assist others as they find their own voices. I also wish to respect the right and power of the mind of each individual student. I am grateful to Dr. William McMurray and the English department faculty for my lessons in how to learn.

About the Professor
Professor Emeritus of English William J. "Bill" McMurray served on the Madison English faculty from 1965 to 1992 and served as department head. His wife, Mary Gaines McMurray ('78M), earned a master's in reading education and worked in the JMU reading lab for many years. The couple lives in Harrisonburg and in 1995 established the William J. and Mary G. McMurray Scholarship. The award provides financial assistance to English majors studying English and/or American literature.

About the Author
Casey Carter (’70, ’73M, ’81M) is an associate athletics director for JMU Student Athlete Services. She lives in Harrisonburg and serves as an academic counselor and adviser to student-athletes in the JMU Plecker Athletics Center. She earned her JMU undergraduate degree in English, cum laude, and was a member of Zeta Tau Alpha. She later earned two master’s degrees in education management and counselor education at JMU. She is a member of the Duke Club and the President’s Council.
2012 JMU Athletics Hall of Fame Class

Six former Dukes will be inducted into the JMU Athletics Hall of Fame on Oct. 12.

LeAnn Buntrock (’83)
Track & Field/Cross Country
First JMU female cross country runner to earn All-America honors

Russ Coleman (’00)
Track & Field/Cross Country
Holds several JMU school records, including outdoor 5,000 meters

Charles Fisher (’83)
Men’s Basketball
Holds several JMU records, including No. 2 at JMU in single-season free throw percentage (91.3 percent)

Paul Morina (’82)
Wrestling
JMU career record 68-5-2; won JMU’s first-ever regional wrestling title

Cindy Slagle Flickinger (’84)
Track & Field/Cross Country
1981 Virginia AIAW Champion in 800 meters, 1982 champion in 1,500 meters

Eriq Williams (’93)
Football
All-time leader on JMU’s combined rushing/passing touchdowns list (72)

25th Annual JMU Athletics Hall of Fame Induction Banquet

FRIDAY, OCT. 12
6 p.m., reception
7 p.m., program and four-course dinner
Festival Student and Conference Center – Grand Ballroom
Black tie optional
R.S.V.P. by Friday, Sept. 28
Individual $45, Couple $85, Table of Eight $325

www.JMUSports.com/halloffame
**[JMU Parents]**

**Connection starts here**

*Milbert family builds JMU-parent relationships with First-Year Send Offs*

*BY JAN GILLIS (’07)*

Going off to college — one of the most exciting times for students and their families — can also be challenging and downright anxiety-ridden.

Will my child’s college experience be positive? Will college be too much of a financial burden for our family? What dining package will my student need? What if my student has problems with a roommate? The questions seem never ending, and the problems that might present loom large.

It would be nice to have the advice and reassurance from experienced parents and students who have made the transition.

That’s where JMU’s First-Year Send Off picnics come in. Held at various locations around the country, the events give new Dukes and their families a chance to get to know others from their locale, and pose any and all questions to current JMU parents and students, and staff members.

Hosting send off picnics is a way of life for Fred (’76, ’11P) and Lerita Milbert (’11P). Even though their daughter Kallie (’11, ’12M) is now officially a JMU alum, the Milberts are five-time hosts for the summer send off event in Prince William County, Va. “We feel we get parents out of the dark and calm their fears, especially if they are sending off their first child,” says Lerita. That’s what makes their role so enjoyable. “The best experience is seeing parents come into a picnic really nervous and as to what they are getting into and seeing them leave with a look of relief. They say, ‘I feel like I’m connected now, like I belong,’ ” explains Fred.

Connection, it turns out, is just as important for parents as it is for students. “Parents leave the picnics knowing that JMU is connecting to them,” says Fred. “And where we see the biggest connection is student-to-student. Kallie met students at the picnic, then saw them on campus, and they stayed in touch.”

And the Milberts have found that JMU’s Parents Council is another vital resource for forging relationships.

“A co-worker of mine, Debbie Barnard (’77), encouraged us to join the Parents Council,” says Fred. “Once we got involved, we were able to meet people and see the connections we could make with the university that were not just directly related to Kallie. We were able to meet good people and create our own network with them. Being engaged with the university and the Parents Council helped us, even providing a social outlet. Kallie was our youngest, and we weren’t empty-nested.”

JMU Parents Council membership was the Milbert’s counterpart to Kallie’s well-rounded Madison education. “Being a member of the Parents Council broadens you personally, gives you an insight as to what is going on at the university, makes you feel involved,” says Lerita. “It kept us well-rounded.”

The Milberts agree that Kallie’s Madison Experience was more than they hoped for. “Whenever we visited, even at ‘off-times,’ we always saw the same enthusiasm that we saw participating in Choices [the JMU Admissions program for admitted freshmen and their families],” says Lerita. “The most impressive thing about JMU is that there is something for everyone to be involved in, clubs, organizations, all kinds of resources,” says Fred.

The family proves over and over that connection is at the heart of all things Madison. Kallie began her teaching career at Yorkshire Elementary in Manassas in August. She is one of three JMU graduates hired by the school — one more link in the chain of JMU connection.

*Learn more at [www.jmu.edu/parents](http://www.jmu.edu/parents)*

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**Clifton** Continued from Page 12

“Among Poets: Maryland’s Poet Laureate Lucille Clifton” opened at the Reginald F. Lewis Museum of Maryland African American History and Culture on June 15 and features more photographs by Koolish. The opening for this event again featured readings and reflections by select authors and Clifton’s friends.

Both exhibits were curated by JMU English Professor Joanne Gabbin, who worked in partnership with Michelle J. Wilkinson, director of collections and exhibitions at the Reginald F. Lewis Museum, and Judy Cooper, chief of programs and publications at the Enoch Pratt Free Library.

In September 2010, Gabbin and University Distinguished English Professor at Virginia Tech Nikki Giovanni hosted “73 Poems for 73 Years: Celebrating the Life of Lucille Clifton” at JMU. The program included readings by 73 of Clifton’s colleagues, many who are esteemed writers and scholars, as well as those whom she inspired. Clifton’s newest book of poetry, The Collected Poems of Lucille Clifton 1965-2010, edited by Kevin Young and Michael S. Glaser with a foreword by Toni Morrison, was published by BOA Editions.


*Learn more at [www.jmu.edu/furiousflower](http://www.jmu.edu/furiousflower)*

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**PHOTOGRAPH BY MIKE OLLIVER**
Our family is standing in the kitchen, saying goodbye as we had many times, while Alex gathers her things to head back to JMU. It’s the end of Spring Break 2012, and a teary-eyed Alex says, “Mom, do you realize this is the last time I’ll be driving back to JMU?” My daughter’s emotions move me to tears. My Alex, a College of Business senior (and now proud Class of 2012 graduate), was at this moment nearing the end of her Madison Experience.

Where did the last four years go? Wasn’t it just four weeks ago we moved Alex into Potomac Hall to start her adventure as a freshman? Wasn’t it just three weeks ago we assisted with her move into newly constructed Shenandoah Hall? Alex loved JMU’s campus life so much, she wanted to live on campus during her sophomore year. Wasn’t it also just two weeks ago we moved her into the “Berry Patch” — Bayberry Lane in Copper Beech — with her buddies? It surely feels like it was only a week ago that we drove to Harrisonburg, Va., to settle Alex in for her last year at JMU.

As we arrived on campus after Spring Break in March, Alex again teared up. “A community like JMU isn’t just rare, it’s one-of-a-kind,” she said. “I’ve had the greatest times of my life here, and the best is yet to come.”

I wasn’t certain it was possible for it to get any better! Alex’s prior three years were filled with so many learning opportunities, leadership activities and awesome memories.

Freshman year (2008–09)
JMU celebrated its centennial anniversary, and we had the most memorable Family Weekend of Alex’s four years. Participating in Alex’s Business Statistics Class — the first year JMU offered the classroom opportunity for parents to sit in a class and share in their student’s education. We also enjoyed “Science on a Sphere,” especially knowing that JMU was the first university to
acquire this fascinating technology for environmental and educational research. The Dukes were ranked No. 1 in the nation in Division 1-AA. Our family took in four exciting games in Bridgeforth Stadium and loved the stimulating sights and sounds of the Marching Royal Dukes Band. Thunder sticks! We experienced why JMU’s food is ranked fifth in the nation by dining in the infamous D-Hall! Alex loved her JMU freshman year!

**Sophomore year (2009–10)**
Alex strongly desired to be involved in opportunities outside of her educational experience in the classroom. As a sophomore she was accepted to MYMOM — the Make Your Mark On Madison leadership group. She also served as an Outrigger Peer Educator. She traveled with JMU buddies to Atlanta, Ga., on an Alternative Spring Break Trip to have fun and give back. The group assisted the elderly in a community and worked with autistic children. Most notably for Alex — she applies for and is selected a Student Ambassador. She so much enjoyed fostering other students’ love for JMU. This year, Alex makes an important move educationally and changes her major from marketing to computer information systems courses. She participates in JMU’s annual Business Career Fair. Thanks to JMU’s incredible “Recruit-A-Duke” program, sponsored by the Career and Academic Planning services, Alex interviews for and lands an internship with Accenture in Washington, D.C.

**Senior year (2011–12)**
The last year? Really? Alex blinked and suddenly found herself holding on to each day’s memory. She continued activities with Student Ambassadors, Outriggers, FROGs, Small Group buddies, and enjoyed her classmates. Last-time visits to D-Hall and E-Hall, Carrier and Rose Libraries, the Quad, Bridgeforth Stadium and Showker Hall all became more important. She distinctly remembers leading her final campus tour for potential incoming JMU students and their families — the campus memories are endless. JMU’s philosophy of inclusiveness — known as “all together one” — has extended throughout Alex’s four-year Madison Experience.

JMU professors and staff provided Alex an exceptional education, a friendly, inclusive environment for growth and opportunities to seek employment. Alex received two job offers and accepted a position with KPMG at its Business Intelligence Unit in New York City. We feel assurance toward her future success is quite a treasured ending to an unforgettable journey.

Congratulations on a successful, memorable four-year Madison Experience, Alex! Yes parents, you can be even prouder each day!

**About the Author**
Kathleen “Kathy” Ann LaMar (’12P) is a 1988 graduate of the Wharton Evening School, University of Pennsylvania, and harbors a secret passion for writing. She is employed by the Downingtown Area School District. Health and fitness are very important to her. She captains a USTA tennis team (4.0 level), which competed at 2012 PATD Championships with an undefeated season record. Kathy and her husband, Jim, a 2004 Penn State University alumnus, live in Coatesville, Pa., where he is self-employed as a computer consultant. She says, “We are thrilled with Alexandra’s successful journey through JMU, culminating in her Bachelor of Business Administration Degree — cum laude!”

**MADISON MAGAZINE**

PHOTOGRAPHS COURTESY OF KATHY LAMAR (’12P)
Why is Madison a special place?

Why does Madison matter to you?

Why does Madison matter to the world?

JMU’s sixth president, Jonathan Alger, is currently conducting a listening tour — “Why Madison?” — to hear from JMU alumni, students, parents, donors and friends and learn about James Madison University, the Madison community and the Madison Experience.

Find the presidential listening tour schedule, see coverage from the receptions, follow the tour’s progress, keep up with President Alger’s reflections and offer your own ideas about why Madison matters.

www.jmu.edu/whymadison

I want to know your answers to these important questions as James Madison University enters a new era. Thank you for giving me the opportunity to learn why Madison matters to you.
Bright

Erik Stang ('06)

JMU chemistry lab to Bristol-Myers Squibb
BY KELLEY FREUND ('07)

It’s estimated that more than 1,500 Americans will die of cancer today. And more than 1,500 will die tomorrow. And the next day. When 2012 is over, it is estimated that 577,190 people will have been beaten by cancer.

JMU alumnus Erik Stang is working to change these dire statistics. The 2006 JMU chemistry major is a medicinal chemist in the oncology discovery group at Bristol-Myers Squibb, a biopharmaceutical company that develops medicine to help patients overcome serious diseases. In 1999 President Bill Clinton awarded Bristol-Myers Squibb the National Medal of Technology, the nation’s highest recognition for technological achievement, for “extending and enhancing human life through innovative pharmaceutical research and development.”

Saving lives is not an easy task. But if anyone is up for the challenge, it’s Stang. Former JMU professor (now assistant professor of chemistry at Villanova) Kevin Minbiole worked with Stang in his JMU organic chemistry classes. “He was tenacious in a tough project — one that would’ve sent a less-tough student running away,” recalls Minbiole. “When things got stuck he was highly creative as he stretched his knowledge toward a solution.”

Stang is using that creativity as a bench chemist at Bristol-Myers Squibb. “The purpose of my position is to synthesize drugs that will be used to treat human cancer. I really enjoy synthetic organic chemistry. My position allows me to build compounds and at the same time provides me an opportunity to make a huge impact on human health.”

Stang produces compounds to be tested against cancer. Once the biology group tests the compounds, Stang looks over the data to see which compounds performed well and which ones did not. Then, using these trends, he synthesizes new compounds with refined chemical structures in hopes of improving their performance as anti-cancer drugs.

“The job is really, really challenging,” says Stang. “I not only need to be an expert in synthetic organic chemistry to make these drugs, but I also need to understand the biological processes involved, so I can make better compounds. This interplay between the two fields of chemistry and biology makes my job very difficult, but ultimately very rewarding when problems are solved.”

Bristol-Myers Squibb offered Stang a position while he was in graduate school earning a Ph.D. at the University of Illinois Urbana-Champaign. Typically, chemists earn their Ph.D., do a post-doc fellowship or research assignment for one or two years and then apply for jobs when they have mastered the necessary lab skills needed for pharmaceutical chemistry. “Employers also value creative employees who are good problem solvers, and I was able to demonstrate that in my Ph.D. work,” Stang says.

His Ph.D. work involved making new discoveries. Stang and UIC professor Christina White were featured in Chemical and Engineering News for their work with the Diels-Alder reaction. The Diels-Alder reaction was first documented in 1928 and won the Nobel Prize for chemistry in 1950. It is a very common organic chemical reaction, however, the dienes (hydrocarbons that contain two double carbon bonds needed to begin the reaction) are often difficult to create and are not stable. What Stang and White did is find an effective way of making the dienes in the reaction, so they are immediately ready for use. The discovery has profound implications — it saves steps and increases efficiency. Because the reaction is so useful in making pharmaceuticals, companies can use Stang and White’s method to save time and money.

Stang describes his career success as a ladder of progression, which started in a research lab of JMU’s chemistry department. “Undergraduate research is the hallmark of JMU’s chemistry department,” says Barbara Reisner, who worked with Stang in her inorganic chemistry classes. “Students have the opportunity to think of problems outside the classroom.
The professors, students and alumni who shine in Madison’s constellation that require creative thinking and synthesizing different ideas.

“Students are not working on ‘cookbooks’ when they’re in the lab,” says Kevin Caran, JMU chemistry professor. “They’re not doing things for which they know the outcome. They’re doing cutting-edge research, things that are topics of interest outside of JMU.”

Stang believes JMU is the perfect size school to complete a chemistry degree, large enough to offer modern labs and equipment, but small enough that students are guaranteed the opportunity to do research. “At a bigger university, it’s difficult to get into a research lab as an undergrad. If you have 30,000 undergraduates and you’re a chemistry major, you might not be able to join a lab.”

Students not only get more opportunities to do research, but more chances to present that research at events like JMU’s Spring Undergraduate Research Symposium. “Practicing scientific communication allows students to take ownership of their projects and be chemists, not just chem students,” says Reisner.

Because of the upper-level courses and research opportunities in JMU’s chemistry department, Stang hit the ground running when he entered graduate school and was able to launch himself into a position at an award-winning company. “I am in a fortunate position where my job is to perform cutting-edge research with the ultimate goal of curing cancer. What I love about my work is that a good day for me could change the future of health care.”

(More information available at www.jmu.edu/chemistry.)
Latane Meade’s 6-foot-5 frame and shock-top blonde hair guarantee that he stands out wherever he goes. His jock looks are backed by a sharp business acumen, so he’s hard to categorize. Meade’s vision for life and business are uniquely intertwined. His company, a booming sports and social club, is about as traditional as its owner—a Ping-Pong playing, trucker-hat wearing free spirit with one goal in mind: Bring fun to life.

A 2001 JMU alumnus and member of the Sigma Alpha Epsilon fraternity, Meade is president of VaVi Sport & Social Club in San Diego, Calif. This past year he was one of the top five finalists for Entrepreneur Magazine’s Emerging Entrepreneur of the Year Award, presented by the UPS Store.

Meade is finding accolades and success by doing things his way—letting the results speak for themselves and allowing the world to see what a little energy boost can do for a growing business.

The JMU College of Business alumnus left Washington, D.C., — and a promising position at PricewaterhouseCoopers — in 2003 and set out for the West Coast to chase entrepreneur dreams. He hooked up with VaVi (at the time a start-up) shortly after arriving in San Diego. Meade, who majored in finance and concentrated in marketing information systems as an undergraduate, relied on his background to help guide VaVi through its formative years.

“As a JMU student, I wasn’t sure what exact field I wanted to enter,” admits Meade. “I was interested in starting my own thing, and JMU professors were supportive. Classes were very engaging. It wasn’t just about teaching; it was about allowing students to work with others.”

Citing his CoB 300 class, Meade believes his Madison Experience armed him with the tools to tackle a project as massive as helping start a business like VaVi from scratch. There were realistic challenges to face — namely how long it would take to cultivate relationships with clients and partners. For Meade, that meant looking at the total landscape of a sport and social club in the greater San Diego area, pinpointing a target audience and finding the right balance of services to provide.

Fast-forward eight years. Now, VaVi serves more than 50,000 participants, and in 2011 netted $3.05 million in revenue. The company hosts numerous sports leagues and large events and has expanded to include dance, cardio classes and adventure fitness. The company also hosts a race series. VaVi staff also encourage members and clients to participate public-service events like San Diego Serve-a-thon opportunities through the local Ronald McDonald Charity House and the county chapter of Big Brothers Big Sisters.

“We weren’t creating something new” in building VaVi, Meade explains. “But we certainly were doing it our way.”

That’s a recurring theme for Meade, who — in addition to moving out west and jumping in to help start a company at age 23 — also decided to take a different approach with his final entry video for Entrepreneur Magazine’s Emerging Entrepreneur Award.

Not 30 seconds in, Meade — wearing a black T-Shirt and playing Ping-Pong — admits to ignoring the advice of a public relations expert who told him to be “very professional” in the video. Meade pokes fun at himself for being too tall for most clothes and challenges the audience to ask themselves “if a little craziness is a bad or good way to run a business.”

The answer — based on VaVi’s success and Meade’s emergence in the industry — is obvious. “The most rewarding thing is having a vision and figuring out how to make it work,” Meade says.

Watch Latane Meade’s entry video for the Emerging Entrepreneur of the Year Award at www.youtube.com/watch?v=R7jihiQ84-s. Learn more about Meade (’01) at www.jmu.edu/alumni/awards/centennial.shtml on the “100 Days, 100 Dukes” entry for Day 93.

Latane Meade (’01) president of VaVi Sports & Social Club is named one of the top five finalists for Entrepreneur Magazine’s Emerging Entrepreneur of the Year.

The most rewarding thing is having a vision and figuring out how to make it work.

— LATANE MEADE (’01)
ally Boyd (’12) always knew that she wanted a career in medicine, but the psychology major in her questioned whether she could handle the emotional strain of treating patients. “I cry a lot during Disney movies,” the Roanoke, Va., native admits with a smile.

Boyd’s dreams of becoming a doctor received a shot in the arm in the summer following her junior year when she was invited to apply to the Rockingham Memorial Hospital emergency department’s medical scribe program. “I had previously volunteered at the local free clinic in Harrisonburg, but I had very little contact with patients,” she says. “So I was excited to be able to go into the emergency room and see even small procedures like stitches and staples being performed.”

Admission to the medical scribe program, part of the JMU-RMH Collaborative, is competitive. Students who make the cut must undergo intensive training in medical terminology and coding as well as patient confidentiality issues before being paired with a doctor.

“This is the kind of communication that every patient deserves from his or her doctor,” explains RMH emergency physician Claire Plautz, who started the program in October 2010. “Scribes are more thorough, they’re well trained and there’s a continuous feedback loop. While the scribe provides clinical docu-

‘I definitely feel like I’ll have a leg up in that third year of doctoral school,’ she says. ‘I’ll be more prepared.’

—SALLY BOYD (’12)

mentation, I can focus on what I do best — taking care of patients.

The result of the medical scribe program is better communication between patient and provider and a medical record that’s more accurate and more reflective of the patient’s visit.

Offering a modest salary, the medical scribe program presently employs seven pre-medical students, four of whom are recent JMU graduates. For Boyd, a cum laude graduate who financed her own Madison education, the stipend was an important factor in her decision to become a scribe. But the experience she has gained from documenting real-life interactions in a hospital emergency room and conversing with hospital staff has been career affirming. “Being in the ER you see a wide range of things. You see a lot of horrible things, but you also see a lot of really good outcomes with patients who really feel better and really needed to be in the ER.”

Boyd believes the scribe program will help when she applies to medical schools. “I definitely feel like I’ll have a leg up in that third year of doctoral school,” she says. “I’ll be more prepared.” Her end goal is to become a primary-care physician, family doctor or pediatrician.

Learn more about the JMU-RMH Collaborative medical scribe program at www.jmu.edu/jmuweb/general/news/general2013.shtml.
Living what you learn happens everywhere at JMU.

The JMU Huber Residential Learning Community’s service-learning placement program is one example. A Huber placement — complete with its introspective methodology and the seismic value it affords its recipients — is a shining model of what makes James Madison University different.

According to Huber Residential Learning Community Coordinator Sharon Babcock, Huber students undertake a full year “with a kind of a volunteer experience that really commands a sort of attention, planning, professionalism, and a rethinking of how you’ve thought about volunteering because so many students have already done volunteer work or service in high school.”
STUDENT PHOTOGRAPHS BY MIKE MIRIELLO ('09 M)

PHOTOGRAPH LOCATION COURTESY OF JOHN DALY AND VICKY STRICKLAND, VALLEY VETERINARY HOSPITAL IN HARRISONBURG

Clayton Poffenberger ('15)
Combining hands-on work with lots of writing and group discussion, Huber students gain invaluable perspective about service-learning in general and, frequently, about themselves. “They often come in with a huge perception that, ‘Oh, it’s more of this,’” Babcock says. “Interestingly, what we’re hearing more and more from Huber students on the way out is, ‘Oh, this so changed my perspective of the role of service-learning from what I had experienced in the past.’”

Repeatedly, students mature dramatically throughout their Huber program year, Babcock says. “It’s not unusual to hear something such as, ‘Oh my gosh, I now understand a lot more about every person that I am interacting with, in terms of their respective situations and their needs — and how my participating in the process has really taught me a lot about the true value of helping others.’”

The pay-off for the JMU student, Babcock says, is often dramatic. Some Huber students “move beyond the ‘I’ve done this and this and that’ to a place where they are able to write a personal statement about this, why it’s not just an intellectual exercise or a hypothetical exercise of, for example, why I want to apply to PT school. For those students, the experience becomes here is what I have done, how I have changed and what I have learned.”

Both in the Huber world and all across campus, providing chances for students to live what they are learning is the embodiment of the JMU mission to prepare engaged and enlightened citizens who will lead meaningful and productive lives.

Entering her sixth year at the Huber helm, Babcock says the transformations she sees are real, powerful and inspiring. “These kids are getting it. They are living it. They are not just parroting it. They are weaving it into an experiential understanding. You get the sense that they have got it, and that they are taking it with them forever.”

‘These kids are getting it. They are living it. They are not just parroting. They are weaving academics and service-learning into an experiential understanding. You get the sense that they have got it, and that they are taking it with them forever.’

— Sharon Babcock
Huber Residential Learning Community Coordinator
Clayton Poffenberger ('15)

Why did you choose the Huber Learning Community?
Apparently I am the program’s first pre-vet student. I think the real benefit is you get more one-on-one time with upper-level biology and health science professors. I’ve gone to Dr. Babcock’s office just to talk — about horses, life in general. You build relationships with professors who will offer you guidance as you progress in your field. You’re with a comfortable core group of people to take classes with. You learn a lot.

Describe your service-learning project.
Ride With Pride is an organization that provides a therapeutic riding clinic for disabled or troubled kids. Being on a horse gives you a whole different perspective, and its very healing. I remember one autistic kid who was all over the place. Once he was on the horse, everything changed. He was paying attention, willing to learn.

‘Being on a horse gives you a whole different perspective, and its very healing. I remember one autistic kid who was all over the place. Once he was on the horse, everything changed. He was paying attention, willing to learn.’

— Clayton Poffenberger ('15)

Would you recommend JMU to other pre-veterinary students?
Definitely. JMU’s biology major focus gives you what you’ll need to get into vet school and also prepares you for other careers in the biology field. This area has so much to offer. There are tons of vet clinics, and the area around JMU is big horse country.

What’s been the highlight so far?
One mom told me her autistic son never showed emotion, never demonstrated that he cared, never said he loved her. Then he began working with a horse. A real relationship built between him and the horse. That in turn led to a moment she’d been waiting for — her son being able to tell her he loved her.

Why JMU?
I loved the campus, and the people here are much more genuine than I found anywhere else.

What’s your career goal?
I want to be a veterinarian and work with large animals. For me, it started in kindergarten when our family got our first horse. A guy gave us the horse and riding lessons; but, unfortunately, the horse had laminitis — the disease causes lameness, inflammation, and is very painful. Our horse simply fell over dead one morning. Ever since then, I’ve wanted to become a large animal vet so I can help animals and take away their pain.
Kim Chidubeme Okafor ('14)

When you talk to Kimberly Okafor ('14), you can tell she’s passionate about everything she does — especially her future goals as a doctor.

“I’ve always aspired to be a doctor and I saw how excited professional health students were about the Huber Learning Community. I love that it’s such a small community and how the service-learning projects allow you to help others with their health.”

Okafor’s service project was volunteering for Health Bites, a collaboration between JMU’s Institute for Innovation in Health and Human Services and the Special Supplemental Nutrition Program for Women, Infants and Children under the Virginia Department of Health. The Health Bites website provides easy-to-understand nutrition information designed to inspire behavioral changes in families with babies and young children to achieve positive steps in nutrition, physical activity and obesity prevention. Okafor worked to make the website more user-friendly, finding stats to back up information on the site, editing videos and making sure content was easy to follow.

The Huber Learning Community allowed Okafor to advance her career goals. At an information session for Huber students, she saw a video for a program at the University of Louisville that sparked her interest. She says her friends asked her why she wanted to spend six weeks of her summer vacation doing all that academic work, but it turned out, according to Okafor, “I couldn’t have spent the summer doing anything more important.”

Before experiencing the program at Louisville, Okafor was hesitant about becoming pre-med. But afterwards she was confident that she was headed on the right career path. “Sometimes rigor of the courses, the criteria, the med school loans stop so many people from becoming a doctor,” she explains. “It can be overwhelming. But I try and remember why I’m going through this. I keep the bigger picture in mind. Other people are relying on me.”

Okafor says that her JMU professors are also an inspiration. “All the faculty have high expectations and it’s something else to live up to, but it’s not stressful because they’re encouraging. JMU is a large school, but it has small classes and professors are passionate and always willing to help. You can go to them for anything. I don’t know where I’d be if I didn’t have them to lean on.”

Okafor is a co-chair of Students for Minority Outreach, a group that recruits minority students in becoming part of the JMU family. She is also an American Medical Student Association legislative representative. AMSA’s goal is to foster interdisciplinary health care in rural areas and to make people aware of what each discipline does. Diabetes runs on both sides of Okafor’s family, so she is dedicated to educate people on the types, prevention methods and common myths through AMSA’s projects.

Okafor wants to one day become a pediatrician specializing in infectious diseases. It will take a lot of school and a lot of work, but she says it never feels like work. “A JMU professor told me to make sure not to do things to enhance a med-school application, but to do things to enhance myself as a person.”

“I love that it’s such a small community and how the service-learning projects allow you to help others with their health.” — Kim Chidubeme Okafor ('14)
Virginia Beach, Va.

- athletics training
- Overcoming Barriers volunteer

Why JMU?
I chose JMU because it offers my major: athletics training. But, seriously, it’s the nicest student body in the world! I felt so at home from the first time I came to campus. The atmosphere, the people here — it’s just so warm and welcoming. I felt like I fit right in, right away.

So what about those volunteer opportunities?
I work with the JMU program Overcoming Barriers, which gives individuals with disabilities the tools to participate successfully in the community and live healthy, active lifestyles. For part of the semester, I traveled every Tuesday night to the Waynesboro YMCA and played with children with disabilities — throwing, catching, dribbling, bouncing balls. It was really high energy and fun! Now I volunteer for another program working with children with disabilities, called Just Dance. On Thursdays I’m doing the Chicken Dance, Pokey, Cha-Cha — lots of dance!

Why the Huber Learning Community?
You have professors and students around to bounce ideas off of, to talk about your intended fields of study and how you’re doing in classes. Living with people who have the same interests is a real benefit. Our discussions in class carry over outside of class. It’s been really cool. On top of that there are the volunteer opportunities.

What’s been the high point so far?
I’m in the health industry to help people, so being able to volunteer in these ways is a big reward. We were each assigned a mentee. On Thursdays, I had a little 7-year-old boy. My younger brother at home is 9, so it felt like hanging out with my little brother. My mentee came into the program shy and quiet. Then, I could see him adjust to people around him. He just grew as a person in the space of eight short weeks. He became more involved, more talkative and more outgoing. Being able to see that and know that I helped with that — I can’t even explain it!

Want to offer any words of wisdom to prospective students?
I came from a very small private school; my graduating class was 76. Coming here, I was a little worried I would get lost, but I’ve found my niche on campus with different clubs. The personal attention from Dr. Babcock is really cool. JMU feels like home. I’ve been selected as a FROG [orientation guide] for next year. Coming to JMU was the best decision of my life.

— Andy Russo (’15)
Anna Young (’14)

Virginia Beach, Va.
- pre-physician assistant program
- Blue Ridge Area Health Education Center volunteer

Anna Young (’14) is one of those people who signs up for everything. The junior is a Student Ambassador, involved with Campus Crusade, Relay for Life and National Society for Collegiate Scholars.

Coming to JMU as a freshman, the Huber Learning Community was just another one of those things she decided to apply for, without really thinking too much about how it might change her future. But it did.

“It was just this spontaneous thing that turned into something that marked my Madison experience,” says Young. Chosen along with 19 other students interested in a career in professional health, Young walked into her first meeting with the group and knew right away she was in the right place. “I felt like I was in a room full of people who would change the world; it made me excited,” says Young.

The Huber Learning Community allowed Young and her classmates not only to gain experience early on outside the classroom, but to also bring their findings back into the class to share and reflect. Young says she learned a lot about the social determinants of health: the economic and social conditions — and their distribution among the population — that influence differences in health status. These are risk factors found in a person’s living and working conditions, rather than individual factors (such as behavioral risk factors or genetics) that influence the risk for disease or injury. “We talked about a lot of these issues that aren’t recognized. Not a lot of people think like that, especially as a freshman. It put me a step ahead.”

Young’s service-learning project assignment was the Blue Ridge Area Health Education Center, a program in JMU’s Institute for Innovation in Health and Human Services. AHEC, whose mission is to strengthen community health, seeks solutions to address health disparities and barriers to health services in the local community. The organization partners with academic and community agencies to develop and support health services for those whose health status is most vulnerable.

Young met AHEC program director Susannah Lepley at an informational meeting for the Huber Learning Community. Young grew up speaking Spanish (her mother is Spanish and Young used to visit Spain every summer), and impressed Lepley with her knowledge of the language. Lepley knew she would be a good fit with AHEC’s medical interpreter service, which ensures community residents have access to clear communication with their health care provider.

Young started off shadowing medical interpreters at Rockingham Memorial Hospital and helping train new interpreters for AHEC. “I learned a lot about cultural competency and the incredible amount of service AHEC provides for the immigrant and refugee population here in Harrisonburg,” says Young.

Young quickly moved from shadower into the spotlight. “She’s such a hard worker,” says Lepley. “She’ll do something until it gets done and I know I can always count on her. She’s always enthusiastic and does an amazing job. I’ve seen her confidence progress and seen how serious she is about being an interpreter.”

This past January, she completed the medical interpreter training (something that is usually completed by professionals already working in the medical field) and started working for AHEC at RMH. She helps facilitate communication between non-English speaking patients and their health care providers.

“I translate anything and everything they say,” says Young. “I guess you could say I work behind the scenes and on the stage of the whole mission AHEC tries to provide. It’s really cool to see every element that goes into providing such a great service. It really feeds my passion for helping others.”

That passion was put to use in another JMU organization, Service Learning Without Borders. The group puts together JMU teams to go on medical missions organized by International Service Learning. Young went to Panama City to help with health needs.

With all she’s involved in, there’s always a struggle for work-life balance. “Sometimes it’s hard,” Young says, “but I wouldn’t have it any other way. It’s made me a more well-rounded person.”

‘Without the Huber Learning Community, I might never have gotten involved with AHEC. My service-learning has helped me be a more well-rounded person and helped me earn a degree to change the world.’

— Anna Young (’14)
Michael Rudloff (’15)

Williamsburg, Va.
- pre-medicine
- Valley AIDS Network volunteer

Why JMU?
When I toured the JMU campus, I got a really good feeling. And I knew a good many students from my high school who are Dukes.

Describe the academic life at JMU.
Rigorous and challenging. I took AP classes in high school and was a serious student. So, I entered JMU with the intent to do well, but I had to work hard. I take academics seriously. I study, put a lot of time into it. What I like about JMU is that the help is here. You can go to a professor, a help center; but you have to apply yourself. My advice is — want to do well. If you do, you’ll find the help to succeed.

Why did you choose the Huber Learning Community?
I learned about the Huber Learning Community at the CHOICES event. I did research on the community and then applied. I’m pre-med, so it’s a good fit.

What is your service-learning experience?
I volunteer with the Valley AIDS Network. There are only three people working in the office, so I help with everything I can. As part of the JMU Institute for Innovation in Health and Human Services, we work with clients, conduct national surveys and AIDS-awareness programs, and organize events to help raise funds. I created a volunteers’ manual. I also helped update medical files ensuring the accuracy of written medical records and electronic files.

It has been an eye-opening experience. I’ve come to realize the complex financial and governmental processes involved in HIV/AIDS programs. It is really expensive to treat the disease. You can set up plans and support for someone, and then they decide not to avail themselves of the help. It makes you realize the true complexity of this health issue as you see the effects of individual decisions, financial concerns and economic realities all wrapped up together.

What’s your life like outside of class?
I participated in club swimming my first semester and really liked it. I belong to the American Medical Students Association. It’s been really helpful for a pre-med student. You get to know sophomores and juniors who are ahead of you in the program, and they offer good advice. We also have a number of speakers come to our meetings who really help you understand the breadth of the health career fields.
Christine Bolander (’12, ’13M)

The Duo of Christine Bolander

Christine Bolander (‘12, ’13M) came to JMU knowing what she wanted to do in her career. Fresh off an occupational therapy internship, Bolander knew this was her career of choice and she was excited to begin her undergraduate experience. Since JMU’s occupational therapy is a post-grad program, Bolander was looking for ways to gear her undergraduate learning experiences toward grad school and the job she was passionate about.

The Huber Learning Community and director Sharon Babcock offered Bolander the answers. “During spring semester of my freshman year, Dr. Babcock was going over one of my papers about Huber,” explains Bolander. “I learned a valuable lesson that has served me in my academics, as well as in my therapeutic interactions.

Healing is not simply a donation; healing is mutual. In this relationship the therapist and the patient both have something to give and take. This has framed my view of occupational therapy. OT is not simply a service, but an interaction.”

Bolander put her new attitude to use during her Huber service-learning stint at the Crossroads to Brain Injury Recovery Center. As part of the JMU Institute for Innovation in Health and Human Services the group provides community-based services to individuals in the Shenandoah Valley who have been affected by brain injury. The center also offers assistance with case management, life skills training, education, outreach and advocacy.

“I was drawn to this organization because of my interest in understanding the rehabilitation process for brain injuries,” says Bolander. “I developed a whole new level of empathy for those affected by brain injuries. There is no way to prepare for how this type of injury can affect your life. Knowing these clients may have lived a completely different life and in one day everything changed. … Even the most mundane tasks can become a struggle. I have great admiration for those who have undergone that experience and can still manage to find the silver lining.”

Currently in the occupational therapy master’s program at JMU, Bolander says the Huber Learning Community put her on the fast track to achieving her goals. She and her best friend, Brooke Helsabeck also a Huber alum, are working together on their research thesis, which focuses on current rehabilitative methods used with human sex trafficking survivors. Last winter the two attended a conference and learned that there are an estimated 27 million slaves in the world today, 80 percent of whom are sex slaves.

The duo thought that the data for their research was going to be gathered solely from electronic surveys sent out on the Internet. But then two amazing opportunities were presented to them. While Helsabeck spent time with LightForce International in San Juan, Costa Rica, Bolander spent nine weeks interning with the Zion Project in Gulu, Uganda.

Each morning and afternoon Bolander worked with Congolese refugee women who were forced into prostitution, brothels and the sex industry due to poverty and lack of options. Bolander says the Zion Project offers these women counseling, mentorship and a new occupation of bead making. In the evenings Bolander worked with 17 girls with similar pasts, ages 6-15. “These girls and women have experienced pasts of desperation and darkness,” says Bolander, “but now you don’t see the blank, emotionless stares or the raging anger toward the world. You see smiles, singing and dancing, you see joy and most importantly you see hope. They are healing and they have dreams they are fighting for.”

Bolander’s career dream is to mirror her summer in Uganda and become an occupational therapist in a developing country. She hopes to offer healing and rehabilitation to those with disabilities or traumatic backgrounds. “My desire is to use OT in conjunction with ministry,” she says. “To experience fullness in life, we have to consider not only our physical, emotional and mental health, but also our spiritual well-being. … JMU is known for valuing service, but it’s deeper than that. JMU values people. We encourage relationships, we encourage growth, and as stated in our mission statement we encourage conducting a meaningful life.’

— Christine Bolander (’12, ’13M)
Students involved with the Huber Learning Community and JMU's seven other learning communities have the benefit of connecting with a small group of students who share similar interests. They're connected academically in classes, they go on field trips and participate in community activities, they live together, they share stories; and one student didn't want those connections to end.

Samantha Herold ('12) was involved with the Huber Learning Community as a freshman. “I really missed Huber and the connections and conversations with other like-minded students, so I created Huber Connection. This continuation of Huber allows students who want to continue their preparation as a pre-professional in the health community to continue to have discussions with other students and professors and make the professional contacts they did as freshmen.”

Starting the Huber Connection was a semester-long process that involved applying to the JMU student organizations office to become an official JMU organization. “We want to continue to have those inspiring conversations,” says Herold. “We want to be involved in the community and have charity events, we want to meet with perspective students, let people network and have a freshman mentoring program.”

Herold has done some mentoring herself, as the Huber Learning Community's first resident adviser. “This year was the first time they had an R.A. with the learning community, and I hope the trend continues,” says Herold. “I think it was helpful for current students to have someone there who had been involved with Huber.”

Herold worked as a certified pharmaceutical technician while at JMU, a job title not held by many college students. She can speak some Spanish, so Herold says it was very rewarding when some of Harrisonburg’s Hispanic population would come into Rite Aid and she was able to explain their medications to them and explain their children’s prescriptions.

Herold is applying for pharmacy school and hopes to continue work in the health care field. And she wants to make sure her lifestyle sets an example to her patients. “So many times doctors preach things, but don’t practice them.” Herold’s future goals include practicing a good work/life balance and making room for some healthy down time. And by down time she means “training for and running a second marathon.”

“This continuation of Huber allows students who want to continue their preparation as a pre-professional in the health community to continue to have discussions with other students and professors and make the professional contacts they did as freshmen.”

— Samantha Herold ('12)
‘It is through service to others that we ourselves become more whole.’

— Vida Huber

The JMU Huber Learning Community is named for the late Vida Huber, who learned the meaning of service watching her parents operate a nursing home. So profound was her satisfaction from caring for others, she made it her life’s work. Former head of JMU’s nursing department and associate dean in the College of Integrated Science and Technology, Huber’s vision led to the formation of JMU’s Institute for the Innovation in Health and Human Services. Students in the Huber Learning Community apprentice in service-learning opportunities that are a part of the IIHHS, which focuses on learning, community outreach and service. Huber’s spirit of collaboration and service permeates the JMU campus.
Who is the JMU entrepreneur?

Undergraduates (of all majors) think differently — and act earlier

BY CAROL HAMILTON ('97M)

Excited whispers and gestures make the classroom buzz with energy and expectation. Students huddle in small groups debating current social and industry trends, challenging economic conditions, and emerging technologies — disruptive forces that create chaos ... and opportunity.

JMU is fostering a growing network of entrepreneurs who see risk as an opportunity, and who also see ambiguity as an invitation to rewrite the rules and create new business models that solve today’s problems.

These students represent all majors on campus and bring talents and expertise from their disciplines, generating a powerful collaboration for examining problems, testing assumptions and proving the viability of a new product or market. In the College of Business Venture Creation class, Jake Rasmussen ('12), integrated science and technology major, brings a new design for solar panels developed in his ISAT course. He works diligently with Ian Burpo ('12), an international business major with a passion for social entrepreneurship, and Bret Ervin ('12), a management major with a penchant for sales. As a team they develop a plan, Green Heat, to bring an affordable product to local farmers to reduce energy consumption and production costs. These students — who are now brand new alumni — love a challenge and are driven to succeed.

JMU entrepreneurs are also competitive and persevere to achieve their goals. In 2011 management majors Amber York ('12) and Michelle Carter ('12) designed, manufactured and sold an iPhone accessory that they developed in the Entrepreneurship class taught by William Wales. In the spring 2012 Venture Creation class, they worked with Matt Long ('12), a political science major, and Anthony Frye ('12), a justice studies major, to scale the product for a larger market. Alumnus Terry Bandy ('80) anchored the team as a seasoned business professional and entrepreneur, talking to the team weekly to challenge their assumptions and guide them to resources. Pricelesspocket.com was born.

Entrepreneurially minded undergraduates are attracted to JMU because of the friendly campus; the high level of engagement among professors, students and alumni; and the breadth and quality of education afforded by a highly regarded liberal arts institution.

To a degree unprecedented in higher education, JMU faculty members eagerly join forces across disciplines, sharing their expertise and resources to spark innovation in the classroom, in student organizations and in the community. JMU faculty members model and encourage collaboration — a critical factor in entrepreneurial success.
‘JMU faculty members eagerly join forces across disciplines, sharing their expertise and resources to spark innovation in the classroom, in student organizations and in the community.’

— Carol Hamilton, director JMU Center for Entrepreneurship

The close ties created through the Madison Experience beckon alumni to return. John Rothenberger (‘88), serial entrepreneur and founder of SE Solutions, was a marketing major who didn’t fit the mold. After graduation, he became the top salesman for a small company and learned the ropes. At age 28, he started a computer hardware business and discovered entrepreneurship as his career. After discovering his path, he wanted JMU students to test their own entrepreneurial aspirations earlier in their careers. So in 2005, he partnered with me to offer MGT 472 Venture Creation as an opportunity for undergraduate entrepreneurs of all majors to learn to think differently, to discover an entrepreneurial career path and to launch a business following graduation. Thanks to this immersion experience, students are accelerating their career paths by two years because they are making informed choices to enter the start-up, the mid-sized company or the corporate world.

Some are even starting businesses. Statistically, new ventures are launched 10 or more years following college graduation. From the Venture Creation class alone, JMU averages one new business launch per semester. Rothenberger’s dream has come true ... and this is only the tip of the iceberg.

In January, Andrew Mortillo (‘13) and Gilbert Welsford (‘12) started the Society for Entrepreneurs on campus. Thirty members were selected through a group interview process to identify students with a personal passion, the entrepreneurial drive, a strong work ethic and a commitment to start a venture during their college careers or following graduation.

The Society for Entrepreneurs invites JMU entrepreneurs to share their stories and give critical feedback to students’ endeavors. Cory Suter (‘06) used the SOE think tank to test his latest endeavor, Direct Congress, an online voting platform to develop public policy. SOE members carefully read the business plan, met to develop their questions, conducted research, and then hammered Suter with questions and suggestions during two hour-long teleconferences. Suter was thrilled. A Harrisonburg native, Suter started BioNeighbors, a green-roofing business in Philadelphia, a few years after graduation, based on the business plan he developed in the 2005 Venture Creation class. He sold BioNeighbors to the employees in 2011 and is now pursuing his doctorate in economics at Temple University while launching Direct Congress. Suter is a serial entrepreneur in the making.

The passion and enthusiasm among JMU students are enticing more alumni to return to campus. They are serving as board members, mentors, speakers and co-conspirators in creating real-world learning opportunities for students. These alumni bring hard-earned experience and vibrant professional networks into the JMU entrepreneurial ecosystem. Thanks to alumni, JMU hosts an Entrepreneur-in-Residence program, the COB 300 Business Plan Competition, the JMU Challenge, and tours to businesses in New York and San Francisco, to name a few.

Alumni are actively participating in initiatives like the JMU Alternative Fuel Lab, the Wind Energy Center, the arboretum, and the Forbes Center for the Performing Arts. These alumni are deeply committed to JMU. They value their Madison Experience and want to give back. They help students develop and test ideas, tap resources, secure internships and jobs, and make connections around the globe. Their contributions are adding exponential value to the JMU learning experience.

So who is the JMU entrepreneur? He or she can be found in any major and usually doesn’t fit the mold of the surrounding culture. These entrepreneurs see the world differently and pursue opportunities using the resources at hand. Most of them are intense competitors and relish a challenge. They pursue their dreams with passion and determination. They value opportunities to learn, connect and achieve. They dream big and give generously. They are … JMU.

About the Author

Carol Hamilton (‘97M) is director of JMU’s Center for Entrepreneurship and a lecturer in management. She has been part of the team-taught College of Business 300 gateway course that leads to the business plan competition. Hamilton joined the JMU faculty in 2002. In 2005, she co-developed the Venture Creation course with serial entrepreneur, John Rothenberger (‘88). It is the first course in the College of Business open to all majors and the first to routinely assign alumni entrepreneurs to anchor venture teams. Hamilton earned her M.B.A. with a concentration in entrepreneurship at JMU in 1997. She then worked as a management analyst for the JMU Small Business Development Center. In 1999, she co-founded Valley Microenterprise Alliance, a local nonprofit, microlending program.
Mixed Media

Books

Reason and Wonder: A Copernican Revolution in Science and Spirit  
BY DAVE PRUETT, JMU PROFESSOR OF MATHEMATICS; PRAEGER, 2012  
ISBN–10: 1603139919–0

An outgrowth of C. David Pruett’s JMU Honors Program course, “From Black Elk to Black Holes: Shaping Myth for a New Millennium,” Reason and Wonder embraces the insights of modern science and the wisdom of spiritual traditions to “re-enchant the universe.” The new “myth of meaning” unfolds as the story of three successive “Copernican revolutions” — cosmological, biological and spiritual — offers an expansive view of human potential as revolutionary as the work of Copernicus, Galileo and Darwin. According to Praeger press, Pruett sets out a revolutionary new understanding of our place in the universe, one that reconciles the rational demands of science with the deeper tugs of spirituality. When Copernicus, Galileo, and Kepler — all deeply religious — dislodged the Earth from the center of the universe, science and religion separated. Darwin’s theory of evolution brought outright divorce. But now, as Pruett writes, a third scientific revolution promises the reconciliation of reason and faith by bringing a new dimension of spirituality to the scientific understanding of our place in the cosmos.


The Last Lion of Sparta  
BY G. DEDRICK ROBINSON, JMU PROFESSOR EMERITUS OF GEOLOGY; OAKTARA PRESS, 2011  
ISBN–10: 1602901872

The Last Lion of Sparta is set in ancient Greece and shares the story of a young king and queen’s most unlikely romance as they struggle to revive a once respected nation after centuries of decline and decay. A rockier start to a relationship is hard to imagine. Forced to watch the hanging of her husband, Agiatis is certain her own death is near because of her involvement in her husband’s failed reforms. Instead, King Leonidas II of Sparta commands her to marry his son, Cleomenes. Who could have guessed that she would mold his son, Cleomenes. Who could have guessed that she would mold him into the greatest reformer in Sparta’s long history, as well as her mightiest warrior? Surrounded by enemies and a rising Roman superpower, will Agiatis’ love and encouragement be enough?

* www.oaktara.com/bookpage-thelastlionofsparta

Make Love Not Scrapbooks  
BY JENNIFER GILL ROSIER, JMU PROFESSOR OF COMMUNICATION STUDIES  
LULU.COM, 2011  

“If relationships were easy, everyone who wanted one would have one. There would be a 0 percent divorce rate. Couple’s therapy would not exist. A book like this would be completely unnecessary. And, we would all be happily connected to another person,” says Jennifer Gill Rosier, JMU professor of communication studies. In reality, relationships are not easy. Whether you feel like your relationship is perfectly fine, needs a little assistance, or is on its last leg, this book offers nine research-based tips to intensify relationships. The personal stories shared offer practical advice for enacting the advice provided. Steve McCormack, author of Reflect and Relate and associate professor of communication at Michigan State University, says, “It is rare to find a book that depicts relationships so honestly, provides so much in a way of valid and useful information, and yet is fluid, conversational and engaging.”

* www.makelovenotscrapbooks.com

Every Second Counts: The Clock’s Ticking  
BY CATHERINE UDELL BREHM, aka “MARGARET” BREHM (‘90)  
CREATESPACE, 2012  

Catherine Udell Brehm (’90) from Alpharetta, Ga., debuts her first novel after writing a draft for the Young Writers Program, Nanowrimo. Her main character, Sierra, has the perfect life. She’s surrounded by people she loves, including her best friend, Lena, and her trustworthy father. Then, they turn on her. With no idea what is happening, Sierra uncovers the truths that they’ve been hiding from her since her birth. But with this newly discovered knowledge, life can’t go on like it did before. Sierra must choose — and her decision affects everything. Even her own survival.

The Seventh Deception  
BY G. DEDRICK ROBINSON, JMU PROFESSOR EMERITUS OF GEOLOGY  
SALVO PRESS, 2011  

The Seventh Deception: A Novel of the Nazi Atomic Bomb is a historical novel set in 1942. The race is on for nature’s most powerful secret. Under the leadership of Nobel laureate Werner Heisenberg, the Nazis are out in front. Only Berlin physicists and double agent Anton Breker stands between them and world domination. He must walk a fine line as he works to subvert Nazi atomic bomb research by day, while at night, he has an affair with his best friend’s wife.

* www.gdedrickrobinson.com
Happy Birthday, Road Dawg!

Madison magazine’s mascot has shared in alumni milestones and rocked the Purple and Gold pride for five years.

For five years, Madison magazine’s Road Dawg has welcomed Future Dukes, attended wedding receptions, basked on numerous beaches, skied in Breckenridge, Colo., rooted for the Redskins at FedEx Field, toured a Coors plant and celebrated countless alumni milestones. The popular pooch has logged more than 18,000 miles and priceless Madison memories — with only one broken paw and a sprained tail. Well, he has needed a flea dip, or two. Alumni: You know who you are!

(Above): Road Dawg celebrates the May 12 wedding of Samuel (‘11) and Jordan Smith Kerr (‘12), who met in the Carrier Library computer line. The couple enjoyed weekly date nights at Top Dog Café and walks around the Edith J. Carrier Arboretum. They got engaged in 2011 on the porch of Hillcrest House. More than 80 JMU students and alumni joined the couple’s family and friends in Pasadena, Md., for the ceremony.
JMU’s Big Event is even bigger deal in 2012
Alumni take Be the Change spirit across nation BY JAMES IRWIN (’06)

For a second year, hundreds of JMU students participated in The Big Event — a Madison day of community service and Be the Change. Like the inaugural event in 2011, students volunteered in local Harrisonburg nonprofits, organizations and civic clubs, and their collective efforts totaled more than 2,000 hours of community service.

This year, JMU alumni rolled up their Be the Change sleeves and participated in Big Event satellite service opportunities in 13 cities across the nation. Alumni Big Event projects included cleanup assistance in conservation areas and state parks, partnerships with the Make a Wish Foundation, volunteer projects with the SPCA and Habitat for Humanity, an MS Walk, cleaning out a shelter for veterans and organizing inventory at a church thrift store. Alumni also provided assistance to an area food bank.

View the photo album of 2012 alumni Big Event projects at www.facebook.com/JMUAlumni/photos.

JMU license plates support legacy scholarships
Put your Purple Pride to work for students BY JAMES IRWIN (’06)

Reenergizing your Madison Experience and jump-starting the Madison Experience for someone else is just a few clicks away thanks to the JMU Alumni Association’s legacy scholarship program.

You know you bleed purple. So bring JMU along for the ride and show off your Madison Spirit wherever you go. Purchase a Virginia JMU license plate and $15 of the $25 annual DMV fee is transferred to JMU for legacy scholarships. These funds support future JMU students!

The JMU Alumni Association generates nearly $50,000 annually from its license plate programs, which are divvied up for incoming freshmen legacy students — whose parent, grandparent or older sibling graduated from JMU. These scholarship recipients — and all other legacy freshmen — are invited to a legacy picnic lunch during Orientation Week to celebrate their special connections between JMU alumni and current students.

Visit www.jmu.edu/alumni/plates/index.shtml to purchase a JMU plate.
one of my favorite Madison memories is freshman move-in day. I will never forget seeing a father laboring to carry a mini-fridge on his back up three flights of stairs to 3-B in McGraw-Long Hall trailed by his daughter carrying nothing but a makeup case and not a drop of sweat on her brow.

In a room down the hall from mine, a mother was hard at work hanging curtains to match the bedspread and the towels. I shook my head and thought there was no way that I would ever be friends with that girl. Years later, we were maids of honor in each other’s weddings. What we shared at Madison spawned a friendship that is 17 years strong.

Coming to JMU is an opportunity to open your mind and your heart to new experiences and new people. To the members of the Class of 2016 — take time to explore the campus, Harrisonburg and the Shenandoah Valley. It is the best way to become a part of the JMU culture.

Between College of Arts and Letters international affairs classes, my friends and I spent time on The Commons and the Quad (hoping that we’d be taken to Kissing Rock one day). We learned the JMU Fight Song and cheered at football and basketball games. We complained about hearing the Marching Royal Dukes practicing on Hillside field early on Saturday mornings, but we loved getting a preview of halftime shows. We joined sororities and supported each other’s favorite charities. We got up early on the weekends to go to Mr. J’s for a No. 6 on wheat and we stood in long lines to get a chocolate peanut butter shake at Kline’s.

We went to the Green Valley Book Fair, Luray Caverns, Massanutten and Smith Mountain Lake. We smiled at visitors on campus and held the door open for the person behind us even when we were rushing to class.

As the campus community welcomes our sixth president Jonathan Alger, his wife, Mary Ann, and their daughter, Eleanor — as well as members of the Class of 2016 — reflect on your own Madison Experience. President Alger has embarked on a listening tour, which will give alumni, students, faculty and staff members, and JMU friends the opportunities to share our favorite Madison traditions, memories, people and places with him.

Tell him about your favorite May Day celebration and remind him that when you were at JMU you had a 10:30 p.m. curfew and were not allowed to walk on the grass, a violation known as “cutting campus.” Be sure to tell him how many Dukes attended your wedding, how you were late to class because of the train, or how your a cappella group got its name. Talk about the class project that turned into a business, the Alternative Spring Break trip that changed your life, or a favorite professor who inspired you to take an internship far from home. I know it won’t be long before President Alger and students in the Class of 2016 will have their own Madison Experiences to share.

If you cannot attend an upcoming listening tour event, you can connect to JMU and President Jonathan Alger in many ways. Visit the JMU Alumni Association at www.facebook.com/JMUAlumni and on Twitter at @JMUAlumni. Or browse the JMU “Why Madison?” website and leave feedback at www.jmu.edu/whymadison.

I’d like to tell President Alger and members of the Class of 2016 to definitely take part in these great Madison traditions:

- Learn the JMU Fight Song
- Take a lap around the Quad
- Snap a photo with the James Madison statue, “Jemmy”
- Enjoy a family picnic in the arboretum
- Enjoy the Marching Royal Dukes practicing
- Check out one of the many a cappella concerts
- Check out the Downtown Farmer’s Market and Skyline Drive
- Join a Student Ambassador-led admissions tour of campus
- Get into Bridgeforth Stadium and cheer on the Dukes
- Enjoy our unique, historical campus landmarks (Kissing Rock, Duke Dog Alley, Hillcrest House).
Alumni association honors two top alums

Pulitzer Prize winner and management executive receive Carrier and Roop awards

For more than a century, James Madison University has consistently proven itself as a place where students are transformed into citizens ready to change the world. Many of them do just that, in countless industries and with commanding leadership. Passionate alumni often greatly contribute to the development of the Madison Experience long after they graduate, through professional achievement and service.

With that in mind, the alumni association honored Philadelphia Inquirer staff writer and 2012 Pulitzer Prize winner Jeff Gammage ('82) with the 2012 Ronald E. Carrier Distinguished Alumni Achievement Award and Booz Allen Hamilton Senior Vice President and JMU College of Business Executive Advisory Board chairman Mike Thomas ('76, '77M) with the 2012 Inez Graybeal Roop Distinguished Alumni Service Award.

Do you know a great Madison alum who has excelled in his or her profession, or a Duke who makes a difference for the larger Madison community? Nominate them for next year’s Carrier or Roop alumni awards. *

* Nominate a JMU graduate today at www.jmu.edu/alumni/awards/DAA_Nomination.shtml.

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ALUMS FROM DAY ONE

Alumni association shares Purple Pride with freshmen

BY EMILY SABBATINI ('10)

One key to becoming part of the JMU Nation and campus community: learning the JMU Fight Song! One of the best parts of the Madison Experience is jumping up and down at football games and chanting the fight song in the midst of a sea of screaming students. The JMU Alumni Association has embraced this tradition. Since 2007, the association has given “Alum From Day One/JMU Fight Song” T-shirts to incoming freshmen at the start of each school year. Since their debut, these shirts have been a hot ticket. While the back of the shirt displays the class year, the message on the front is what gets JMU students excited. At first glance, it may look like gibberish, but a closer look reveals the lyrics to the JMU Fight Song — printed upside down, of course, so you can pull out the shirt and read the lyrics.

The shirts also feature the slogan “JMU Alum From Day One,” to help students embrace their connection to the alumni association. JMU Office of Alumni Relations Director Ashley Privott says, “Think of the T-shirts as a welcome to the JMU neighborhood gift. And it’s a big neighborhood. More than 20,000 students and 112,000 alumni call JMU home.”

* Learn more about the alumni association at www.jmu.edu/alumni and download the JMU Fight Song at www.jmu.edu/MadisonOnline.

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Drive home the Purple Pride!

Now show off your JMU love on the road. When you buy a JMU license plate, $15 of the $25 annual fee is transferred to JMU for Legacy Scholarships!

You have at least three “Purple Out” shirts and enough JMU swag to fill half the Bookstore. Why not get a JMU license plate and support JMU scholarships while you’re at it? A portion of the purchase price from the Virginia DMV supports the JMU Alumni Association Legacy Scholarship fund. Show your spirit and help fund education at Madison. In 2010–11, the JMU Alumni Association awarded more than $50,000 in scholarships to 48 legacy students.

Get your JMU plate today at www.jmu.edu/alumni/plates
This story is about “Betty” and the Betty brotherhood—four members of the Class of 2003, David Urso (‘05M), Frank Smith, Stephen Biscotte and myself, Michael Navarrete.

Our lives crossed paths as freshmen, but it was not until our junior year that we randomly all met at D-Hall on a Monday for lunch. We had such a good time that day we made a point to meet every Monday for the rest of the semester and for the rest of our Madison Experience.

As our friendships grew, so did our zest for our weekly meetings. Soon we assigned ourselves officer positions, created formal agendas and instituted our own version of Robert’s Rules of Order. We spent every Monday’s lunch discussing everything from class to pranks to how to improve our beloved James Madison University.

Over time, our meetings gained notoriety from our friends and soon we were collectively referred to as “Betty,” the name of the legendary D-Hall services greeter/JACard swiper.

Fast forward to graduation year, every member of Betty signed a contract that stipulated that we would get together at least once a year for what has become known as “Betty-stock.” Despite living in different states, and at times different countries, we have still managed to get together every year to reflect, grow and honor the Madison friendships that formed many years ago.

Last year was our 10th Betty anniversary. We unanimously chose to celebrate it in no other place than the birthright of our friendship and Betty Brotherhood, JMU. Arriving in the ‘Burg on a Friday night, our weekend was filled with great memories, deep laughs, and visits to culinary institutions like Dave’s Taverna and Kline’s.

During our time at JMU, the members of Betty served the larger university community. We also were very involved in many facets of student life, including Student Ambassadors, Orientation Week, the national service fraternity Alpha Phi Omega, club basketball, the Student Duke Club, and One in Four. During our senior year, we were all recognized in different ways: Dave Urso (‘03, ’05M) was the recipient of the Carrier Award for Student Leadership, and Stephen Biscotte (‘03) was selected as the student commencement speaker. Frank Smith was recognized by the Madison IN8 Reticent Order for his contributions to JMU, and I was voted Mr. Madison.

Since our graduation in 2003 many things have changed. Three weddings, four babies, two Peace Corps tours, three master’s degrees, two Ph.D. programs and four new homes later, Madison remains a constant part of our lives. Not a day goes by where we are not thankful for the relationships that we formed and the lessons that our Madison Experience taught us about leadership, community and service. These experiences helped define and shape the people we are today.

Although the details of 2012 Betty-stock have not been revealed, I am sure it will involve several smiles, some shenanigans and a few toasts to that fateful Monday in D-Hall.

As I share this Betty Brotherhood story, I am completing my M.B.A. at Oxford University. Frank Smith is working in Thailand. Stephen Biscotte and Dave Urso live in Virginia, and both are completing Ph.D. programs.

Here’s to you, Betty. Thank you for everything!
Do you have JMU LOVE?

Alumni relations office establishes key alumni engagement program

BY JAMES IRWIN ('06)

For Kevin Gibson ('05), the breakthrough idea started in 2009 with a simple observation: involvement is at the heart of the Madison Experience. JMU students are proof of the university mission to build committed graduates. Clubs and organizations have grown so rapidly that Student Organization Night, which originated on the patio outside of Warren Hall, today is held on the UREC turf fields and showcases more than 300 organizations.

So Gibson, then a newly hired assistant director in JMU’s Office of Alumni Relations, began working on a project to extend that culture of involvement to JMU alumni — searching for a way to keep the Madison Experience going beyond graduation.

Three years later, JMU LOVE — JMU Leaders of Volunteer Engagement — was born. JMU LOVE is a movement to build Madison involvement by providing an easily accessible online forum for the university’s largest constituency, says Gibson, now associate director in the alumni office. The program provides opportunities for JMU alumni to connect with students, each other, and their alma mater.

“One analogy that sticks with me is that as a student, JMU is the neighborhood and your JMU organization is your home,” explains Alan Maynard ('06), assistant director of alumni relations and JMU LOVE program director. “We want to bring that home back to you. In that regard, JMU LOVE is basically a virtual student organization night.”

Ten host offices on campus — ranging from Career and Academic Planning to Study Abroad — currently make up JMU LOVE, acting as a network with a common need for volunteers to staff events and programs. Jon McNamara ('05), Richmond Chapter president of the JMU Duke Club, volunteers with JMU’s Office of Parent Relations at summer sendoff events, helping students and families of incoming freshmen transition into life at JMU.

“JMU LOVE offers a meaningful opportunity to engage with the next generation of Dukes,” McNamara says. “It provides a perfect opportunity to share what made JMU special for me while allowing me to remain engaged in a way outside of traditional avenues.”

Beyond the immediate benefit of volunteerism, JMU LOVE creates a way for graduates to learn how they can help shape the future of their alma mater. Carol Benassi ('82), Dallas Chapter president for the JMU Alumni Association, says when she graduated, such a mechanism didn’t exist, nor did the realization among graduates that alumni involvement was critical to university success.

“By creating a community of alumni volunteers, JMU LOVE gives people an open door to learn what the university needs and why it is needed,” Benassi says. “Dr. Rose joked there’s always a crane on campus. We see buildings go up and we don’t realize there’s a need for giving and volunteerism. I bet a lot of people don’t know they can contribute. They don’t know that a donation matters, or that volunteering at an event matters. But it does.”

Launched in September of 2011, JMU LOVE amassed 263 volunteers for 472 opportunities in its first 10 months and received a regional Mark of excellence award from the Council for the Advancement and Support of Education, District III. Future plans are to expand volunteer opportunities into Madison classrooms by partnering with academic departments. Still, as Maynard notes, the program’s potential is almost hard to predict — its growth driven by the very audience it was created for.

“JMU LOVE is an important rung in the ladder of volunteer engagement,” Maynard adds. “I think it’s a funnel, and it has huge implications for the future — not just involvement, but giving back to the university in many different ways.”

Find out more about JMU LOVE and sign up for a volunteer opportunity at www.jmulove.com. Or contact the Office of Alumni Relations at 888-JMU-ALUM.

Jonathan McNamara ('05) (center) participates in JMU LOVE at summer sendoff events hosted by the Office of Parent Relations. The Richmond Chapter president of the JMU Duke Club uses the events as opportunities to inform incoming freshmen about clubs and organizations they can be part of once they arrive on campus.
Homecoming 2012 is set for Oct. 26-28. Join the JMU Alumni Association and your fellow Dukes and help turn campus into a tidal wave of purple. The popular events are back! Get your roar on at the Pep Rally, Alumni Tailgate and JMU football vs. Georgia State. Also: Alumni Golf Tournament (hosted by the Harrisonburg Alumni Chapter)

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

www.jmu.edu/homecoming
www.facebook.com/JMUHomecoming
A record-setting financial gift commitment highlighted Bluestone Reunions 2012, and nearly 60 members of the Madison College Class of 1962 were inducted into the Bluestone Society.

Reunion attendees from the Classes of 1942, 1947, 1952 and 1957 joined the induction class for a festive weekend that included tours of the Forbes Center for the Performing Arts, the recently renovated Wayland Hall and Carrier Library Special Collections. Bluestone Reunion entertainment included a performance by the Madison Singers and a presentation from JMU students on Madison’s Alternative Break Program, where students participate in volunteer service trips in lieu of Spring Break vacations.

The Alternative Break presentation was an eye-opening experience for many returning alumni. Sandra Smith Whitt ('62), a retired Army colonel who served from 1968 to 1992, was moved. “I’ve traveled so much around this world,” she told JMU students, “and I’ve seen so much injustice, and so much poverty, and you make us so proud with your commitment to serve others.”

At the all-classes luncheon, the Class of 1962 reunion committee presented then-JMU President Linwood H. Rose with a check in the amount of $1,278,748.86 — the largest class gift ever presented to the university.

“We were absolutely thrilled to be able to present our class gift to JMU,” says Betty Carol Wells Stevenson ('62), co-chair of the Class Reunion Committee. “It’s so important for alumni to know how they can help provide much-needed support for university scholarships and projects. When we first started we were aiming to raise $25,000 for an endowed scholarship. I am thrilled with our success!”

Stevenson and her classmates were able to surpass their initial goal thanks to a very high classmate giving participation rate. In total 47 percent of the Class of 1962 made a financial commitment to the university, leading to a gift number that drew a standing ovation from reunion participants.

“I think we absolutely shocked Dr. Rose — and our classmates,” Stevenson says. “We were really proud, and we worked hard. If you think about it, we were school teachers, and I think this says a lot for us to give back to JMU. If we all give back a little bit, it adds up.”

‘It’s so important for alumni to know how they can help provide much-needed support for university scholarships and projects.’

— Betty Carol Wells Stevenson ('62), co-chair of the 1962 Class Reunion Committee

(Top): The Class of 1962 Reunion Committee present a record-setting class gift to the university; (l-r): Anne Carol Watkins Adams, Betty Carol Wells Stevenson, Nancy Burket Bradfield, Barbra Freed Hardesty-Summerville, Anne Forrester Caravati, Carole Knight Mathis and Eleanor Gul- lion Wixson. (Right): Alumnae share memories at the all-classes Bluestone Reunion luncheon.
Alumni engagement crucial to JMU’s future

Madison Alumni Conference leaders highlight alumni engagement

More than 60 alumni and university leaders, including members of the JMU Alumni Association Board of Directors and representatives from the JMU Duke Club and Admissions Recruitment Volunteers, returned to campus June 1–3 for a weekend leadership conference.

Madison Alumni Conference, which provides leadership training and celebrates alumni successes, included workshops on alumni chapters, networking and career services, alumni giving, volunteering at college fairs, and event planning. Additionally, the JMU Alumni Association provided informative panels on JMU LOVE and the landscape of JMU athletics.

Nick Langridge (’00, ’07M), acting vice president for university advancement, and JMU Alumni Association President Jamie Jones Miller (’99) gave keynote information on the road ahead for JMU and President Jonathan Alger’s listening tour. Langridge and Miller specifically highlighted alumni involvement and investment as a key to JMU’s future success.

Alumni investment creates a host of opportunities to improve the university. Financial gifts help keep tuition low, create financial aid opportunities for students, and enable the university to recruit and retain outstanding faculty.

The JMU Duke Club, the JMU Office of Admissions and the alumni association presented six annual awards at the conclusion of the Madison Alumni Conference and recognized Carol Benassi (’82) as alumni volunteer of the year. Benassi has been president of the Dallas chapter of the JMU Alumni Association and an admissions recruitment volunteer since 2007. She recently established an endowed scholarship for faculty support in the College of Business.

*Learn how you can participate in the next Madison Alumni Conference at www.jmu.edu/alumni/events/mac.shtml.*

Alumni College LUNCHEONS

Are you a Madison College grad? Looking to reunite with your classmates? The Office of Alumni Relations is hosting a series of lunch events this fall throughout Virginia.

Sept. 24 Roanoke
Sept. 25 George Washington’s Mount Vernon
Sept. 26 Virginia Beach
Sept. 27 Williamsburg
Sept. 28 James Madison’s Monticello

For more information on these reunion events, contact Stephanie Whitson in the Office of Alumni Relations at 888-JMU-ALUM or whitsosh@jmu.edu.

Family Weekend is Oct. 5–7

DON’T MISS ALL THE JMU FAMILY FUN.

Register early since many of the ticketed events sell out quickly!

www.jmu.edu/parents/Family_Weekend.shtml

For football tickets contact the JMU Athletic Ticket Office at (540) 568–3853, or www.jmusports.com

Northern Virginia Alumni Night with President Alger
www.jmu.edu/whymadison

National Harbor Event with President Alger
www.jmu.edu/whymadison

JMU vs. West Virginia at FedEx Field
www.jmu.edu/alumni

Why Madison? Listening Tour Event in California
www.jmu.edu/whymadison

Madison College Luncheon Series
www.jmu.edu/alumni

Metro Dukes Crabfest
www.jmu.edu/alumni

Family Weekend
www.jmu.edu/parents

Football Away Tailgate at Richmond
www.jmu.edu/alumni

Football Away Tailgate at Villanova
www.jmu.edu/alumni

Harrisonburg Alumni Chapter Holiday Fest
www.jmu.edu/alumni

Winter Commencement
www.jmu.edu/commencement

www.jmu.edu/alumni/calendar
www.jmu.edu/JMUArts
www.JMUSports.com

For more information on events, please call the JMU alumni office toll free 1- (888) JMU-ALUM
54 **Professor Emerita of Physical Education**

Leotus Morrison shared a reunion photo of members of the Class of 1954 outside of the former Lincoln House on Main Street. “I was a member of the faculty and housemother for Lincoln House in 1953–54, and I got called into Miss Frank’s office for our house being too loud,” recalls Morrison. “I think she was jealous! We sat on the porch and sang and had a ball! After my trip to the registrar’s office, we still had a ball, but we were more careful!”

53 **Key West writer and musician Hal Howland’s novel Landini Cadence won a 2012 Eric Hoffer Award for excellence in independent publishing. Landini Cadence is available as an e-book, and a limited number of print copies remain available. Howland’s new collection of short fiction, The Jazz Buyer, is also available as an e-book. Learn more at www.halhowland.com.**

54 **Nancy Evans Vaughan** was named an adjunct professor for Arizona State University’s Walter Cronkite School of Journalism and Mass Communication. “After more than 30 years in public relations, it was time to give back,” she writes. Previously, Vaughan worked for US Airways as director of publications and marketing and as director of corporate communications for Best Western International. She opened her own agency, Vaughan Communications, 16 years ago.

73 **Donald Webster Jr.** was reelected as vice president for finance for the New Jersey School Boards Association. Webster is responsible for proposing the organization’s annual budget and oversees the association’s financial accounts. He also issues regular financial reports to the organization’s delegate assembly and ensures the completion of the association’s annual audit. Webster has served on the Manchester Township school board for 15 years and is the current board president. He holds certified board member status, which recognizes successful completion of training in all areas of local school board responsibilities, through the NJSSA Board Member Academy. Webster is retired as a budget/finance manager for the New Jersey Department of Human Services, is a certified healthcare administrator, and is a member of the Institute of Management Accountants. He and his wife, Carol (’76), have three grown children, all of whom graduated from the Manchester Township Public Schools.

79 **Susan “Susie” L. Baldwin** was promoted to associate director of gift accounting at the College of William & Mary in Williamsburg, Va.

81 **Former senior FBI official James M. Casey** established the Jacksonville, Fla.-based security and investigative consulting firm, James M. Casey LLC Intelligence/Diligence/RiskTM. Casey has more than 30 years of law enforcement and intelligence experience including 25 years at the FBI. He also served as a senior executive on the National Security Council at the White

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**Stay in touch, get involved and be Mad cool**

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1953–54 Lincoln House residents and Alpha Sigma Tau sorority members (l-r) are Joey Osbourne Graves, Peggy Sacra Biggins, Joan Pease Sullivan, Frances Alls Topping, Joy Turner Corkery, Anna Margaret Young Rhodes and Janet Dybvad Tink.
Ebony Sparkes (’98) is the epitome of a successful entrepreneur. In addition to working full-time as an account quality manager for a nonprofit IT firm in Northern Virginia, Sparkes is the founder and managing director of Sparkling Events & Designs LLC, an event planning and stationery design company. “We help clients plan everything from a dinner party to a wedding,” says Sparkes, who notes that she especially enjoys planning smaller, more intimate occasions because she can put a lot of “special touches” into these events.

Sparkes always had a passion for design and event planning, but the idea to start her own business didn’t come until she planned her own 2004 wedding to her college sweetheart, fellow Duke Jamel Sparkes (’00). “Jamel has been my biggest cheerleader. He’s always known about my passion for design and encouraged me to follow my dreams.” Although she was excited about the prospect of starting a company, Sparkes realized it would be a lot of work and wanted to devote time to perfecting her skills and doing research on starting a business. “Even though it wasn’t the best timing because of the condition that our economy is in, it was time for Ebony to move forward with her dream,” says Jamel, who helps with the marketing and finance aspects of the business. “It’s been a challenge, but no one ever gets to a level of success without taking some risks,” he says.

The couple worked together on a business plan and website, and in 2009, Sparkling Events & Designs was born. “The initial challenge was getting my name out there,” says Sparkes, who relies mainly on word-of-mouth for securing clients. “I do invest in advertising, but I find that most of my clients come from referrals.” Her favorite aspect of the job is meeting new people. “It’s been a challenge, but no one ever gets to a level of success without taking some risks,” he says.

Sparkes does the planning and design work from her home office in Loudoun County, Va. “My challenge is always figuring out what clients need. Everyone is different, so I try to create a unique, custom event that suits each client’s needs.” Sparkes often solicits the help of a close group of friends – fellow Dukes – who do everything from serving as event assistants to brainstorming ideas for the company. “My friends are amazing and supportive, and they always offer to help me out when I need it.”

In just two years, Sparkes has seen the fruits of her labor pay off. Sparkling Events & Designs has more than 5,800 Facebook fans and received WeddingWire magazine’s 2011 Bride’s Choice Award, which recognizes the top 5 percent of the site’s 200,000 wedding vendors. Sparkes serves as membership director for the Virginia branch of the Association of Bridal Consultants and was a contributor and the first “events guru” for I Am Modern, a women’s lifestyle publication in the Washington, D.C., area.

For Sparkes, one of the most exciting honors was appearing on celebrity event planner Preston Bailey’s blog after submitting photos of one of her events. “When I found out that I was selected to appear on his website, my mouth just kind of fell open in shock,” she says. “I still get client referrals from that feature.”

Sparkes attributes her success to her Madison experience. “The JMU College of Business helped lay the foundation for how I operate my business.” As a member of the Black Student Alliance, Alpha Kappa Alpha sorority, and a student employee at the Center for Multicultural Student Services, Sparkes met people from numerous backgrounds. “Those experiences were really great because they helped me build my confidence and come out of my shell. I never could have imagined that our company would reach such a high level of success!”

Sparkes enjoys spending time with her family. “Because I work a tremendous amount of hours, any free time is all about family – my husband and my daughters – Sadaia, who is 5, and Marley, who is 2.”

* Learn more about Sparkes at mysparklingevent.com.
Immediately after 9/11, he was with police officials from Scotland. During his career, Casey specialized in counterterrorism and death penalty defense investigations. During his career, Casey spent many hours practicing the four varsity sports in which he lettered. Waiting in line for the processional, I met the LHU representative representing, dating from 1896. As this building was, and continues to be, used for numerous folks who knew of James Madison University. It was a joyful, emotion-filled day for me. To hear about my dad from someone who knew him as a college student-athlete and to have the joy of representing JMU on the same day was amazing. I was filled with pride on both counts.

**EMERITINOTES and former faculty news**

Professor Emeritus of Education Steven H. Fairchild represented JMU and then-President Linwood H. Rose at the April 27 presidential inauguration celebration for Michael Fiorentino Jr. at Lock Haven University in Pennsylvania. Fairchild writes, “The events of the day were particularly exciting for me as my late father, Ned D. Fairchild, graduated from Lock Haven State Teachers College in 1942 with a degree in physical education. Preparation for Dr. Fiorentino’s inaugural procession occurred in Rogers Gymnasium, LHU’s oldest building, dating from 1896. As this building was, and continues to be, used for physical education classes, I was in the gym where my father surely had spent many hours practicing the four varsity sports in which he lettered. Waiting in line for the procession, I met the LHU representative of the Class of 1940, told him my name, and asked if by chance he might have known my father. I was filled with emotion when he immediately replied, ‘Ned Fairchild, yes I knew him; he and I used to practice together.’ This 93-year-old then briefly shared a few stories and even remembered that my dad lived just across the street in a home known later as ‘The Cave.’ In addition to this exciting encounter, I had brunch with LHU’s Interim Dean of the College of Education and Human Services Mary Rose-Colley, and learned that her daughter is a JMU graduate. During a reception following the inauguration, I met numerous folks who knew of James Madison University. It was a joyful, emotion-filled day for me. To hear about my dad from someone who knew him as a college student-athlete and to have the joy of representing JMU on the same day was amazing. I was filled with pride on both counts.

Former JMU chemistry lab specialist Rosemarie Joswick Palmer of Bridgewater, Va., has published the 377-page collection, Civil War Stories: Personal Accounts from Harrisonburg & Rockingham County in the Shenandoah Valley of Virginia. Palmer researched various local sources and includes 130 first-hand accounts to provide a picture of the local area from 1861 to 1865. Palmer says the book stems from regular columns she wrote for The Journals history column, sponsored by the Harrisonburg-Rockingham Historical Society. Palmer joined the JMU faculty in 1985 and retired in 2000. She works for Harrisonburg Tourism and the Harrisonburg-Rockingham Historical Society, where she is supervisor of the Cromer-Trumbo house docent program. Catch up with Palmer or order a copy of her book by emailing her at rsmrpalmer@yahoo.com.

Harold McGee, former JMU vice president for administrative affairs, died on March 3, 2012. He served as Jacksonville State University’s 10th president from 1986 to 1999. A native of Portsmouth, Va., McGee supervised the Valley of Virginia Consortium for Higher Education and served five years in public administration with the U.S. Office of Education. The Jacksonville State University science center is named in his honor.

The JMU Office of Alumni Relations invites all graduates from the 1930s to the 1960s to come back to campus April 25–28, 2013, for Bluestone Reunion Weekend. Start planning now at www.jmu.edu/alumni/events/reunions.shtml. Are you a professor emeritus/emerita who would like to share with alumni during Bluestone Reunions? Contact Tracey Kite at kitetl@jmu.edu.

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

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82 On April 20 Daniel G. Darazsdi represented JMU and President Linwood H. Rose at the inauguration celebration of Gary L. Miller as the fourth chancellor of the University of North Carolina at Wilmington. Darazsdi says, “Being back in a campus setting was a real pleasure, and it made me recall wonderful times at JMU.

It’s hard to believe it has been 30 years since my graduation. It was an honor to represent Dr. Rose and JMU at this special day.”

**Jeff Gammage** was part of a reporting team that won a 2011 Pulitzer Prize for public service. The award recognized *The Philadelphia Inquirer* for its *Assault on Learning* series, a year-long investigation into violence in the city public schools. Gammage gained almost unlimited access to South Philadelphia High, one of Philadelphia’s most violent schools. He shadowed the new principal during the fall and spring semesters and interviewed dozens of students, staff members, teachers and advocates. According to Gammage, he was at South Philly High so often and for so long that he was eventually assigned a locker. The former *Breeze* news editor joined the *Inquirer* in 1987.

84 Teresa Noyes Burgess is living in Baltimore and volunteering at Camp Chapel UMC.

85 John Meehan was named regional managing director for Wells Fargo Insurance Services. His region encompasses Maryland; Washington, D.C.; Virginia; West Virginia; Kentucky; North Carolina and South Carolina. Meehan heads sales efforts, brokerage operations, the region’s property and casualty, and employee benefits, and private risk management practices. Meehan and his wife, Millicent, have two sons and live in Louisville, Ky.

* Ellen Goldstein Schorsch is a piano teacher.

Tim Leffel won a record five awards from the North American Travel Journalists Association, including three prizes for original stories. Leffel won a gold for Best Travel Blog and a silver in the Best Travel Journalism Website category for Perceptive Travel, where he is editor. *Lisa Palmer O’Donnell* was named president of the Virginia Trial Lawyers Association. She is the fourth female president in the organization’s 53 years.

On March 30 Paul D. Buckley represented JMU and President Linwood H. Rose at the inauguration celebration of Jackson State University’s 10th president Carolyn Winstead Meyers, who is the first female president in the university’s 134-year history. Buckley says, “Choosing to attend James Madison was one of the best decisions of my life. It was a true honor for me to serve as a delegate for Dr. Rose and the James Madison University community!” Buckley is a teacher at St. Andrew’s Episcopal School in Jackson, Miss.

Lt. Col. Anne Drumeller Edgecomb and Brig. Gen. Randal Dragon met at the U.S. Army’s Network Integration Evaluation at Fort Bliss, Texas, on May 9, 2012. Edgecomb says that although the two former Dukes had never met, their connection to JMU and the ROTC Duke Battalion, where they both received their commissions, made for an instant bond. Edgecomb currently serves as the public affairs officer and media advisor to the Secretary of the Army. Dragon is the commanding general of the Brigade Modernization Command at Fort Bliss, where he is responsible for conducting the physical integration and evaluation of the battlefield network, the Army’s top modernization priority. *Greg Gilbert* received the Information Technology Infrastructure Library v3 Foundation Certification in November 2011. The ITIL is a set of practices for IT service management that focuses on aligning IT services with the needs of business. Gilbert currently works at Bank of the James.

Kathleen Canedo has written two humor blogs for nearly eight years and was recently hired to write a weekly humor column for the AOL publication, Patch.com. Her new column led to an invitation to be the featured speaker at a fundraiser in May. One of her blogs features the escapades of Dilettante Club. Canedo and two friends began the club to “try a new activity every month — anything from falconry to trapeze, improv, rock climbing, DJing, cake decorating, fencing, whatever,” she says.

Wendy Battleson was promoted to senior vice president and international commercial director at Christie’s, an art auction house in New York City. She lives in Montclair, N.J., with her husband, John, and daughter, Evelyn. *Marcus D. Jones*, city manager for the City of Norfolk, Va., represented JMU at the March 16 Norfolk State University investiture ceremony of Tony Atwater, the university’s fifth president. In his inaugural address Atwater committed to advancing NSU by strengthening its outreach mission and building upon excellence in teaching, scholarship and service. *David Murdocca* completed his

**SCHOLARSHIP THANKS:**

Juanita and Trammel Fishback Memorial Scholarship

Dear Mr. and Mrs. Fishback:

Thank you so much for your generosity in providing the Juanita and Trammel Fishback Memorial Scholarship. As a student supporting myself through college, this scholarship is an immense blessing. I am excited to complete my degree in dietetics in May and then enter a master’s program in international nutrition. In the future I want to use my education to do missions work abroad. Your gift and this scholarship are an encouragement and blessing. I am so grateful. Thank you.

Rebecca A. Lane (’12)

Surry, Va.
Former Dukes aid rise of Washington Nationals
One-time JMU teammates key to top-rated MLB farm system BY DAVID DRIVER

Ryan Zimmerman, an All-Star MLB third baseman, needed to make a change in his throwing motion last season after surgery. So the Washington Nationals turned to Jeff Garber (’88), a minor league infield instructor, for help.
Mega-prospects Stephen Strasburg and Bryce Harper needed to hone their skills in the minor leagues the past two seasons before bringing their talents to Washington. So the Nationals put their trust in Doug Harris (’87), the director of player development for the club since 2010.

Washington, once a perennial loser and National League laughingstock, took thoughtful and incremental steps in becoming a legitimate playoff contender through the annual June draft. The team’s minor league system began the 2012 season as the best in pro baseball, according to industry leader Baseball America. A few years ago the Nationals ranked 30th, and last, in the same category.

And the Nats have taken those steps with pro veterans Garber and Harris, former Diamond Dukes whose stellar college careers overlapped for one season in 1988 under former JMU head coach Brad Babcock.

“It is a credit to everyone, from the owners to scouts and player development,” Harris says of the Nat’s ranking. “It is a collective effort and shows that we are making big strides and hopefully it leads to more wins on the field.”

Both Harris and Garber were drafted out of JMU by Kansas City and they were once teammates at the Class AA level in the Royals system. Neither infielder Garber nor right-handed pitcher Harris played in the Major Leagues, but now they work with younger players who are trying to get there.

“We grew up 40 minutes apart,” says Garber, a former minor league manager who has worked in the Washington farm system since 2009. “I was a senior captain and he was a freshman at JMU. I had to mentor him. Now he is my boss.”

Zimmerman, who played at the University of Virginia, worked with Garber for nearly 30 days in the middle of the 2011 season during a rehab assignment.
Garber followed Zimmerman from the Nats’ spring training home in Viera, Fla., to minor league stops in Hagerstown, Md., Woodbridge, Va., and Syracuse and then to home games at Nationals Park as Zimmerman worked to throw with more of an over-the-top motion. “We went with the model of 21 days to break a habit,” Garber says. “He felt like he was comfortable with the adjustment. He was diligent. He’s a professional.”

Tony Beasley, a former infielder at Liberty University, was a minor league manager in the Washington system with the Harrisburg (Pa.) Senators in 2010 and was promoted to Class AAA Syracuse for this season.
“To be put in charge of tackling that task and a guy with that status (Zimmerman), obviously the organization has a lot of confidence in Jeff’s ability,” Beasley says of Garber, who grew up in McConnellsburg, Pa. “He is constantly up to date on throwing programs and takes care of the little things. We communicate very well. I assisted him in drill work during 2011 spring training. He is a hard-working guy and very passionate about his job.”

Harris, who pitched at the Class AAA level for the Royals, Orioles and Marlins, has one of just 30 jobs in pro baseball as the...
director of player development for Washington. The title is generally referred to as farm director in baseball circles, and Harris is in charge of stocking the minor league system from the rookie team in the Gulf Coast League in Florida to Syracuse, the top Nats’ affiliate.

Harris made the move from scouting to farm director when he came to Washington after working for Texas and Cleveland. “I think the biggest difference is when you are a scout you walk into games by yourself. When you are the farm director you walk out with the 25 other players and the other 125 players who are in the organization,” Harris says.

A native of Carlisle, Pa. Harris also hires managers and coaches for the minor league system and decides, along with input from Nationals’ general manager Mike Rizzo, when to release players and when to sign players who have been let go by other organizations.

“I think Doug has done an outstanding job,” says Beasley, a former MLB coach with Washington and Pittsburgh. “He allows you to be comfortable in your own skin. He makes you feel like you are a valuable part of what is going on. We share his vision.”

Jeff Garber (’88) and Doug Harris (’87), former Diamond Dukes teammates, are helping the Washington Nationals create the top minor league system in Major League Baseball.

The past two seasons were even more intense as pitcher Strasburg, drafted in 2009 by the Nationals, made his pro debut in 2010 and attracted national coverage. The same thing played out last summer as outfielder Harper, Washington’s 2010 No. 1 pick, made his pro debut with Class A Hagerstown before he was promoted to Class AA Harrisburg.

“Certainly there is more awareness with those two. They are both tremendous to deal with,” Harris says of Strasburg and Harper.

Thanks to Harper and other prospects, Washington was named the top farm system heading into this season. “This is a huge day,” Rizzo told The Washington Post when the Nats’ farm system was named the best by Baseball America. “We should make a big deal of this.”

Garber and Harris have other things in common outside of baseball. Both of them were born on Sept. 27 and each of them has a child who was born Sept. 28. “It is a little crazy, isn’t it,” says Harris, who added the two were roommates in the minor leagues in Memphis in 1994.

And perhaps one day they will celebrate a Washington pennant-winning team, which they played a part in building.

01 Margo Jantzi (’01M), a media center teacher at Cub Run Elementary, received one of eight 2012 Virginia Lottery’s Super Teacher awards. Rebecca J. Poma (’97), the Parent Teacher Association president, nominated Jantzi because “her energy, creativity and caring nature are contagious.” Jantzi has raised funds, directs the library and actively engages children in learning through books and new technology.

02 The Restaurant Association of Metropolitan Washington hired Julie Sproesser as membership and events director. Sproesser is responsible for managing and promoting RAMW membership throughout the Washington/Metropolitan area. She also works on special events, including monthly socials and an annual awards gala. While at JMU, Sproesser managed The Breeze and catered parties on the side. A School of Media Arts and Design major, she went on to earn a degree from the Institute of Culinary Education in New York. She spent six years as general manager of Prune restaurant in New York City’s lower East Side and most recently worked for Canal House Cooking, a seasonal cookbook series and website. * The James Beard Foundation named Christina Tosi Rising Star Chef of the Year, an award she earned largely for her skill in crafting unusual sweet treats. “For me, it’s just about creating things that we feel really attached to,” says Tosi, who creates soft serve ice cream made from milk flavored by breakfast cereal. During the 25th annual Beard Foundation awards, Tosi said, “The style that we do is finding a flavor, a texture that we feel attached to and giving it back in a way that we think is cute or playful or approachable.” Tosi oversees desserts, breads and ice cream for David Chang’s Momofuku restaurant group. The James Beard awards honor those who follow in the footsteps of Beard, considered the dean of American cooking when he died in 1985. The annual awards honor chefs, restaurants, and food-related books and media.

03 Steve Arhancet was promoted to director of consultant services at MBO Partners, a financial services company.
Capt. Jeffrey Cretz returned from his third deployment to the Middle East and Southwest Asia. While deployed he flew airlift missions in 10 countries. He is now assigned to the Delaware Air National Guard, serving as a C-130H navigator. He was also hired as an associate with Booz Allen Hamilton and supports a U.S. government intelligence agency. He and his wife, Megan, live in Arlington, Va. * Brent Jackson has been the general manager of the Holiday Inn & Suites Front Royal Blue Ridge Shadows since the property opened in 2008. Jackson's property earned the 2010 IHG Newcomer Award for best new Holiday Inn and in 2011 won the IHG Torchbearer Award, the highest honor a Holiday Inn can receive. The property also held the rating of No. 1 Holiday Inn in North/South America numerous times and is currently the No. 1 rated Holiday Inn in the Virginia/D.C./Maryland market.

Emily Casano opened her own real estate investment business in New York City. * James L. Cotton Jr. earned a Master of Arts in Forensic Psychology from Marymount University in 2011. He is married to Jacquelyn Alexander Cotton (’05). * Alka Franceschi is director of academics for a new school, the Latin Academy Charter School. “Our mission is to provide a quality education with a college readiness focus to low income students in Atlanta,” writes Franceschi. “We open our doors to the first class of 87 sixth-graders in August.” * Amanda Dawn Ghaffari Whelan was hired as deputy director of advancement at the University of Queensland’s Institute for Molecular Bioscience.

Regan E. Hiatt is a senior account executive with JPA Health Communications in Cambridge, Mass. She previously worked as director of communications with the Cancer Support Community in New York City. “Many thanks to JMU’s School of Communication Studies, particularly faculty members Eric Fife, Anne Gabbard-Alley, John Stone and April Roth Gulotta for helping me get here,” says Hiatt.

Heather Maxey earned her master’s in health education from East Carolina University. She is an instructor of health promotion at Lynchburg College.

Megan Dorlandt Beatty Gaeta (’09M), a special needs teacher at Robinson High School in Fairfax, Va., received one of eight 2012 Virginia Lottery’s Super Teacher awards. Gaeta, a psychology major, earned her master’s in exceptional education at JMU. She is a third-year special education teacher and also received the Fairfax Parent Teacher Student Association People’s Choice Award and the Fairfax County Public Schools Excellence Award. Gaeta’s “Packaged with Care” program is a service-learning program that allows her students to build social and job skills by planning and executing community service projects. In three years she has raised $8,700 from more than 20 private donors, civic organizations, and businesses including a $5,000 Pepsi Refresh grant. This has allowed her students to deliver more than 600 care packages to community organizations and foster care agencies. * Jacob Wukie, an Oak Harbor, Ohio, native and former JMU archery team member, qualified for the 2012 London Olympics. He won a spot on the U.S. three-man archery team, which won a silver medal at the 2012 Olympic Games.

Laura Lloyd-Braff is serving in the Peace Corps. One of her biggest projects has been establishing a summer camp for HIV-positive children in Ukraine, the first program of its kind in the country. “We had our first year of camp last year,” Lloyd-Braff says. It was a huge success. The children had the opportunity to swim, create arts and crafts, engage in leadership and team building activities, play games, and simply enjoy a traditional summer camp, sheltered from the stigma and discrimination that often characterizes the lives of HIV-positive individuals in Ukraine. We also brought a licensed doctor and psychologist to camp, and they led sessions on staying healthy with HIV/AIDS and how to manage intolerance.” * Big River, a Richmond, Va.,-based, independently owned branding and advertising firm, hired Emily Perry as a public relations account executive. She previously worked in corporate communications at Altria Group Inc.

The John F. Kennedy Center for the Performing Arts selected Frank Marsilio for its nationally recognized internship program. Marsilio is serving as the National Symphony Orchestra press intern as part of the DeVos Institute of Arts Management at the Kennedy Center for the Performing Arts. * Frank Marsilio

Scholarship Thanks: Spillman Family Scholarship Endowment

Dear Mr. David Spillman:

I want to extend my sincere thanks for your continued support of my education! Your scholarship gift has allowed me to continue my Madison Experience. I have assumed a rigorous course load in acknowledgement of your generosity. My classes in the 2011–12 academic year included nuclear physics, thermodynamics and classical mechanics. I hope to continue my education and earn a master’s degree in nuclear engineering. Thank you so much for your kindness.

Joshua T. Jarrell (’13)
Rapidan, Va.

Joshua T. Jarrell (’13)
Rapidan, Va.
Industrial design major finds path in 1816 shoe studio

Matthew Lockley ('11) turns Study Abroad experience into a career  BY GABRIELLE PICCININNI ('11)

A fter college, many graduates hear advice about following your dreams, but Matthew Lockley ('11) thinks that's not enough. Instead, Lockley has an unwavering determination to turn his every aspiration directly into reality. The endeavor to “find oneself” is an insufficient ambition for Lockley, who says it lacks intent and strict direction. “I believe it is important to create the person you want to be,” he says. “I have a vision that is greater than myself,” Lockley adds. His vision came into focus during a JMU Study Abroad trip following his May 2011 graduation. The culturally and creatively saturated experience was the capstone to Lockley's Madison Experience. Returning home with a waterfall of inspiration, Lockley began the process of turning the ideas in his sketchbook into a plan for his future as a shoe designer.

A mere 17 days after receiving his diploma, Lockley boarded a plane with design and studio art students from JMU and the University of Pennsylvania, and traveled to Vienna, Austria.

The Study Abroad program is directed by William Tate – JMU professor of interior and industrial design and founder of the Umbau School of Architecture in Staunton, Va. His students travel to Vienna every summer to not only experience Viennese culture and design, but to regain an appreciation for the beauty of human creativity and the artistry found in every detail of life.

The students spent five weeks exploring the city's architectural beauty, touring museums, visiting design firms and studios, and experiencing outdoor concerts and festivals. “Life is about perspective,” says Lockley. “Traveling makes you consider what is actually important to you.” After a 60-mile bike ride from Horn, Austria, to the Czech border, Lockley realized what is most important to him is family and faith. “This is the credo I live by: ‘Make it your ambition to lead a quiet life, to mind your own business and to work with your hands ... so that your daily life may win the respect of others and so that you will not be dependent on anybody.’” (I Thessalonians 4:11-12).

A creative spirit and entrepreneurial resolve are what drove Lockley to JMU and the School of Visual and Performing Arts, he says. He found his niche within industrial design, which he says is a beautiful mix of disciplines including art, technology, history, psychology, communication and business.

Industrial design is a concentration within the studio art major. It is a cross-disciplinary course of study in which students focus on creating and developing design concepts and systems while maintaining a firm focus on aesthetic potential. Set in a studio environment, industrial design students are encouraged to invent and experiment. In addition to design and art history requirements, all industrial design students must take five integrated science and technology courses and one business course.

As a major that crosses disciplines and physical locations on both sides of the JMU campus, industrial design students interact with professors from a variety of departments with vastly different professional backgrounds. Lockley says ISAT professor Eric Pappas made a particular influence on his Madison Experience. “He taught me to know when to be quiet, to have the patience to change and the strength to stand alone.”

Pappas remembers Lockley as “well-prepared for the challenges of class, highly engaged in the work, and active in his own professional and personal growth. More importantly, Matthew was intentional about how he was constructing his life.”

With guidance from professors like Tate and Pappas, Lockley says JMU taught him the lesson of “hard work.” He uses his industrial design skills to propel his creativity, develop his skills as a shoemaker, and fine tune his first business plan – one that solidified on his last day in Vienna.

At the end of the Study Abroad experience, Professor Tate took students to one final studio: Sheer Schuhe, established in 1816. Markus Scheer led a tour of the studio, passing through the oak-paneled foyer flanked with old glass cabinets displaying wooden shoe molds (called “lasts”), and up a creaky wooden staircase to the workshop. Filled by the clatter of sewing machines and the smell of damp leather, Lockley listened to the seventh-generation shoemaker, learning that every pair of Sheer shoes is completely handcrafted and represents “the unity of the greatest aesthetic and anatomical standards.”

This notion of marrying function with aesthetics resonated with Lockley and perfectly aligns with his JMU industrial design major. Self-described as a person who finds fulfillment in the smallest things in life, Lockley was eager to return attention to the value of hand-made products and artisanship once he was home. He wasted no time solidifying plans for his first business endeavor – his own shoe company – and has been working as a shoemaker’s apprentice in Washington, D.C.

* Learn more about JMU Study Abroad at www.jmu.edu/international/abroad.
C. J. Sapong of Manassas, Va., signed a contract extension with the MLS Sporting Kansas City team in March. “I’m definitely very excited to sign an extension with Sporting Kansas City,” Sapong said via a press release. “It’s an amazing feeling, because I feel like I progressed so much this past year, and I feel like I can progress even more.” Sapong earned MLS Rookie of the Year honors in 2011 after recording six goals and five assists in MLS competition. Taken in the first round of the MLS SuperDraft as the 10th overall pick, Sapong was the only Sporting KC player to appear in all 34 regular season matches in 2011.

12 Eva Hannesdottir, former JMU swim team member, qualified to represent her native country in the 2012 Summer Olympic Games in London. She swam the anchor leg for the Icelandic team in the 400-meter relay. Hannesdottir, posted a strong senior performance and helped the JMU team win the 2012 Colonial Athletic Association championship.

14 For the second year, the Cleveland Indians called upon a member of the Diamond Dukes. This year, the Indians selected junior right-handed pitcher D.J. Brown of Locust Grove, Va., in the 39th round of the 2012 Major League Baseball First-Year Player Draft. Brown, who was selected with overall pick number 1,193, is the 67th player in JMU history to be picked in the draft. Last year the Indians selected JMU catcher Jake Lowery (’12) of Midlothian, Va.

Do you remember the Quad tunnels? May Queen? Call downs for ‘cutting campus?’ Trips to the University Farm? The Stratford Players? Sitting on the hill watching the Marching Royal Dukes? Decorating the Jemmy statue?

Get your copy of Madison Century, which shows 100 years of the Madison Experience. Buy yours now at www.jmu.edu/centennialcelebration.
et al.: Madison Magazine - Fall 2012 Issue

**ANNOUNCEMENTS**

**FutureDukes**

**1980s** Nancy Flanagan and Rick C. Taplin ('88), a son, John “Jack” Manley, 12/18/11

Dawn Covington Warren ('94) and Ralph, a son, Dustin Patrick, 8/22/11 * Kelli Crawford Edwards ('95) and Isaac, a daughter, Bridget Anne, 4/27/12

**2000s** Bridgette Bowers ('00) and Christopher Dunn, a son, 5/29/11 * Erin Campane Bermudez ('01) and Mike ('01), a son, Brennan Patrick, 11/14/11 * Stacey Woods ('01) and Phil, a son, Hudson John, 11/17/11 * Beth McGinnis ('00) and Shannon Lardy, twins, Ivy Madeline and Owen John, 12/15/11

Virginia E. Swearingen Paspalas ('01) and Phil ('01), a daughter, Alexandra Lee, 4/8/11 * Ann Marie S. Jenkins ('04) and Jonathan, a son, Ian Daniel, 6/8/11 * Jacqueline Alexander Cottom ('05) and James ('05), a son, Xavier James, 3/8/12 * Stephanie Christmas ('08) and William ('08), a daughter, Chloe Elizabeth, 6/15/11 * Megghan Adrien Mitchell Parker ('09) and Jerry, a daughter, Kierstin, 6/28/11

**In Memoriam**

Kathryn Anne Buchanan Faris ('27) of Charlottesville, Va., 6/21/09

Louise F. Baker ('31) of Richmond, Va., 3/20/11

Agnes C. Coleman ('39) of Cummings, Ga., 3/5/12

Ann Hethorn Fitzgerald ('41) of South Hill, Va., 11/5/11

Doris Spencer Morrison ('42) of Norfolk, Va., 4/21/12

Grace J. Darden Lankford ('43) of Windsor, Va., 5/2/12

Nancy Smith Bradshaw ('44) of Norge, Va., 10/4/10

Evelyn B. Driver ('45) of Harrisonburg, Va., 5/29/10

Laura Dance Collier ('46) of Chesterfield County, Va., 2/17/12

Virginia Wilkins Dellinger ('47) of Bridgewater, Va., 5/2/12

Barbara Shaw Akers ('49) of Bassett, Va., 3/2/12

Barbara J. O’Flaherty Camp ('49) of La Jolla, Calif., 11/2/11

Nicholas Pascaretti ('49) of Ulster Park, N.Y., 11/16/07

Mary Alberts Wheeler ('49) of Stony Creek, Va., 10/18/10

John P. Heatwole ('50) of Waynesboro, Va., 1/3/11

Anne Horn Vance ('50) of Harrisonburg, Va., 3/10/12

Jean Anne Bear Wyatt ('51) of Memphis, Tenn., 1/26/12

Betty Jo Thompson Bowman ('52) of Harrisonburg, Va., 2/13/12

Jean Douglass Costello ('52) of Waterford, Va., 3/13/12

Ethel Howard Gayle ('56) of Ruther Glen, Va., 1/17/12

Janet Thomas Vanoever ('56) of Oak Grove, Va., 10/5/11

Nancy Lukin Bush ('62) of Staunton, Va., 10/16/11

Jane C. Lotts ('62) of Greenville, Va., 3/26/11

**Betty Gayle Dickerson Abernathy ('63) of Richmond, Va., 4/28/11**

Melvin D. Fawcett ('64) of Winchester, Va., 1/29/12

Barbara Kite Pullem ('64, '88M) of Shenandoah, Va., 3/25/12

Dianne Cromwell Polk ('65) of Newport News, Va., 10/22/06

Pamela Joffre Ward ('67) of Jeffersonton, Va., 2/21/05

Sharon E. Gorman Gilchrist ('70) of Tucker, Ga., 5/17/12

Elizabeth Niehaus Johnston ('70) of Misoula, Mont., 4/25/12

Judith Anderson Marsh ('71) of Madison, Miss., 12/4/11

Mildred Chapman Henschel ('73) of Scottsville, Va., 4/11/11

Norman V. Couner ('74) of Waynesboro, Va., 4/27/12

Mary Hunter Gunn ('74) of Harrisonburg, Va., 2/25/12

Nancy Cline Lloyd ('75) of Delta, Va., 2/24/12

Cynthia Hemmerle Pachis ('75, '94M) of Penn Laird, Va., 2/22/12

Lottie Musser Rigney ('76) of Danville, Va., 1/28/11

Valerie Anne Tullous ('76) of Culver City, Calif., 11/17/11

Mary Ellen Woodson Hambrick ('78) of Alderson, W.Va., 9/23/11

Mark Lewis Jones ('78) of Mechanicsburg, Pa., 2/25/12

Frances B. Matze ('79) of Suffolk, Va., 12/21/11

William P. Henderson Jr. ('81) of Los Angeles, Calif, 4/13/12

Ruth Krady Lehman ('81) of Harrisonburg, Va., 5/1/12

William J. Heath ('82) of Fairfield, Va., 10/10/11

Theresa Brocato Vondruska ('86) of Itasca, Ill., 11/5/11

Michael Carrier ('87, '91M) of Harrisonburg, Va., 4/25/12

Franklin Roeder Jr. ('87) of Quinton, Va., 1/8/12

Jeanne White Fields ('91) of Bluefield, W.Va., 6/8/09

Brian Paul Stewart ('91) of Arlington, Va., 9/10/02

Carla Frye Williams ('95) of Hampton, Va., 4/18/12

Joyce A. Copley ('96) of Broadway, Va., 5/20/12

Craig L. Whyte ('96) of Frederick, Md., 11/14/11

Patrick Alexander Kelly ('00) of Great Falls, Va., 1/28/12

Michael James Whitaker ('06) of Cincinnati, Ohio, 5/31/04

L indsay Margaret Wanish ('09) of Centreville, Va., 8/18/07

Andrew Karl Dziuba ('00) of Culpepper, Va., 2/26/12

Marcus Allen Ford ('11) of Christiansburg, Va., 3/17/12

Steven Michael Knot ('11) of New York, N.Y., 2/29/12

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**John P. Heatwole ('50)** of Staunton, Va., 10/16/11

Anne Horn Vance ('50) of Harrisonburg, Va., 3/10/12

Jean Anne Bear Wyatt ('51) of Memphis, Tenn., 1/26/12

Betty Jo Thompson Bowman ('52) of Harrisonburg, Va., 2/13/12

Jean Douglass Costello ('52) of Waterford, Va., 3/13/12

Ethel Howard Gayle ('56) of Ruther Glen, Va., 1/17/12

Janet Thomas Vanoever ('56) of Oak Grove, Va., 10/5/11

Nancy Lukin Bush ('62) of Staunton, Va., 10/16/11

Jane C. Lotts ('62) of Greenville, Va., 3/26/11

**Making plans now to be on campus for Homecoming 2012**


For more info, call (540) 568-6234

http://www.jmu.edu/homecoming
Welcome to the Madison family!

JMU students had an important message waiting for incoming President Jonathan Alger, his wife, Mary Ann, and their daughter, Eleanor. Students painted “Welcome to the JMU family,” on Spirit Rock, which is located on the east side of campus, near the Student Festival and Conference Center.

President Alger comes to JMU from Rutgers, the State University of New Jersey, where he served as senior vice president and general counsel. He earned his educational degrees at Swarthmore and Harvard Law School. Even for the Madison community, which embraces change as an integral part of its culture, the appointment of a new president is momentous. In its 104-year history, only six presidents have led the university.

In his acceptance speech last November, Alger spoke extensively of “the engaged university” as his vision for JMU. The engaged university is a concept lived every day by the Madison community. It is regarded as a point of pride among JMU’s 112,000 alumni and as a great promise among current students.

Alger, who has embarked on the “Why Madison?” listening tour to hear from key JMU audiences, says, “A university has a critical role in preserving and enhancing the heritage of democracy. It is up to us to develop educated and enlightened citizens who will participate actively in the world, who have the knowledge and skills to meet and confront new challenges, and to work with people from different backgrounds.” Read Alger’s first Madison message on Page 7.

*Read more from President Jonathan Alger’s Q&A with Madison magazine at www.jmu.edu/bethechange/stories/speaking-the-same-language.shtml.
The magazine staff welcomes news for class notes and notes from alumni and former faculty members. Please submit news of personal and career achievements online at [www.jmu.edu/myinfo](http://www.jmu.edu/myinfo) or use this form and mail news to:

**Class Notes, Madison, James Madison University, 235 Cantrell Ave., MSC 3610, JMU, Harrisonburg, VA 22807**

Full Name (include maiden)__________________________________________________________

Class Year__________________________________________College/Major_____________________

Home Address______________________________________________________________

City__________________________________________State________________ZIP______________

Email Address__________________________________________Home Phone______________________

Employer__________________________________________Job Title____________________________

Spouse Name (include maiden)__________________________________________JMU Class Year ___

News____________________________________________________________________________

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It can take up to six months, or two issues, for your class note to appear in *Madison*. We appreciate your patience.

[www.jmu.edu/myinfo](http://www.jmu.edu/myinfo)
JOIN THE JMU NATION

AT FEDEX FIELD ON SEPT. 15
KICKOFF 4:30 P.M.

Join President Jon Alger and the JMU Nation to cheer on the Dukes against WVU

For game-day details, JMU fan bus info, commemorative T-shirts, tickets and more visit: www.25KSTRONG.COM

BECOME PART OF THE JMU NATION!

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