How does an engaged university discuss global crises and help students build peace and launch careers?

Will it happen again?

PAGE 30
A placemark in JMU history

Artist and 40 student organizations create a diversity mosaic

BY PAULA H. POLGLASE ('92, '96M)

When artist and JMU employee Sarah Swanlund pulled back the paper to unveil the Rose Library’s new Diversity Mosaic, the crowd burst into applause and students rushed to spy their own pieces in the 48-foot work of art. JMU President Jonathan R. Alger asked the crowd to reflect on the importance of the campus community creating a great work of art for a library that focuses on the sciences. “Using mosaic is a great way to demonstrate how all the different pieces of our community come together to create something beautiful, beyond what any one of us could create on our own,” Alger said.

A mosaic artist for 10 years, Swanlund joined the Rose Library staff in 2012. She soon noticed the possibility for a major piece of art. Having created mosaics for Clemons Library at U.Va. and the Jefferson Madison Regional Library, Swanlund thought, “There’s got to be a way I can bring the JMU community together to create something.” Her timing was fortuitous as the JMU Office of Diversity was calling for proposals for the annual Innovative Diversity Efforts Award. Swanlund and two colleagues wrote a proposal to help students create a diversity mosaic in Rose Library. Swanlund used award funds to
purchase 130 pounds of glass tile, 50 pounds of grout and 36 tubes of industrial glue. She fashioned 24 wood canvases, crafted a design plan and offered workshops for the student artists. The mosaic’s theme is “The Night Sky.” Swanlund arranged glass tiles that swirl with deep color to create the background. However, it is the shapes within the mosaic that really stand out. There are 40 orbs and stars created by representatives from 40 JMU student organizations. Swanlund left the individual tile designs up to the students. Calvin Walker, a senior political science major from Richmond, Va., created the tile for the Xi Delta chapter of Alpha Phi Alpha Fraternity Inc. “I put several reflective/mirror pieces on the mosaic piece so when people walked by they can literally see themselves and their own diversity in it,” says Walker. “The mosaic is a representation of the eclecticism and variety that is seen daily on campus.”

Sophomore A. Kathy Corena who created the Student Government Association’s star says, “I think it’s important, because it allows students to leave a little piece of them and their organization at JMU.”

Mosaic artist Sarah Swanlund and Jon Reed, a Rose Library assistant, unveil the Diversity Mosaic, which students helped create.

SEE MORE: View more mosaic tiles and photos from the unveiling at www.jmu.edu/news/2014/01/20-diversity-mosaic.shtml.
Will it happen again?

A JMU multidisciplinary conference explores the role of intelligence in war, peace and conflict resolution

Reports from the world’s trouble spots, including the Ukraine and Syria, dominate news cycles, and those crises are frequently compared to the Bosnian conflict of the 1990s. Will a Bosnia-type crisis happen again? How does an engaged university talk about such global crises? Why is it important for JMU students to engage in research and partake in these global conversations? And how are they doing it?

In March, JMU hosted a conference, “Intelligence and the Transition from War to Peace: A Multidisciplinary Assessment,” and JMU faculty members and students joined academics, scholars and government officers from the United States and around the globe to present papers exploring the role of intelligence in war and peace. On Page 30 learn more about the conference coordinator Tim Walton, a 24-year CIA veteran analyst and JMU professor of intelligence analysis. And, learn more from conference presenters and how JMU students in the intelligence analysis program are building peace and launching careers.
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By Eric Gorton (’86, ’09M) Education and biology students team up to write and illustrate a book to help youngsters understand science

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

VISIT JMU: Prospective students, alumni, community members, JMU friends: Find it all here. The JMU events calendar, campus map, area lodging and dining. Log on before you roll into the ‘Burg:
www.jmu.edu/visit

ALSO: Follow @JMU on Twitter

PARENTS: Visit www.jmu.edu/parents

Music therapy
John Riley (‘16) and Mark Thress (‘14) create an iPad app

Dream builders
Donors and scholarship recipients share their stories and celebrate at the Stewardship Luncheon

Entrepreneurship is going to put JMU on the map, [it’s the] perfect place for entrepreneurship to spread because the university attracts people who communicate well.’
— BEN STOUT (‘14) PAGE 17

Two mavericks spark future business leaders
Don Rainey (‘82) and Wayne Jackson (‘85) have named the College of Business annual Business Plan Competition

Madison forever
Madison friendships last forever: (l-r) are David O’Donnell (’78), Steve Leelou (’78), Tim Stone (’80), Van Snowden, Bill O’Donnell (’77) and Mike Miller (’77). See what your friends are up to and share your Class Notes PAGE 54

First-ever Student Appreciation Day
New coach Everett Withers gives students an insider’s view. Gridiron action begins at Bridgeforth on Sept. 13 vs. Saint Francis PAGE 18

WITHERS AND STEWARDSHIP LUNCHEON PHOTOGRAPHS BY MIKE MIRIELLO (‘09M); IPAD THERAPY COURTESY OF COLLEGE OF VISUAL AND PERFORMING ARTS; RAINEY (‘82) BY KATIE LANDIS; MADISON FRIENDS COURTESY OF BILL O’DONNELL (‘77)

SPRING/SUMMER 2014

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et al.: Madison Magazine - Spring/Summer 2014
Your letters, stories and photos

DISCOURSE WITHOUT DISdain: THANKS, JMU!

I enjoyed reading the Winter 2014 issue of Madison. It is a very well done publication, and I am happy to see that JMU is emphasizing thinking and not just learning through the new initiative “The Keys to Ethical Reasoning.” Too many people make decisions without ever thinking about the ramifications because they are told by politicians, celebrities, religious leaders, family members, etc., what to believe. Or they don’t ask questions to make informed decisions. Both of my children attended a high school that teaches bio ethics as a required course. This has made them think about their actions and not just learn what others tell them to believe. Thank you JMU for being a leader in an area that can be very tricky, and thank you for bringing up subjects that are very controversial.

This country needs to be able to have discourse without disdain; conversation without hate. I hope JMU is a leader in taking us all down the path of thinking and talking — not just following.

Brad Hoopes (‘85)
President, National Settlement Services, Lorton, Va.

RECIPE FOR SUCCESS

On behalf of the JMU Alumni Association I would like to thank Winter 2014 Commencement speaker G.J. Hart (‘84) for not only his sage advice to new graduates, but also for the vouchers for free pizza from California Pizza Kitchen. Mr. Hart is chief executive officer and president of California Pizza Kitchen and he told the 700 newest members of the alumni association to “Think inward, outward and onward!”

Jamie Jones Miller (‘99)
President of the JMU Alumni Association

2014 Winter Commencement speaker G.J. Hart (‘84) told more than 700 graduates in December, “On a trip to New York City [early in my career], the city girls were ridiculing my clothing and every aspect of my appearance. I was devastated.” Hart opened his commencement robe and revealed his attire to JMU’s newest alumni, adding, “All right, this is called the Gerard Sport Shirt. My name is G.J. [which is short for] Gerard Johan. You guys can laugh all you want, as many have. This Gerard shirt is the best-selling Robert Graham shirt in their history. Take that New York City!”

HART COMMENCEMENT PHOTOGRAPH BY MIKE MIRIELLO (‘09 M); STONEY BY MICHAEL WHITE, COURTESY OF THE OFFICE OF THE GOVERNOR OF VIRGINIA; IMHOFF BY NORM SHAFER
The highlight of my recent visit to James Madison University was speaking one-on-one with students about their personal interest in President and Founding Father James Madison. While their enthusiasm for Madison inspired me, I am keenly aware of just how little people know about the fourth president. Frankly, for most people, Madison and his Montpelier home seem only vaguely familiar.

At Montpelier, Madison’s legacy as Father of the Constitution is clear and ever present. Even today, the struggles of emerging democracies continue to remind us that declaring independence and winning a war do not create a nation. While our fight for freedom may have begun in 1776, our liberty was not truly secured until Philadelphia Convention delegates signed the U.S. Constitution on Sept. 17, 1787, assuring a system of constitutional self-governing. As historian Mark Carnes notes, “Institutions and ideas endure long after the guns and cannon have fallen silent.”

Without Madison, our nation might have traversed an entirely different course. Had we continued as 13 independent states loosely bound as a confederation, more disorganized states might have been gobbled up by other nations. Or we might need a passport to cross over the Mississippi. Absent Madison, our taxes might support a state-established religion and our homes might be subject to warrantless searches.

When JMU students come to Montpelier on Constitution Day each September they wear “Thanks Jemmy” T-shirts recognizing Madison’s leadership during our founding era. As the place where Madison was inspired with an idea that affects all of us, every day, it is appropriate that Montpelier is where JMU students celebrate Constitution Day. I hope you will visit Madison’s home and let Montpelier inspire you as well.

— Kat Imhoff, president, Montpelier

CONGRATULATIONS SECRETARY OF THE COMMONWEALTH LEVAR STONEY (’04)

Levar Stoney (’04) was JMU’s Student Government Association president when the university just began elevating its connections to our eponym, James Madison. The reverence with which Levar treated our effort to honor the Father of the U.S. Constitution was striking for a person his age. Levar was destined for public service, it was clear, and possibly at a very high level. Well, now when I see Levar — as I did in late March when he visited campus to speak to a political science class — it is decorous to greet him as Secretary Stoney rather than Levar. Less than 10 years after graduating Levar was sworn in as Secretary of the Commonwealth Virginia this January. Since I knew you when, I will dispense with decorum and say, Congratulations Levar. Your accomplishment and dedication to public service bring great pride to your alma mater.

Andy Perrine (’86)
JMU Associate Vice President for Communication and Marketing

Guest Editor’s Note

EDITOR’S NOTE: In opening JMU’s March conference, “Intelligence and the Transition from War to Peace,” President Jonathan R. Alger lauded the event as “the sort of convening that should take place as often as possible on the campus named for fourth U.S. President James Madison. Alger traced the parallel challenges and decisions that both Presidents James Madison and Bill Clinton faced, respectively, during the War of 1812 and the Bosnian Crisis of the 1990s. James Madison’s brand of developed thinking is what Alger challenged conference attendees to aspire “to understand how ethical reasoning might have led decision-makers to act in the Bosnian conflict.”

LEARN MORE about the conference and the online link to President Alger’s remarks on Page 30.
Madison magazine intern Breanna Garrett (’14) is a writing, rhetoric and technical communications major from Forest, Va. She transferred to JMU as a junior in 2012 and began writing entertainment columns and news articles for The Breeze. As part of a WRTC introduction course, Garrett was on a small team that created “The Madison Parlor,” an undergraduate research network used by both faculty members and students. On the back cover of this Madison, she shares a Be the Change profile of entrepreneur Sandra Tran (’12). Garrett hopes to work in publishing as an editor or copywriter after graduation.

Susan Fersner is director of the JMU Office of Planned Giving, where she focuses on charitable gift planning options with alumni, faculty members and friends of the university. Fersner helps JMU donors leave a legacy through their estate plans, strategic gift plans and by helping them establish charitable gifts annuities. She and her staff help the Madison team inform the JMU community about these giving options. Prior to joining the JMU staff, Fersner was the trust executive and senior vice president for Marine Bank & Trust in Florida, now known as Centennial Bank.

Rob Tucker and Betsy Hay teamed up on community news for this issue of Madison. Hay shares her personal reflections on JMU President Jonathan R. Alger and his wife, Mary Ann Alger, on Page 13, where she details President and Mrs. Alger’s philosophy on community engagement. Hay moved to the ‘Burg in 2000 and quickly made it her home. She serves as vice president of Wellness and Community Based Services at Virginia Mennonite Retirement Community. Previously, she was executive director of United Way of Harrisonburg and Rockingham County. Hay partnered with JMU to establish the Nonprofit Institute, a certificate program in nonprofit management, and helped to create JMU Student United, the first such program in Virginia. Hay is passionate about the JMU mission and how JMU and the local community can achieve great things together. Rob Tucker writes community news for Madison and is editor of the Madison Community Calendar. He joined the JMU staff as community affairs manager in 2012. He has worked in higher education for more than 25 years and calls himself a recovering journalist. He is the father of four, including a daughter, Kellie, who graduated from JMU in 2006. In his spare time, he likes to fly-fish, kayak, bike and cook. He believes “purple is the new black.”

Twenty-four year Central Intelligence Agency analyst and operator Tim Walton joined the JMU Intelligence Analysis Program in 2011. The Navy veteran’s CIA assignments include a post with the Office of the Secretary of Defense at the Pentagon as an intelligence adviser to the Secretary of Defense during the implementation of the Dayton Peace Accords in the Balkans. In March, Walton invited JMU students and faculty members, as well as other scholars and government officials to campus for the multidisciplinary conference, “Intelligence and the Transition from War to Peace.” In the classroom, Walton’s students examined CIA documents on intelligence support to U.S. decision making on Bosnia. They also participated in the conference, which featured U.S. and international scholars exploring the role of intelligence in war and peace and the multidimensional nature of conflict resolution. Learn more on Page 30.
Curiosity is high regarding exactly what we mean by our new vision to be the national model of the Engaged University: Engaged with ideas and the world. Many are asking, “What is an engaged university? And what does it mean to become the model?” The cover story of this edition of Madison provides a compelling example of what we mean. “Intelligence and the Transition from War to Peace,” an academic conference held on campus in March, explored how the administration of President Bill Clinton worked toward ending the Bosnian conflict in the mid-1990s. The two-day event was made possible by the release of intelligence documents declassified uncharacteristically early by the CIA and Clinton Presidential Library. Conference organizer and JMU integrated science and technology professor Tim Walton — a 24-year CIA veteran himself — was doing intelligence analysis at the CIA during the Bosnian conflict. Much of his work at that time directly affected decisions made by the Clinton administration regarding U.S. actions in Bosnia.

The conference was a fascinating convening in its own right, but how does it epitomize what we mean by the Engaged University? And why is it important? Could it perhaps teach us anything about circumstances around the globe today? We need look no further than Syria for an answer.

At the conference, James Madison University community members gained an insider’s perspective on how intelligence is used to make executive decisions during a military conflict. Discovering just how complex the situation was leading to U.S. involvement in Bosnia was an eye-opening experience for everyone in attendance. For example, media at the time portrayed the Bosnian conflict as one focused on ethnic conflict. While this was a factor, and ethnic cleansing tragically occurred, the intelligence examined at the conference revealed other root causes that were not discussed much in the media at that time.

Why is this important for our students and campus community? Obviously, for those majoring in intelligence analysis, learning how to interpret complex intelligence from primary sources while still an undergraduate — and through interactions with renowned experts from the field — is an enormous and rare opportunity. But in a more general sense, discovering that real events might involve factors and nuances not captured in news coverage is a critical message for us all — especially when facing a decision to send our troops into an active military conflict.

The current situation in Syria raises arguably similar ethical, moral and strategic questions for our nation and our world. All who attended the “Intelligence and the Transition from War to Peace” conference now have a keener sense of what might really be going on when processing the news coming from Syria. If our leaders decide to engage U.S. forces in Syria, what will be your position on the decision? And on what information will you base it? As citizens in a republic ruled by popular sovereignty, it is imperative we understand such issues.

You will find extensive coverage of the “War to Peace” conference in this issue of Madison (Page 30), along with what you’ve come to expect as rich and lively coverage of the vibrant JMU community on and off campus. I would like to draw your attention in particular to content describing the extraordinarily entrepreneurial activities on campus (See Pages 17, 22 and 29). While some associate entrepreneurship exclusively with business and commerce, at JMU it is a way of thinking which pervades every discipline. In a world where the velocity of change increases more and more, cultivating such a zeal for creativity and innovation is critical to the success of our students and alumni. It is critical too for the university itself as we seek to become the national model of the Engaged University. Such a vision is bold, and to attain it we must exert ourselves with the restless passion of entrepreneurs.

Jonathan R. Alger
President, James Madison University
Winter 2013 Commencement speaker G.J. Hart (’84), executive chair, chief executive officer and president of California Pizza Kitchen, celebrated the more than 700 students who graduated from JMU Saturday, Dec. 14, for their great achievement. Approximately 588 undergraduate students and 141 graduate students — 137 master’s degree, three educational specialist degrees and one doctoral degree recipient — joined family and friends in the JMU Convocation Center for the program.

Hart encouraged graduates to become self-aware and to develop an internal compass. “Self-actualization will allow you to truly adapt and adjust your expectations as well as your attitude in all situations that you might encounter,” he said. “Be that go-to person. What I mean is, be that reliable, accountable and dependable person every time, every day.” Developing a “get to” attitude, rather than a “have to” one is important. “Every single day is an opportunity for each and every one of us to adjust our attitude and create our own destiny,” Hart added.

JMU President Jonathan R. Alger described Hart as “an inspirational leader, supporter and friend of JMU.” Hart is a member of the College of Business Executive Advisory Council and is chair of the College of Business Research and Development Board. Alger encouraged the graduates to embrace Hart’s lessons of leadership, service and passion to dream big about how they can use their gifts and talents to address challenges and issues facing all communities.

G.J. Hart (’84) tells December grads to “be that go-to person.” Hart is president of California Pizza Kitchen, an international chain with more than 250 restaurants in 30 states and 11 countries. He joined CPK in August 2011 after serving as president and CEO of Texas Roadhouse. Hart emailed each December graduate a coupon for a pizza from California Pizza Kitchen.

➡️ LEARN MORE about G.J. Hart (’84) at www.jmu.edu/cob/about/eac-profiles/g-j-hart.shtml
JMU again named a ‘Best Value’

JMU is again one of the top 75 public undergraduate colleges and universities identified by The Princeton Review in its annual “best value” guide. JMU also ranks No. 22 in the 2014 Kiplinger’s Personal Finance’s top 100 Best Values in Public Colleges. The 2014 edition of The Princeton Review’s The Best Value Colleges: The 150 Best-Buy Schools and What It Takes to Get In lists JMU among top colleges and universities based on excellent academics, financial aid and cost of attendance. JMU has been listed in the Princeton Review’s “best value colleges” books since 2009. “James Madison University ranked No. 22 in the top 100 colleges thanks to its high four-year graduation rate, low average student debt at graduation, abundant financial aid, a low sticker price, and overall great value,” according to a news release distributed by Kiplinger’s. Data was collected from nearly 600 public schools to determine the 100 best values.

The rocket science of aeroacoustics

Math professor has a blast with NASA collaboration

When a rocket blasted off Sept. 17 on a flight to the International Space Station, JMU mathematics professor Caroline Lubert was among guests invited to watch. While Lubert was excited by the spectacle of a rocket launch — from Wallops Island on Virginia’s Eastern Shore — she was equally interested in the thundering sounds the liftoff produced and the sound data that was captured by 70 highly sensitive microphones placed in the vicinity of the launch pad.

Since 2012, Lubert has collaborated with NASA and Orbital Sciences Corp., the company that built the Antares rocket for the mission, investigating the earth-shaking acoustical vibrations from rocket launches. She is particularly interested in the sounds that come out of a J-shaped trench that channels the rocket exhaust away from the launch pad during liftoff.

The University Health Center

A healthy move

The University Health Center became the first tenant of the new Student Success Center during spring break. The new health center includes appointment and walk-in medical clinics for allergy, international travel, specialty and women’s health. It also offers services for health education, contraception, LGBT and ally education; limited pharmacy dispensing; nutritional counseling, outreach, peer education, sexual assault education, and substance abuse prevention. The expanded University Health Center features 37 exam rooms, eight procedure rooms, six observation beds, offices, meeting rooms, and additional space for future optometry, physical therapy, radiology and pharmacy services.

Occupying the former Rockingham Memorial Hospital, the Student Success Center will be a collaborative and high-impact learning environment for students and a hub of programs and services promoting student learning and development through accessibility, innovation and interaction with others. It will be one of the largest and most comprehensive college facilities of its kind in the country. As part of JMU’s continued focus on environmental sustainability, the design and construction of the Student Success Center has focused on being green with the use of recycled materials, water collection features, energy saving options, and will seek LEED Gold Certification upon opening. Read more on Page 24.


Caroline Lubert has collaborated with NASA to investigate earth-shaking acoustical vibrations from rocket launches.

“I’m interested in how the flow behaves in this duct and whether it shows any of the properties I would expect from the Coanda effect,” says Lubert, who helped oil companies reduce noise levels at their refineries and rigs while doing her doctoral research in the 1980s. The noise reduction was achieved by creating a saw-toothed nozzle for flares used to burn off excess gas. The jagged nozzle edges changed the frequency of the sound, thus making them less disturbing to human ears.

Lubert expects to use the data from the launches to identify peak noise sources and suggest improvements to the design of the flame trench. A key concern for rockets is vibration. The less vibration, the better for the rocket, its payload and, on manned flights, for the astronauts.

Lubert says she hopes to build a model of the J-trench for testing in her anechoic chamber, a soundproof room about the size of a shipping container in her Burruss Hall lab. Then she can test different curvatures and different duct lengths to see what effect they have on the aeroacoustics.


LEARN MORE at www.jmu.edu/successcenter/
Longtime JMU friend and benefactor Tom Dingledine has given the university a gift of 37 acres in the Northern Neck of Virginia for students and faculty members to use as a field laboratory for research and teaching. In addition to the 37 acres at Bluff Point, Dingledine recently placed an adjacent 860-acre parcel into a conservation easement held by the North American Land Trust that provides JMU the opportunity to conduct research and teaching exercises in its pine forests and saltwater marshes neighboring the Chesapeake Bay. Faculty members who have visited the site are eager to research areas such as water quality, marsh ecology, archaeology, geology, engineering, shore land mapping, public history and environmental writing.

“This presents a natural connection for us as JMU and Harrisonburg are located in the Chesapeake Bay watershed,” explains Jerry Benson, JMU provost. “The new field research site graciously provided by Tom Dingledine creates an opportunity for our existing research efforts to expand in further exploring the full cycle of ecological impact on the bay.”

“While the acreage at Bluff Point is a generous donation to JMU, the 860-acre easement is in effect a gift to all the people of Virginia,” adds David A. Johnson, director of the Virginia Department of Conservation and Recreation. “This easement will have long-term benefits for local water quality, including on the Chesapeake Bay, and protects habitat for several significant species including the rare tiger beetle.”

No debating the stats
JMU orators are tops in the nation

For the fourth year in a row, the JMU Debate Team is ranked in the top 10 in the nation. The team is currently eighth in both the National Debate Tournament and Cross Examination Debate Association rankings. The rankings are based on team members’ performances in regional and national tournaments during the academic year. The JMU Debate Team competes with teams from Harvard University, Northwestern University, George Mason University, Liberty University, the University of Kansas and other traditional powerhouses. The past two years the team has been ranked as high as fifth in the country.

This year’s team is unique because of its proportionally high number of underclassmen. There are 19 freshmen and sophomores, two juniors and only one senior. “We knew we were rebuilding this year, so our goal was to stay in the top 10,” says, JMU Director of Debate Michael Davis.

Debate Team Director Mike Davis (center) instructs JMU debaters, like math major Cynthia McGrath (‘13) and justice studies major Samantha Perez (‘15).

LEARN MORE about the debate team at sites,jmu.edu/debate
Google Earth

There’s no substitute for studying geology in the field, but when it takes 80 million years for mountains to form and when it’s not possible to travel halfway around the world to see something firsthand, then a good computer simulation can be the next best thing.

That’s the idea behind a new set of Google Earth tools being developed by Steven Whitmeyer, professor of geology and environmental science, and colleagues at Old Dominion University and Northern Virginia Community College. Whitmeyer received a $700,000 grant from the National Science Foundation for his part of the project. The professor has worked on educational models using Google Earth for the past five years. This project, Google Earth for Onsite and Distance Education, or GEODE for short, is the next step in the development process. “Each project has been a little different. It has to be original, but it can build on earlier work,” says Whitmeyer, who presented the GEODE concept with his collaborators at the 2013 Geological Society of America conference in Denver last fall.

Another important aspect of the project is to create a virtual fieldwork environment where students can “visit” areas around the globe to do research. For example, students can pick out specimens native to a region and get information and 3-D images. “You can go to South Africa and have a specimen of the rock that you would see there, and if you click on it, you get information about it, geochemistry and [more],” explains Whitmeyer.

This Earth animation by Steven Whitmeyer depicts the 80-million-year path the India subcontinent took to reach its current location, creating the Himalayas in the process. Whitmeyer is professor of geology and environmental science.

The virtual fieldwork environment also benefits people who have disabilities that prevent them from working in the field. “It doesn’t replace fieldwork, but you also have to recognize that there are some things that you can illustrate with visualizations in something like Google Earth pretty well and you don’t want to disenfranchise that part of the community who are not able to do those outside field trips.”

CONTACT Steven Whitmeyer at www.jmu.edu/geology/whitmesj.shtml

Nursing professor earns nod for innovative teaching

For 15 years, Cynthia Rubenstein worked as a pediatric nurse practitioner in various primary care settings, and she continued to practice well after earning her doctorate. Now a professor and director of undergraduate nursing at JMU, she brings clinical experience into the classroom. “My philosophy of teaching is student-centered and focuses on real-life application,” Rubenstein says. “When you’ve been on the front lines, you know what the issues are. So I like to pull in case studies and adapt them as needed. Health care is always evolving. You have to stay current to prepare your students.” Her approach recently caught the attention of the American Association of Colleges of Nursing, which presented Rubenstein with its prestigious Excellence and Innovation in Teaching Award. It marks the first time that a JMU faculty member has won the award.

CONTACT Cynthia Rubenstein at www.nursing.jmu.edu/people/rubenstein.html
Why does JMU plant roots in a local child care center?

Engaging with the world starts at home for JMU President and Mrs. Alger  

BY BETSY HAY

It was a magical celebration that would have impressed even the *The Cat in the Hat*. Fifteen energetic 4-year-olds were celebrating “Dr. Seuss Day” at Harrisonburg’s Roberta Webb Child Care Center, and they were anxiously awaiting special guests.

When JMU President Jonathan R. Alger and JMU First Lady Mary Ann Alger arrived, the excitement overflowed. They settled into tiny preschool chairs and began an animated reading of the children’s favorite book: *The Cat in the Hat*. Within moments, the Algers were building curiosity and a love of reading within some of our community’s more vulnerable children.

But at the story’s happy conclusion, President and Mrs. Alger didn’t slip off to a meeting or a public event. Instead, they slipped off their suit jackets, rolled up their sleeves, and painted the feet of the excited children for a *The Cat in the Hat* art project. Then together, they helped each tiny painted foot land just right on the art paper.

And that’s when the real magic happened. With each page of the storybook and each careful placement of tiny feet, President and Mrs. Alger were sending a message that too many children in our community never hear: “You matter.”

It was this message that the Algers shared throughout JMU’s 2013 Day of Service. As a local nonprofit executive, it was my privilege to arrange their tour and escort them for the day. And it is this message that continues to describe how JMU’s Board of Visitors adopted a new strategic plan that reflects and reinforces the importance of community engagement. JMU’s new vision statement calls for the university to be the national model of the Engaged University, engaged with ideas and the world. For President Alger, the world begins in Harrisonburg and Rockingham County.

Community engagement comes easily to Mary Ann Alger, as well. “I am thrilled to be part of a cohesive community and am committed to the health and vibrancy of the Harrisonburg area,” she says. The JMU first lady volunteers and serves on several local committees including the City of Harrisonburg Economic Development Committee and the Shenandoah Valley Small Business Development Center Advisory Board.

For Mrs. Alger, a key factor in the health of a community is the quality of public education. She has a passion for student success, knowing that early learning opportunities for preschool children lead to reading proficiency and on-time high school graduation. She serves on the Harrisonburg Education Foundation board and chairs the “We Read to Succeed” early literacy initiative of the United Way of Harrisonburg and Rockingham County.

Community involvement is integral to the Algers’ life with their daughter, Eleanor. “We are modeling for Eleanor what it means to be a citizen. We are teaching her to commit to give back with gratitude,” explains Mrs. Alger. As a freshman at Harrisonburg High School, Eleanor shares her time and talents as a student in the new Fine Arts Academy and as a member of the Shenandoah Valley Children’s Choir.

It has been my great honor to mentor Eleanor throughout her confirmation class experience at Massanutten Presbyterian Church. I have come to recognize that giving back with gratitude is integral to the Algers because it is rooted and nurtured in their faith. Whether reading a Dr. Seuss book to preschoolers or empowering JMU students to engage the world, the Algers bring a special brand of magic that extends beyond the campus to the community they now call home. And everywhere their message is the same: “You matter!”

‘I believe it is important for me to participate actively to show that we put our dreams into action — starting in our own back yard.’

— PRESIDENT JONATHAN ALGER

President and Mrs. Jonathan R. Alger and Betsy Hay at the Roberta Webb Child Care Center in Harrisonburg.

About the Author  Betsy Hay has worked closely with the Alger family in their first two years in the local community. Hay is vice president for wellness and community based services for the Virginia Mennonite Retirement Community.
Breaking the ice
JMU staffers move into the Ice House and interact downtown
BY ROB TUCKER

JMU has a new primary point of interface with the community at the Ice House, an innovative multi-use redevelopment project in downtown Harrisonburg.

Neither snow nor sleet nor bone-chilling cold in February could stop several university departments from moving into 30,000 square feet of leased office space in the facility, which is a short stroll to Harrisonburg’s flourishing downtown district and a half-mile commute from campus.

The move is designed to create a hub for engagement with the local community as a cornerstone for JMU’s vision to become the national model of the Engaged University.

Consolidating 10 departments into a central location will create opportunities for collaboration focused on stimulating business, workforce, technology and community development. A portal will open for the community to gain access to JMU’s resources and brainpower, and for JMU to benefit from community expertise. JMU departments that moved into the Ice House are Outreach and Engagement, the Office of Technology Innovation, Communications and Marketing, the JMU Small Business Development Center, the Center for Economic Education, Center for Entrepreneurship, Institute for Certified Professional Managers, the Lifelong Learning Institute, Shenandoah Valley Partnership and the Shenandoah Valley Technology Council.

The Casco Ice House complex was built in 1934 on two acres at the intersection of South Liberty and West Bruce streets, but has been frozen in time since it discontinued operations in 2004. JMU’s partnership there anchors phase one of the initiative, which also includes a 104-space parking lot diagonally across Bruce Street. Phase two includes plans for commercial, community and residential space.

The principal developers for the Ice House are both JMU alumni. Andrew Forward (’86) and Barry Kelley (’83) envision adding a restaurant, sandwich shop, brewery, yoga studio, jewelry museum and workshop, and 34 loft apartments to the complex.

The impetus for the project was a $500,000 grant to the city of Harrisonburg from the Virginia Department of Housing and Community Development’s Industrial Revitalization Fund. When fully realized, the Ice House will encompass 100,000 square feet with the potential to serve as a center of gravity for community engagement, downtown revitalization and as a catalyst for future historic renovation projects in the heart of the city. Perhaps, even, to become the coolest place in town.

Ten JMU offices and centers moved staff members into the Ice House, a multi-use redevelopment project in downtown Harrisonburg.
"Return to Madison"

"A Return to Madison [ideals] would shine a light on the fact that the strength of our republic relies on the existence of opposing ideas and perspectives," said JMU President Jonathan R. Alger on the occasion of President James Madison’s 262nd birthday in March 2013.

→ READ Alger’s remarks made one day after his own inauguration as JMU’s sixth president: www.jmu.edu/stories/president/2013/montpelier-remarks.shtml.

Stay connected to the Madison Experience

JMU is on Facebook, Foursquare, LinkedIn, Pinterest, Twitter, YouTube and Wordpress. Plan your visit, connect with friends, share your stories and photos, and much more!

50,000 Dukes are plugged in
50,000 students, alumni, parents and Dukes fans are sharing photos and bleeding Purple! See photos from Madison Week 2014 and much more. → SHARE at www.facebook.com/jamesmadisonuniversity.

Get “UNplugged!”

What? Turn off my cell phone? Shut down the computer? Sometimes we need to break away from the digital world, turn off our screens, clear our minds and reconnect with the world around us. Join students in Madison Unplugged and discuss how to balance technology, social media and real life. → LEARN MORE at www.facebook.com/MadisonUnplugged

MADISON UNplugged

50,000 Dukes are plugged in
50,000 students, alumni, parents and Dukes fans are sharing photos and bleeding Purple! See photos from Madison Week 2014 and much more. → SHARE at www.facebook.com/jamesmadisonuniversity.
Living life to the fullest
by Shirley McKinley (’58)

Establish a Charitable Gift Annuity

I’ve found a way to support Madison, plus keep up my fun, active lifestyle. You can too, by creating a charitable gift annuity. It’s a way I can help JMU and receive a fixed income for life plus gain multiple tax advantages, no matter how the economy fares. The JMU Planned Giving staff was so helpful. Charitable gift annuities are a win-win; they help me and my university. Making this planned gift also makes me a member of JMU’s legacy group, the Madison Founders Society. I’m happy I can help Madison create a brighter future. I hope you will, too.”

Create your legacy today

To learn how a charitable gift annuity can benefit you and Madison, call the JMU Planned Giving staff at (800) 296-6162 or use the gift calculator at www.jmu.edu/plannedgiving.

My Activities:

- Member of three golf groups, golf trips with friends, travel (cruises, river cruises, touring the U.S. and abroad).
- Accompany friends for doctor visits and run errands for shut-ins. Life is about helping others.
- Enjoying family activities and watching my grandchildren grow into adulthood.

My Philosophy:

- Count my blessings, smile and laugh a lot.
- Help Madison.

Here I am (a.k.a. ‘Crazy Grandma’) at my grandson’s wedding last June in Albuquerque, N.M. His groomsmen are 2013 graduates from the Naval Academy and, at present, all are serving their country.
The JMU Foundation has assumed the role of “champion of the endowment” on behalf of JMU. Warren Coleman (’79, ’81M), chair of the foundation’s development committee, made the announcement at the 2014 Annual Stewardship Luncheon on March 21. “We plan to help reach the $100 million endowment mark by 2019, the year of the foundation’s 50th anniversary,” Coleman said. “As of December 31, the endowment was $74 million so we have high goals of increasing this by 33 percent.”

The foundation leadership plans to play a key role in support of private fundraising efforts. “As all of us here in this room recognize, the financing of higher education has changed forever. Gone are the days when we could rely exclusively on state support. Many of today’s ‘mature’ alums left Madison without realizing how important it would be to give back.”

The JMU Foundation, a 501c3 organization, was established in 1969 and is charged with raising, investing and administering charitable gifts for the benefit of JMU.

‘As all of us here in this room recognize, the financing of higher education has changed forever. Gone are the days when we could rely exclusively on state support.’

— WARREN COLEMAN (’79, ’81M), chair of the JMU Foundation’s development committee

“Universities that achieve their dreams have active, vital and visible foundations advocating [for them],” said Warren Coleman.

“As someone in the financial aid office who works with parents and students on issues of college affordability, I can tell you that your contributions have changed lives, and that’s no exaggeration,” said Brad Barnett. “Unfortunately JMU cannot always do enough to make students’ dreams come true,” said Donna Harper (’77, ’81M, ’86Ed.S.), vice president for access and enrollment management. She would like to see JMU meet at least 50 percent of student need.

Jennifer (’91, ’02M) and David Campbell (’83) described the satisfaction of making a bequest, an endowed scholarship and an annual gift to support a JMU student.

READ MORE on Pages 25 and 52. Watch the video at www.jmu.edu/donors.

JMU Rector Joe Funkhouser (’99P ’02P) and his wife, Sallie Ewing Funkhouser (’67, ’99P, ’02P), are proud JMU parents and longtime supporters.

During the Stewardship Luncheon, President Jonathan R. Alger thanked donors and talked about JMU’s plans to become the national model of the Engaged University. “To achieve these dreams, we must develop a true culture of philanthropy.”

Director Larry Burton, right, introduced the new Cohen Center for Technological Humanism at JMU, made possible by the JMU Provost’s Distinguished Professor and donor, Ralph Cohen, left. “For the first time, we will create a space for graduate faculty and students to come together to explore some of the pressing issues of our time.”
Get to know a few entrepreneurs and you’ll quickly learn that the joy of overcoming challenges is the molten core of their motivation, not getting rich. Serial entrepreneur and chair of yet another successful tech start up, Jeff Grass (’92) says, “I believe entrepreneurs are passionate for ideas. There is fun associated with figuring out problems. You’ll lose steam quickly if it’s just about the money.”

Grass’ latest venture LiveSafe is a start-up aimed at creating a next generation safety network for mobile phones. The company announced in early April that it has raised millions in capital, and that media mogul Barry Diller joined its board. Grass says, “The fact that Diller joined our board says a lot. The power of LiveSafe is that it can make the world a safer place. We are very mission-driven, and that’s why we’ve attracted such top-level advisers. People on Diller’s level are motivated by such a mission.”

Others agree. John Rothenberger (’88), founder of SE Solutions in Reston, Va., and current chair the JMU Center for Entrepreneurship Advisory Council says, “It’s not just about starting businesses and making money. It’s about being creative, innovative and learning about applying creativity and putting innovation into practice. Really, it’s a way of thinking.” Rothenberger adds, “And we’ve been doing this for years in the College of Business Venture Creation class (Management 472). But now it seems the entire campus is catching the bug.”

Most definitely bitten by the bug, Eric Walisko (’15) and Ben Stout (’14) are president and vice president of the recently founded JMU student organization, the Society of Entrepreneurs. Talking to these two, their seasoned confidence makes you quickly forget they’re students.

“Entrepreneurship is going to put JMU on the map, [it’s the] perfect place for entrepreneurship to spread because the university attracts people who communicate well.” — BEN STOUT (’14)

Entrepreneurship is going to put JMU on the map, [it’s the] perfect place for entrepreneurship to spread because the university attracts people who communicate well.” — BEN STOUT (’14)

Every JMU college is represented among the Society of Entrepreneurs membership, so it is truly a multidisciplinary approach. Stout says, “It’s not just the College of Business. We’ve got SMAD students, social work students. For us, entrepreneurship is about innovating in your field no matter what it is, and creating opportunity.” Once a month the group convenes a “Start-Up Studio” where students from across campus can share their new ideas and receive support from the society members. Walisko says, “There are so many ways to criticize an idea. So we start with listening and support.” Stout interjects, “Yes. We encourage a friendly approach. College is absolutely the best time to take risks. If you fail, the stakes are low.”

Alumni and students aren’t the only ones who believe that JMU is becoming the perfect incubator for the entrepreneurial spirit. Carol Hamilton, director of the Center for Entrepreneurship, says, “We’re simply building on our existing strengths. Everyone knows that JMU is an unusually social place. And you hear all the time from recruiters that JMU graduates are naturals when it comes to teamwork.” As proof, the center took six students on a spring break trip this year to Silicon Valley where they met with JMU alumni at start-ups and at established businesses including Apple and Google. All six students received job offers while there.

Next, Hamilton says her goal is to take the Center for Entrepreneurship far beyond the traditional bounds between organizations. “Instead of a place to go, we are hoping to promote a way of thinking.” Among many efforts, Hamilton is planning Sept. 12, 2014, as a day to celebrate entrepreneurship. “We’re hoping to bring lots of alumni to campus and really raise awareness that JMU can become well known as the place to go for budding entrepreneurs.”

LEARN MORE at www.jmu.edu/cfe
Taking JMU Nation to a new era

Everett Withers brings 26 years of coaching expertise to the JMU gridiron COMPILED BY JMU ATHLETICS

Everett Withers, a 26-year coaching veteran, has taken over as the sixth head football coach in JMU history. Withers comes to the Shenandoah Valley from Ohio State University, where he served as assistant head coach, co-defensive coordinator and safeties coach for the past two years. During his time with the Buckeyes, he was a part of a school-record 24-game win streak and a 24-2 overall record. In 2012, OSU compiled a perfect 12-0 record and finished No. 3 in the national rankings, only the sixth unbeaten/unstalked season in school history, as Ohio State ranked second in the Big Ten with 14 interceptions and all four starting defensive backs earned All-Big Ten Conference recognition.

During his career, Withers has split time between the collegiate and professional coaching ranks, having worked in the NCAA Division I level for 19 years and in the National Football League for seven seasons. Withers’ collegiate coaching resume includes 11 years as a defensive coordinator with a vast majority of his time — 17 seasons — spent also coaching the defensive backfield.

Prior to accepting his position with Ohio State in December 2012, Withers spent four years at the University of North Carolina. He was promoted to interim head coach at the school in July 2011 and he led the Tar Heels to a 7–6 overall record and to a berth in the Independence Bowl against Missouri. During the collegiate part of his coaching career, Withers has spent time at Minnesota, Texas, Louisville, Southern Mississippi, Tulane and Austin Peay.

In the NFL, Withers spent six years (2001–06) as a defensive backs coach with the Tennessee Titans and then-head coach Jeff Fisher, who is now the leader of the St. Louis Rams. In his tenure in Nashville, Withers was part of the 2002 AFC South Championship and two playoff berths in 2002 and 2003.

A native of Charlotte, N.C., Withers attended Appalachian State University and was a four-year letterwinner as a defensive back. He served as team captain in 1984. Withers and his wife, Kara, have a daughter, Tia, and a son, Pierce.

➡️ SEE MORE PHOTOS from Withers’ press conference, see the coach on WHSV-TV3’s “All Access Video,” and learn more about the upcoming season at JMUSports.com.

New head football coach Everett Withers introduced the new season in April with the first-ever Student Appreciation Day. Students met the players, tried on pads and helmets, toured the locker rooms, and met Withers and his coaching staff.

Photographs by Mike Mirello (’09M)
Swimmer’s 37th place is JMU’s highest in NCAA Championships

BY BRIAN HANSEN (‘07)

Senior swimmer Shannon Dubay of South Windsor, Conn., became the second swimmer in JMU history to be invited to the NCAA Swimming and Diving Championships. Dubay qualified in three events for the NCAA Championships, garnering invites in the 100-yard breaststroke, 200-yard breaststroke and the 200-yard individual medley.

Dubay finished 37th in the 100-yard breaststroke and 62nd in the 200-yard individual medley at the 2014 Swimming and Diving Championships at the University of Minnesota in Minneapolis on March 20–22. Her 37th-place finish is the highest finish by a JMU swimmer at the NCAA Championships.

“I am honored to represent my school and my program at the national level,” Dubay says. “Being invited to attend NCAAs just goes to show how much my four years of swimming at JMU has excelled me in the pool, as well as outside of the pool. My JMU swimming and diving family has always supported me. I have all of my coaches to thank, going back to my summer league swimming days, because without them I wouldn’t be the swimmer that I am today.”

Dubay joins junior Sin Hye Won of Springfield, Va., as the only swimmers from JMU to qualify for the NCAA Championships while former diver Kimberly Helfrich (2009–13) is the third member of the program to have participated at the national meet.

“I am proud of Shannon for qualifying to the NCAA Championships,” says head coach Richard Long. “She has worked hard all season and taken the tools she has practiced and applied them to her performance. Her performance at the CAAs was a great representation of what our goal was from day one, to be successful at the CAA Championships and qualify for the NCAAs.”

Purchase season tickets and receive free game-day parking while securing the best seats for all five home games including Homecoming and Family Weekend. Get your tickets today at JMUSport.com/tickets or call (540) 568–DUKE.
The JMU women’s basketball team finished one of its best seasons in school history, as the Dukes entered the 2014 Colonial Athletic Association Tournament with a 25–5 record, including 15–1 in conference play and taking the league’s regular season title. In their ninth consecutive postseason appearance under head coach Kenny Brooks (’92), the women finished 29–6 and won the program’s first NCAA Tournament game since 1991.

The 11th-seeded Dukes beat Gonzaga 72-63 in the first round of the NCAA tournament on March 23, before losing to Texas A&M on 85-69 on March 25.

During the past several seasons, local Turner Ashby High School graduates Kirby Burkholder and Nikki Newman have helped lead the team to post-season play. This season included wins over nationally-recognized Virginia, U.C.L.A. and St. John’s and narrow misses against No. 10 North Carolina by three points on the road and a home overtime loss to Vanderbilt. Burkholder led the CAA in scoring for the majority of the season and was voted by coaches as the league’s Preseason Player of the Year.

Newman has again shown the defensive prowess that earned her the 2012 CAA Defensive Player of the Year award, as she has led JMU to a league-best and 11th in NCAA Division I scoring defense at 55.5 points per game.

In the duos’ final home game, not only did they lead JMU to a resounding 83–42 victory over visiting William & Mary, but they also did it in front of a record-breaking crowd of 6,590 at the Convo. Burkholder also got to be the fan hero of the game, knocking down a late three-pointer that pushed the JMU total above 79 and ignited the crowd. That scoring total provided JMU fans — for the eighth time this season — an opportunity to cash in tickets for a free eight count of chicken nuggets at Chick-fil-A of Harrisonburg.

“The atmosphere was crazy in here,” says senior Nikki Newman (’13, ’14M) of the Convo’s record-breaking 6,590-member JMU Nation crowd at the 83–42 win over William and Mary on March 2. “It was a lot of fun to play in and to just go out on that note.”

Newman adds, “We really needed that to get back into the groove of what we do as a basketball team. We came out and showed that from early on in that game. It’s been nice playing with [Burkholder] for however many years it’s been going back to high school. Having that connection on the court, and knowing where each other is going to be, is big.

“I had no idea if it could be done but hats off to JMU for the amount of promotion,” Newman continued about the record-breaking crowd.

“2014 Champions Weekend
JMU Athletics will celebrate history, individual players and JMU Nation during Champions Weekend (Nov. 21–22), when the university remembers the championships that helped shape the athletics department. JMU will honor the 20th anniversary of the 1994 Field Hockey National Championship team and 10th anniversary of the 2004 Football National Championship team. The weekend will laud team members at the Annual Letterwinners Weekend celebration and the newest Hall of Fame class at the 27th-Annual JMU Athletics Hall of Fame Induction Ceremony. Make plans now to come home and celebrate our champions and the biggest moments of JMU Nation.

⇒LEARN MORE at www.JMUSports.com

Published by JMU Scholarly Commons, 2014
Perhaps it shouldn’t be surprising that two maverick JMU students became the driving force behind what today has become the showcase for the College of Business’s vaunted COB300 course — the annual Business Plan Competition.

With world-wise business alumni judging six student teams competing for scholarships and awards each spring, the competition is a startup Don Rainey (‘82) and Wayne Jackson (‘85) built into a success over the last dozen years — long before Shark Tank or Donald Trump hit TV.

In its first year, Rainey lined up the pieces — leadership support in the college, private funding from alumni donors, a full slate of alumni to serve as judges (including himself), the operation, and scholarships and awards for the competitors. The next year Jackson joined him, and they’ve been involved as coordinators, judges or advisers every year since.

They took the ultimate step last spring and made financial commitments to permanently endow what is now called the annual Jackson-Rainey Business Plan Competition. Awards to students this year totaled $25,000.

Tied to the intense 12-credit COB300 gateway course requiring student teams to create a business plan while learning the fundamentals of finance, management, marketing and operations, the competition has become a student rite of passage. It has also helped rank JMU’s College of Business among the top 5 percent of undergraduate business schools in the nation.

And yet the usual student things — grades, classes, studying, going to the
library, tests — did not interest Rainey when he went to Madison. In true entrepreneurial fashion, he sought action. “I like the creative endeavor,” says Rainey, who now serves on the JMU Board of Visitors. “I like to create something from nothing. That’s what I want to get up every day and do. I want to create something tomorrow that doesn’t exist today.”

It took an independent study with business professor Joseph Kosnick for college to gel for Rainey. “I wrote a business plan for him. This was a life-changing experience for me. My GPA was 2.2. He gave me an A. This was my proudest grade in college.”

As Jackson jokes, “Don and I probably competed for the lowest GPA.” For him, shadowing a local developer who was building nearby Massanutten Resort provided the taste for achievement that entrepreneurs thrive on.

Rainey and Jackson took their real-world experiences and ran.

Rainey became an international powerhouse in business management before jumping into venture capital. Today he is a general partner in Grotech Ventures and serves on the boards of its portfolio companies. With more than $1 billion under management, Grotech focuses on early stage information technology companies.

Jackson currently heads Sonatype Inc., creator of Maven and other technologies that are used by millions of software developers worldwide. It is his third venture-backed company, having taken startups Sourcefire and Riverbed Technologies through to sales of $2.7 billion and $1 billion respectively.

“I acquired skills over time, but it took me years, as opposed to having the great jump start they have here,” Jackson says. “Even outside the business plan competition, the opportunity to integrate what is taught in business at JMU is an extraordinary innovation.”

“I find it personally amazing that someone can get involved with an idea and change people’s lives,” he adds. While Jackson is reflecting on Sonatype’s phenomenal impact on how software is developed around the world, Jackson might as well be talking about the business plan competition he and Rainey have done so much to create.

Former student competitor and 2014 judge Katherine Ferguson (’04) says, “It’s done amazing things for me. The impact has been exponential in my career.” She is vice president of business development for Cooley LLP. This year she funded the competition’s new Ferguson Top Female Leader Award, in keeping with the college’s continuing wish to further enhance the competition.

EyeTraffic Media SEO Coordinator Jacqueline Cheff (’12) says, “I learned to think outside the box in creative ways that I had never before had the opportunity to do in school.” Her team won first place in 2012. “I was challenged. I learned how to solve problems in a way that I never had before.”

That kind of testimonial resonates with Rainey, who is happy to help provide the kind of business skills he longed for as a student. “If they have the drive, we want to give them the tools.”

→LEARN MORE about the 12th Annual Jackson-Rainey Business Plan Competition, including this year’s business plans, student finalists and alumni judges at www.jmu.edu/news/cob/2014/04/01-jackson-rainey-business-plan-competition.shtml

(Above): “The competition introduces critical skills that anyone in business will eventually need — working as a team, presenting to a large group, thinking and performing under pressure, thinking entrepreneurially,” says Wayne Jackson (’85). (Left): Manahil Malik (’14) is the first recipient of the new Ferguson Top Female Leader Award.
JMU's new Student Success Center is more than 250,000 square feet, making it the largest building on campus. Everything inside the Student Success Center will be a primary destination for student learning and development, student health and student services. The University Health Center staff moved into the new building on 724 South Mason Street during Spring Break. Nineteen additional departments will move operations into the building this summer. These include the Centennial Scholars, Career and Academic Planning, Community Service-Learning, Disability Services, Judicial Affairs and Safe Rides.

Read More at www.jmu.edu/events/healthcenter/2014/03/17-move.shtml

During the 2013–14 academic year, 537 students participated in Alternative Break trips. Interested in serving? Visit the office of Community Service-Learning, which will move into the new Student Success Center during summer break.

Serving as America’s first war-time president, fourth U.S. President James Madison was in power during an important time. In 1814, 200 years ago, he signed the Treaty of Ghent to end the War of 1812. Even though America did not end the war as the ultimate victor, the country did become financially stronger, breaking economic dependence on Great Britain.

Learn More about the economic effects, moral dilemmas, personal sacrifices and aftermath of war in this issue’s feature, “Will it happen again?” on Page 30.
I’ve wanted to be an artist ever since I can remember. Mr. Campfield was my elementary school art teacher in Staunton. He was always really encouraging when I pursued different styles and ideas. He was by far my favorite teacher from grade school, and the favorite teacher for a lot of the students I know. It was easy to tell he was doing something that he loved. After I went to middle school, I would walk back over to the elementary school every day and help with the younger kids. I wasn’t expecting the Campfield Scholarship. It is helping to keep me in college, because money is a real struggle, and my parents can’t really help out. JMU has given me so many great opportunities to do things that I normally wouldn’t be able to do. I’m taking a year off from the Marching Royal Dukes and trying to make some money so that I can go to Rome with the band to play in the New Year’s Parade in January. So honestly, it is because of Mr. and Mrs. Campfield’s scholarship that I get to stay at Madison and do what I love, and I’m grateful for that.”

LEARN MORE about scholarship donors David (’83) and Jennifer Campfield (’91, 02M) on Page 48, and see how their gifts will help future JMU students at www.jmu.edu/donors.

Rachelle Sexton (’15)
B.F.A. student with concentration in painting and drawing; Marching Royal Dukes member
The professors, students and alumni who shine in Madison’s constellation

Will social security be around when you retire?

Economics professor’s Rosser equation says, “Yes”

BY PATRICIA MAY (’94M)
When annual Social Security Trust Fund report numbers are inserted into the Rosser equation, the results indicate that future recipients will actually receive more in Social Security benefits after inflation than do current recipients. In fact, they would receive about 120 percent of what current recipients are getting in real terms, after inflation.

Rosser says, “Big money is involved here. Many companies want to privatize social security. By stirring up mass hysteria around the issue and convincing everyone that social security is going to fail, changes such as privatizing the system may seem feasible.”

He adds, “Young people should not be hysterical about social security; it will be there for them. It may get jerked around a bit; people may have to wait a few years before they become eligible, or the system might experience some smallish cutbacks in future benefits.”

Rosser encourages everyone to be more aware of issues regarding the federal budget. “I would urge students to pay attention to details of what is being proposed and what is being discussed. It’s important for people to study the issues, figure out what the federal budget is, and what the future deficits are. I know it’s not easy to do, but it can be done.”

He adds, “All media outlets have their biases and push their agendas. People have to understand the sources and learn to identify and sort through the biases. The bias doesn’t necessarily mean the information is false; you simply need to listen with an open mind.”

People have to understand the sources and learn to identify and sort through the biases. The bias doesn’t necessarily mean the information is false; you simply need to listen with an open mind.”

Rosser joined the JMU economics department in 1977, where he has been a professor of economics since 1988 and the Kirby L. Cramer Jr. Professor of Business Administration since 1996. He has published several books and about 150 journal articles, book chapters, and book reviews in a wide variety of sub-fields of economics. He has chaired numerous honors theses and committees, and written hundreds of letters of recommendation for students. “I have always enjoyed interacting with students; I enjoy lecturing and being with students,” he says.

Rosser’s accolades and awards are numerous, and he served as editor of the Journal of Economic Behavior and Organization from 2001 to 2010. His devotion to JMU students is longstanding in the classroom and in the form of the J. Barkley Rosser Sr. Memorial Economic Scholarship Endowment. Rosser established the scholarship in 1989 in memory of his father, renowned mathematician J. Barkley Rosser Sr., to provide support for a junior undergraduate majoring in economics.

‘LEARN MORE about the JMU Department of Economics and Barkley Rosser at www.jmu.edu/cob/economics.'
Suzeanne Beeckler (’14)

Nursing Student of the Year serves the community, one patient at a time

BY JEN EYRING (’14)

The Virginia Nursing Student Association Nursing Student of the Year Suzanne Beeckler (’14) is the fourth straight JMU student to take the top honor at the annual Virginia NSA convention. Beeckler of Chesterfield, Va., grew up helping her friend face a chronic, life-threatening disease. “My best friend since second grade has cystic fibrosis,” says Beeckler. “I was with her through all of her hospitalizations. In high school, she went through a three-week drug-induced coma and, eventually, my freshman year of college, she got a double lung transplant.”

Beeckler strives to be a positive, encouraging force for her patients, just like her friend’s nurses were for her. “When I would visit her in the hospital, it was the nurses who were with the patients the most,” says Beeckler, president of JMU’s Nursing Student Association chapter.

Sandra Annan, JMU professor of nursing and recipient of Virginia Nursing Student Association’s Most Supportive Faculty Member award, believes that the students’ dedication to community outreach plays a part in the selection process. The JMU student nursing chapter has received the association’s Most Active Constituency Award the past five years.

“We have a really good reputation in the community as a whole,” Annan says. “I know a lot of hospitals say things like, ‘We prefer JMU students.’”

Beeckler adds, “We really take community service seriously. It’s not just academics. Most JMU students, in general, are really well-rounded, and we really try to go out in the community and find opportunities to help.”

JMU nursing students usually spend two days a week in class and three days in the community working at hospitals.

“You’ll learn something in class one day and then a few weeks later you’ll see a patient with that same condition, so you’re really learning skills and knowledge that you’re going to be able to apply to real-life patients,” Beeckler explains.

The experience that students gain during clinical hours also helps prepare them for careers. Beeckler, who wants to become a labor and delivery nurse, has already assisted with three live births. After graduating in December, she plans to work in neonatal intensive care before continuing her education to become a nurse practitioner.

→ LEARN MORE about the JMU Department of Nursing at www.jmu.edu/nursing

Suzanne Beeckler (’14) of Chesterfield, Va., plans to work in neonatal intensive care after graduation in December.

PHOTOGRAPH BY KATIE LANDIS
ames Madison University students are helping oncology patients at the Hahn Cancer Center at Sentara Rockingham Memorial Hospital Medical Center through a new “iPad music as therapy” program established as part of the JMU-RMH Collaborative.

The program, funded by the RMH Foundation, is the brainchild of School of Music faculty member David Stringham, whose chance meeting with former music therapist Paul Ackerman resulted in the creation of a Music and Human Services course at JMU. Ackerman is a retired National Institute for Research scientist and practicing jazz musician.

‘I’d like to explore what it’s like at 19 to sit next to someone who is 64, who has a life-threatening illness, and bond over music.’

— DAVID STRINGHAM, professor of music

Students in the MUS 498 course select an off-site practicum for music outreach. Sophomore John Riley and senior Mark Thress “wanted to do the RMH practicum very badly,” says Ackerman.

Riley, a music education major who aspires to teach in a public school, thought he could make chemotherapy treatment “a bit better for some patients” because several close family members had been affected by cancer. Additionally, he was interested in the ways music could be expressed beyond traditional performance. “The iPad provides the perfect avenue for performance, creativity and entertainment,” Riley says.

Thress, a senior majoring in vocal performance and minoring in communication sciences and disorders, says that he and Riley program the iPads so that patients “have all the music they like to listen to, the games that they like to play, and the videos they like to watch.” Both students find the sessions extremely gratifying. Riley claims it is one of the most rewarding experiences he has been a part of, and Thress says that seeing the effect that music has on the patients he works with is unlike anything he has experienced.

Thress has conducted iPad therapy sessions with longtime patient Dick Phillippi, who has been undergoing chemotherapy at RMH for 11 years for leukemia contracted 40 years after exposure to Agent Orange during the Vietnam War. Despite more than 100 treatments over the years, Phillippi says he “wouldn’t change the experience for anything in the world.”

In a recent session, Thress taught Phillippi how to use TunePad, Soundrop and GarageBand for the iPad in addition to engaging Phillippi in conversation about his interests and past.

Phlippini shared details about his childhood, when he played the steel guitar, and his love for woodcutting caricatures, animals and walking sticks. He says he has crafted walking or “story” sticks for “every one of my children for graduation.” His creations depict 20 to 25 activities his children have been involved in. Phillippi also teaches a woodcutting class at Bridgewater Retirement Community, where he worked as a maintenance supervisor. Doctors say that Phillippi can continue classes and woodcutting as long as his platelet count is not low.

Janet Macarthur, director of RMH’s Oncology, Hospice and Palliative Care, sings the same tune on the programs success. “It really helps our patients to entertain themselves when they’re in the chair for a long time.”

Riley and Thress are continuing to work with patients this spring, and Riley is applying for a scholarship in hopes of conducting additional research on the impact of iPad music as therapy on patients.

Stringham would like to take the research one step further. “I’d like to explore what it’s like at 19 to sit next to someone who is 64, like Phillippi, who has a life-threatening illness, and bond over music.”

Learn more at www.jmu.edu/stories/2014/music-therapy.shtml. For more on the JMU School of Music, visit www.jmu.edu/music.
How does an engaged university discuss global crises and help students build peace and launch careers?

Will it happen again?

Reports from the world’s trouble spots, including the Ukraine and Syria, dominate news cycles, and those crises are frequently compared to the Bosnian conflict of the 1990s. Will a Bosnia-type crisis happen again? How does an engaged university talk about such global crises? What are the related topics to consider? Why is it important for JMU students to engage in research and partake in these global conversations?

The Bosnian War remains Europe’s most destructive crisis since World War II — a conflict marked by vicious cruelty, aggression and atrocity. The Dayton Peace Agreement, which put an end to the war, enjoys dubious fame, hailed by some as an impressive example of conflict resolution and criticized by others as a flawed peace agreement. Recently declassified CIA documents shed light on the role that intelligence played in national policy during this war. Can a deeper understanding of national decision making during the Bosnia conflict provide a clearer perspective for our present and future actions?

In March, JMU hosted the conference “Intelligence and the Transition from War to Peace: A Multidisciplinary Assessment.” JMU faculty members and students joined scholars and government officers from the United States and around the globe to present papers exploring the role of intelligence in war and peace as revealed by the declassified CIA documents. JMU President Jonathan R. Alger opened the conference stating, “I challenge you to view current global events through the lens of what you learn at this conference.” His advice was particularly apropos since the conference covered topics from morality issues, religious divides, intelligence compilation, to humanitarian concerns and ethical reasoning. On the next page learn more about conference coordinator Tim Walton and then read students’ and scholars’ quotes and synopses from the two-day conference.
Could you manage too much of a good thing? Timothy Walton, JMU professor of intelligence analysis, says that is exactly the challenge that today’s budding intelligence professionals will face in their careers: “The old problem was not enough data; today it’s too much and of an extremely mixed quality.”

Walton would know. Before beginning his second career as a professor, Walton spent more than 24 years at the Central Intelligence Agency in various roles. His years as a CIA analyst put him at a pulse point of history. During the 1992–95 Bosnian War, intelligence developed by Walton and his colleagues was instrumental in the policy decisions made by President Clinton’s administration during the armed conflict. The war in Bosnia was the worst in Europe since World War II. Walton and his colleagues’ handiwork has garnered recent notoriety with the CIA’s release of more than 300 newly declassified documents on intelligence and presidential policymaking. Walton’s responsibilities during the conflict gave him firsthand experience with the daunting burden of information overload. “During the Balkan crisis, we sometimes received 3,000 communications a day for analysis,” he says.
Walton’s CIA career gave him unique insight on what makes graduates desirable to intelligence recruiters — knowledge that helps him build intelligence professionals who will be in demand. He is enthusiastic about the approach of Madison’s undergraduate program. “JMU’s program is in the science faculty. At most other universities it’s connected with history, international relations or political science,” he says. “We take the scientific method seriously. Systematic problem solving is our niche — teaching people how to better cope with problems.”

We take the scientific method seriously. Systematic problem solving is our niche — teaching people how to better cope with problems. — TIMOTHY WALTON

The seasoned professional is realistic about the obstacles intelligence analysts face on a daily basis. “I’m reluctant to talk about problem solving,” Walton admits. “Most problems we work with — such as chemical weapons — you don’t get to solve. But you can cope with the problem, reduce it.”

At JMU, developing critical thinking and reasoning skills is emphasized. “We teach students how to find the real problem, examine multiple explanations, and help to determine the best way to go,” he says.

There is an added bonus to this approach. Knowing how to apply analytics to problem management is a skill equally prized in law enforcement, business arenas and national security intelligence. In short, there’s a wealth of opportunities for graduates.

Walton introduces students to the intelligence business, teaching JMU’s core course on national security intelligence to sophomores. He is quick to dispel their illusions. “TV is not an accurate predictor of real life in intelligence analysis,” he says, “and this course provides a realistic view. It’s my favorite. I lived it; I know it; and people need to get beyond the James Bond fantasy.” Walton says that good analysts are primarily thinkers, comfortable with navigating bureaucracy, and adept at collaboration with professionals scattered across various governmental agencies.

“If yours is the issue of the day, your analysis can end up on the president’s desk in a daily brief. It will inform high-ranking officials including the secretary of state and the secretary of defense,” he says. “During my time at the CIA, analysts were admonished to be the smartest person in the room — that’s a very high bar.”

Challenges and benefits

Today’s graduates will enter an intelligence field facing an unprecedented volume of information and high-risk scenarios. Nonetheless, Walton is confident that with the right educational grounding today’s budding analysts can prosper. “Intelligence people no longer have a monopoly on the data,” he says, “but they have the strong ability to make sense, to make good judgments on the data.” Walton offers a final, compelling recommendation for taking up the challenge of national security intelligence analysis. “Getting up every morning and going after the bad guys — what could be better than that?”

(Left): CIA veteran Timothy Walton, was the moving force behind JMU’s “War to Peace” conference. Walton worked as an intelligence adviser to the Secretary of Defense during the implementation of the Dayton Peace Accords. Conference keynote speaker Jan Lodal, principal deputy under secretary of defense for policy during the Clinton administration, says, “When we asked the CIA to send over one or two of their very best people to help us ... and make sure that we had the very best intelligence, Tim was the one they proposed.”

(CLINTON PHOTOGRAPH COURTESY OF THE WILLIAM J. CLINTON PRESIDENTIAL LIBRARY)
The “War to Peace” conference gave JMU students a unique opportunity – access to primary source documents that are integral to understanding the intricacies of national decision making. The compilation contains records of intelligence gathering and meetings of senior officials where decisions on the Bosnian conflict were made. Handwritten notes, including those of President Clinton, are visible on many of the documents.

“The students did so much to make the conference a success,” says Walton. “This included not only their posters about their research projects, but also volunteering on behalf of their organizations to staff networking tables in the lobby. Student volunteers were also indispensable for logistics assistance, such as registration and standing by in case there were computer problems. ... Many people told me how polite, articulate and smart the students were. The student participants did JMU proud.

“Jan Lodal — the keynote speaker, a former senior official at the Pentagon, and a longtime friend of JMU — made a point of coming to see me as he was leaving to say how impressed he was with the students that he and his wife, Elizabeth, (a former JMU Board of Visitors member) had just had lunch with.”

The conference closed with intelligence analysis majors in a panel presentation “Lessons Learned,” applying the lessons learned from ending the war in Bosnia to current crises such as Syria, Ukraine, and the Israeli-Palestinian dispute. “Their briefings were a great demonstration of the analytic skills we teach here,” says Walton.

Presenting research at professional conferences in the field gives students valuable research and presentation experience — experience that enhances their value as future employees. “They got a series of polite — but firm and probing — questions from one of our Dutch guests. I told the students later that he had interrogated a lot of war criminals, and our students held up quite well under that kind of grilling.”

"EDITOR NOTE: On the following pages “Quotable and Notable,” read quotes from conference presenters and learn how students in JMU’s intelligence analysis program are launching careers and building peace. See more photos and summaries at www.jmu.edu/war-to-peace-conference."
The CIA documents highlight the U.S. decision-making process during a foreign policy crisis. Information analysis is conducted over a period of time and is subject to an intense vetting process. Responding to a situation involving genocide is complicated by the need to thoroughly understand the viability and consequences of our actions as a nation. Whether we agree with a president’s decisions in such a crisis, the fact remains that he has access to information the public does not possess and that information has been analyzed in minute detail at all levels of our government’s hierarchy.

— ZACHARY OCHOA ('14), international affairs research assistant on preparing a timeline of the CIA’s information gathering during the Bosnian conflict
Emily Spiwak (’14), an international affairs and interdisciplinary religion major with a concentration on the Middle East, is an intern at the Center for Interdisciplinary Study for Terrorism and Peace at JMU.

She analyzed the declassified CIA documents looking for evidence of deliberate targeting of religious structures and religiously dominated neighborhoods by various factions during the Bosnian conflict. “The CIA documents contain images of towns and cities with mixed populations of Muslims and Serbs or Croats. You can see instances of blatant targeting where only the Muslim houses and mosques were destroyed or only the Croat-Catholic church was destroyed. These images provide tangible evidence of genocide,” she says.

Spiwak’s research has brought her face-to-face with the grim after effects of the Bosnian conflict — centuries-old landmarks had disappeared; cultural memory was lost. Yet she retains a sense of optimism for the future, noting that the Center for the Interdisciplinary Study of Terrorism and Peace does not focus simply on violence and intimidation. “We’re striving for peace. I really hope that looking at the Bosnian conflict moves us as a global society to reject genocide and ethnic cleansing as unacceptable,” Spiwak says. “We need people in multiple fields to work together focusing on issues such as this. Taking a purely political standpoint or a purely religious standpoint won’t get us anywhere; we need to work together.”

While the progression of violence toward the Muslim population in Bosnia is easy to track, what is more difficult to understand is why neighbors who had lived side-by-side would descend to the level of genocide. It is an indisputable fact that Bosnia’s cultural heritage was destroyed in a systematic and methodical fashion: religious monuments, libraries and other landmarks identified with various communities. The destruction of Bosnian Muslim heritage in particular was not a by-product of the war, but a deliberate policy that went hand in hand with an attempt to exterminate them. Scholars note that though mosques can be rebuilt cultural memory is gone forever.

**Interdisciplinary focus for peace**

**BY JAN GILLIS (’07)**

**EMILY SPIWAK (’14), international affairs and interdisciplinary religion major, CISTP intern**
Historically, economic sanctions have not worked as a tactic for diplomacy. When such sanctions are imposed on non-democratic nations, the sanctions end up hurting the general population, but they don't negatively affect the ruling coalition. Serbia seems to be one of the few historical cases where economic sanctions worked.

**Sravanti “Shevy” Chaganti (’14),** on the “Economic Perspective of Serbian Compellence.” Chaganti is an international relations and language major, economics minor, and research assistant for Bernd Kaussler, JMU professor of political science

Exposing our students to such accomplished practitioner-scholars is a hallmark here at Madison.

**Jonathan R. Alger,** JMU president

The past is not static; rather it is in constant conversation with the dynamic present ... a refusal to remember can achieve the perpetuation of conflict.

**Frances Flannery,** JMU professor of religion, director of the Center for Interdisciplinary Study of Terrorism and Peace

When you see a person merely as part of a group that you find offensive for some reason, it becomes much easier to brutalize, even kill that person. When you see each person as an individual, your conscience comes into play in your treatment of the individual.

**James Prince (’14),** religion and intelligence analysis major

Put simply, the way that America’s role in the Bosnian conflict is remembered by the world and by the Bosnians themselves either opens or blocks pathways for Islamist extremism. This social memory also influences how Americans see their own past and potential future involvement in the affairs of 'Muslim countries.'

**Frances Flannery,** JMU professor of religion, director of the Center for Interdisciplinary Study of Terrorism and Peace

Tim Walton won numerous national awards during his 24-year career as a CIA analyst.
Must national interest exclude ethical considerations?

BY BILL HAWK

A situation so ethically compromised as ethnic war certainly called for an ethically-nuanced response. However, the policymaking record was mixed. While some policymakers, headed by U.N. Ambassador and later U.S. Secretary of State Madeleine Albright, urged a moral mandate that something had to be done to stop the atrocities, the actual decision-making record revealed little ethical reasoning. Reasons of state and considerations of politics dominated policy, though it is fair to say that morality motivated it.

The absence of explicitly ethical reasoning may not surprise. There is a long-held view of “realism” in matters political that elevates national interest and excludes ethics. President James Madison, however, used moral reasoning with skill. JMU President Jonathan R. Alger opened the “War to Peace” conference referring to Madison’s ethical leadership and a call for a university engaged with ideas and the world that prepares students with ethical reasoning skills adequate to the complexities of modern life.

After Bosnia and Rwanda (1994) the United Nations engaged in an international conversation about the responsibility to protect populations from the scourges of war crimes, crimes against humanity, ethnic cleansing and genocide. That conversation invoked explicitly ethical forms of reasoning and continues to shape the work of the United Nations.

JMU’s newly initiated program to develop ethical reasoning skills, The Madison Collaborative: Ethical Reasoning in Action, will prepare JMU graduates to do what wasn’t done in the Bosnia deliberations, namely, engage in a disciplined form of ethical reasoning. JMU’s Eight Key Questions inquiry-based strategy identifies typical ethical considerations involved in moral decisions. The questions align closely with the ethical reasoning criteria of the United Nations new Responsibility to Protect norm for international relations and illustrate the Eight Key Questions broad applicability.

Unfortunately, there is no end in sight to ethnic hatred and lethal technologies. The combination of these proves deadly. Conferences like “War to Peace” and instruction in an inquiry-based ethical reasoning skill set prepare JMU graduates who pursue intelligence and policymaking careers to meet tomorrow’s challenges.

With respect to the Bosnia situation, we can say that both the moral intuitions and the outcomes were relatively good – moral atrocities were stopped. But the question is, had there been ethical reasoning, could it have turned out even better?

Enlightenment thinking tells us that government is only legitimate when it furthers the will of the people. To do otherwise would violate the social contract.

David McGraw, JMU professor of integrated science and technology

Whether something is right or not is a matter of understanding moral precepts and principles as binding on all of humanity.

Pia Antolic-Piper, JMU professor of philosophy

Bill Hawk, chair of the Madison Collaborative
Conference presenters included (l-r) Bernd Kaussler (JMU), Cees Wiebes (The Netherlands), Anamaria Berea (George Mason University), Steven Burg (Brandeis University), Pia Antolic-Piper (JMU) and John Scherpereel (JMU).

Nobody was sharing intelligence with anybody else. Nobody trusted anybody because they all had different political agendas. It was a failure in communications and served as a wakeup call ... a lesson of Srebrenica ... sharing has improved dramatically as a result.

**CEES WIEBES,** Dutch National Coordinator for Counterterrorism staff (retired)

Like it or not, peace after war requires nation building. When we’ve gotten it right — Germany, Japan and Bosnia — we’ve enjoyed the fruits of our efforts. But when the international community abjures its role, we pay a very heavy price.

**JAN LODAL,** principal deputy under secretary of defense for policy, Clinton administration

We are not here to issue proclamations from the academy’s ivory tower. Instead, we are here to investigate and understand recent global events by analyzing the actual documents used by decision-makers to steer those events. This is real. Such engaged learning — especially at the undergraduate level — is the direction in which I believe we must head in higher education.

**JONATHAN R. ALGER,** JMU president

Through analysis thus far, it is clear that many of the causal factors leading to the war in 1992 are still present in Bosnia-Herzegovina. Although the reemergence of war is a possibility, the situation maintains many moving parts, and therefore could go in many different directions within the next 10 years.

**JUSTEN SILVA** (’15), intelligence analysis major
College changes you. Just ask James Prince ('14) who came to JMU imagining he would get a religion degree and then go on to graduate school for Biblical Studies. When he took the JMU class Apocalypticism, Religious Terrorism and Peace with professor of religion Frances Flannery it prompted him in a new direction. Flannery teaches in the areas of Hebrew Bible, Judaism and religious terrorism. She is also director of the Center for the Interdisciplinary Study of Terrorism and Peace. “Dr. Flannery deeply influenced my academic career. Her commitment to her students’ education and her immense interest in foreign affairs and religious terrorism really ignited my passion for this field,” Prince says.

He has since added a political science minor to complement his interdisciplinary religion major, enrolled in Arabic courses, and has immersed himself in the study of counterterrorism and international affairs.

A chance to make a difference
Prince’s desire is to work in “some research capacity that will make the world a more peaceful place — having a chance to solve a critical problem in our global society.”

He says, “Religion and national security intelligence may seem unrelated, but there’s a real need to put them to work together. There is a big blind spot in intelligence, and in public policy in general, because most analysts have backgrounds in intelligence analysis, in political science or in international affairs. They typically don’t have a background in specialized religious education that helps them view intelligence from the religious and cultural standpoint of any given area,” he says.

“Unfortunately, many terrorist organizations have religiously motivated goals. There’s a great need to take into serious account religious motivations when analyzing intelligence and evaluating terrorist organizations’ agendas.”

James Prince ('14) discusses his research with Frances Flannery, JMU professor and director of the Center for the Interdisciplinary Study of Terrorism and Peace.

was there an intelligence weakness? Perhaps. We often do not have a good understanding of the current cultural, social and political environments of nations in which we operate. Personally, I believe it will never be possible for the intelligence community to handle this task by itself. The best hope is a better integration of our intelligence analysts, and even our collection methods, with universities and think tanks. [Within] the United States academic community every culture and every language is understood along with the history, politics and diplomatic challenges of every nation. There is so much more expertise collectively in these institutions than the intelligence community could ever afford. ... Some of that has begun with programs that you have here at James Madison University. This conference can help lead the way to further cooperation.

JAN LODAL, principal deputy under secretary of defense for policy, Clinton administration

Prince was one of the JMU students who analyzed the declassified CIA documents. He produced a new analytical schema for understanding the origins of genocides, which he presented in poster-format at the conference. “My hope is that the declassification of these documents can shine a light into the current Syrian conflict and that the lessons learned can somehow help find a peaceful path forward.”

Prince has put his cross-disciplinary training to work in another way, founding the Religion and Intelligence Club at JMU. “Our focus is not to debate about individual faiths, but rather to discuss how religion can play a significant role in the world theater when it comes to terrorists and their motivations. Oftentimes, radical religious theology can be the catalyst for terrorists to push the envelope and do the unthinkable.”

What’s his ultimate goal in combining his interests in religion and counterterrorism? “[Being] in the best position to hopefully make a positive impact for peace in this world.”
If differences of opinion have an upside, Frances Flannery knows what it is. She puts it succinctly: “The diversity of our opinions is our strength.” Bringing together an unlikely group of experts from widely diverse points of view can lead to innovative solutions to big things. Like world peace.

Flannery is building a foundation for peace with such paradoxical thinking through research, academic classes and her brainchild, the Center for the Interdisciplinary Study of Terrorism and Peace. The center, chartered at JMU in 2013, engages academia with the wider world to deepen the understanding of the root causes of terrorism and to promote an exchange of knowledge that informs sound long-term international policymaking.
An entire system of revelation

Flannery, a professor of religion and the 2012–13 Carl Harter Distinguished Teacher Award winner for the College of Arts and Letters, is a leading authority on apocalyptic history. As an academic, Flannery has examined the subject from myriad perspectives, bringing to its study a strong interdisciplinary bent. Through her research, she has identified characteristics that transform fundamentally nonviolent beliefs into group violence. Her book, Understanding Apocalyptic Terrorism, is scheduled for publication next winter.

“When people think of apocalypticism,” Flannery says, “they think of the popular definition of the end of time, but that’s not how biblical scholars approach it. We look at it as an entire system of revelation that maintains that this world is ruled by evil forces, and that there is divine help in overcoming those forces once and for all in a dramatic change to history. So that might mean that the world ends, but it might mean that the kingdom of God is made manifest here, or it might mean that a completely new political order comes into existence. The vast majority of terrorism today has an apocalyptic framework.”

“Apocalypticism is cross cultural,” she says. “We have to stop thinking of this as equivalent to just Islamic extremism. ... It's the kind of domestic terrorism we saw with Oklahoma City. It is the kind of group that I believe was misunderstood at Waco, Texas. It includes the FBI’s No. 1 domestic terror group, the Earth Liberation Front. ... It cuts across Christianity, Judaism, Islam, and across ideological stances such as abortion clinic bombers, animal rights activists, climate change. It’s a worldview that is not necessarily violent, but that can become violent under certain circumstances.”

Through her class, Apocalypticism, Religious Terrorism and Peace, Flannery takes students back to the Greco-Roman period of Judaism and Christianity to help them understand the implications of modern day apocalypticism. “When we get to the point in the course when we finally connect the apocalyptic roots to contemporary terror-}

ist groups, I will honestly say I think their minds are blown,” she says.

As helpful as this approach is, Flannery says that apocalypticism is just one of many parts of the terrorism puzzle. Neither the intelligence community nor policymakers have the resources or know-how to bring all potential perspectives together. Flannery again puts it succinctly: “Nobody can know it all.”

While she was an undergraduate at the College of William and Mary, Flannery studied environmental science and later earned her doctorate from the University of Iowa in religion, a subject she says, “is, by nature, interdisciplinary — and that’s the kind of thinking that we’re missing in the terrorism discussion.”

In 2008, JMU’s Institute for National Security Analysis invited Flannery to work on a manual to present to an agency and to invite intelligence analysis students into her classes. “From that moment on,” she says, “it just took off. I kept hearing, ‘We need you to come. We need to know what you know. We need more advice from academics — but not necessarily from the few public intellectuals that are out there from political science, international relations, the same people, and not necessarily from the beltway think tanks.”

As her research garnered wider exposure through conferences, interest grew. “Top analysts and intelligence educators were telling me, ‘Please share your work with us. ... You’ve helped me put together some important pieces for the first time in 10 years.’”

Looking at the blind spots

Because terrorism’s roots — or those of any geopolitical crisis — are deeply embedded in cultures, history, belief systems and national priorities, understanding through interdisciplinary thinking is fundamental to decision making that leads to lasting solutions.

To address this key need, Flannery created the Center for Interdisciplinary Study of Terrorism and Peace, which addresses the existing gaps between academia, the U.S. intelligence community, and public policy officials by providing nonpartisan subject matter experts from the humanities, social sciences, education and intelligence analysts as CISTP Faculty Fellows at JMU.

CISTP brings together experts from disciplines as varied as psychology, education, independent liberal arts studies, history, political science, justice studies, intelligence analysis, religious studies and counseling. “What we’re really about is looking at the blind spots — questioning our assumptions.”

She adds, “I keep pushing the fact that we have different insights from our disciplines to contribute, that we don’t want to coalesce around just one new paradigm. What we want is to be able to continually provoke a fresh discussion, and we have the luxury of doing that.”

Intelligence agencies typically “deal with short-term security crises, and they need a bullet point and ... an answer in three minutes,” Flannery explains. “But when that drives the system year after year and the dominant analytic paradigm has been counterterrorism after 9/11, rather than looking at the systemic causes of terrorism, then we fall into a national cycle in which we’re putting out a fire, but the way that we put it out might create more terrorists in the next generation.”

Apocalypticism is cross cultural — We have to stop thinking of this as equivalent to just Islamic extremism.
She also notes that most intelligence think tanks “have a clear consensus within them. You know what you’re going to get. So it’s kind of a closed loop echo chamber because if you have an action that you would like to make and you’d like it supported then you’re going to go to that think tank; you’re going to get the answer you were expecting and there is no truly optimal mechanism for expanding the conversation in creative ways.”

The same is true of other terrorism centers. “There are centers for the study of terrorism at various universities around this country, funded by government agencies,” she says. They are looking for consensus. Flannery, however, is looking for the opposite. We are “interested in truly having a lack of consensus.” That’s where CISTP will contribute, by bringing fresh thinking to the discussion. “The intelligence community has not, up until this point, recognized the valuable insights that can be gained for counterterrorism as well as problems of violence coming from the humanities,” Flannery says. “The contributions of the social sciences is relatively recent. But the humanities, I think this is the cutting edge of how to change an analytic paradigm.”

That’s life in the I.C.

In addition to benefitting the intelligence community, such a rethinking across multiple academic “lines” benefits students. “The humanities piece, the religious studies piece in particular, has been so valuable to my students. When they went on to internships and jobs in the intelligence community, they wrote me — and continue to write me — and say: ‘This was incredibly valuable. I took this up to my boss,’ or ‘This really was an important course.’ I also have students who were religion majors who never realized before studying apocalypticism that they wanted to work in the I.C., and they have all kinds of skills to contribute.”

Involving undergraduate students is also a foundational principle of Flannery’s center. For the March conference, “Intelligence and the Transition from War to Peace,” Flannery chose five student research interns from her classes, all religion majors or minors with aspirations to pursue intelligence work. Each drafted a paper based on the newly released Bosnian documents. “They were also being mentored to learn what it is to have this volume of information that they very quickly have to make an analytical argument about. They were under great pressure,” she says. “That’s life in the I.C., and that’s what they want to do.”

A brand new model for dialogue

In February, CISTP sponsored the first of what Flannery hopes will be many “faculty conversations” where expert members of academia and forward-thinking members of the intelligence community will exchange ideas. CISTP fellows gathered at JMU — advantageously close to Washington, D.C., the hub for American intelligence—with an invited member of the intelligence community.

“It was so innovative and creative,” Flannery says. “The pragmatists amongst us balanced the optimists and idealists amongst us. No voices were shut down. Everyone was included. If you think about the expertise alone sitting at that table — where you have people like Shin-Ji Kang who works on refugees from North Korea being educated in South Korea; Anne Stewart and Lennie Echterling who work on trauma counseling for children and families in post-conflict scenarios and with landmine survivors and in post-disaster scenarios like Katrina and Sandy; or my specialty in apocalypticism; Tim Walton’s 24 years in the CIA and Glenn Hastedt’s understanding of intelligence failures; David Owusu-Ansah’s perspective on Islam in Africa and Jennifer Connerley’s expertise in evangelicalism and the intersection of religion and politics; and Ed Brantmeier on critical peace studies and schools as a cultural force. It was a brand new model for dialogue between the intelligence community and academia.”

Flannery strongly believes CISTP works at JMU because of the university’s collaborative nature. “That wouldn’t have happened if I weren’t at JMU because a lot of universities keep people in their in their departments.”

Changing the dialogue that drives decisions that impact nations is a massive and inexact science — but it is also an opportunity for academia to impact the world as it struggles for lasting peace.
The New York Times best-selling author Glennon Doyle Melton ('99) visited campus during Homecoming 2013 to sign copies of her memoir *Carry On, Warrior*. Melton’s talk, “Building Community Among Women,” was followed by a book signing. Her message is compelling. “One thing we have in common is life is hard,” she said. “For all of us. Nobody has it all figured out. We can either be perfect alone or messy together. And messy together is always better.”

The audience of more than 250 alumni, students and community members responded to Melton’s personal anecdotes with nods, tears and laughter. Michelle LoVuolo Militello ('97) and Tamlyn Schafer Peterson ('97) saw the announcement that Melton was speaking at JMU and decided it was time for a reunion. Militello traveled from New York City to meet up with best friend and college roommate Peterson who came in from San Francisco, Calif., — both visiting campus for the first time since graduating. Militello said Melton’s writing resonates with her, “She just tells it like it is. I intensely dislike pretense and the thought that so many people hide behind their perfect pictures and clothes, saying how great everything is. Life is so hard, and Glennon actually says that.”

Melton, an English major from Naples, Fla., is founder of Momastery.com, an online community where 100,000-plus members read Melton’s daily essays on marriage, motherhood, faith, addiction, recovery and connections. Her ever-growing numbers of followers are called Monkees. According to Momastery.com, “We call ourselves Monkees because we’re like monks in that we put our faith in something beyond ourselves, we find value in quiet and we practice living peacefully in community — here on the Internet and beyond. We’re unlike monks in that we curse and watch trash TV and become annoyed quite easily. So we settled on Monkees.” Melton also is creator and president of the nonprofit organization Monkee-See-Monkee-Do, which helps families in need with donations of time, talent and funding from the Monkees.

*LEARN MORE* at Momastery.com

‘Nobody has it all figured out. We can either be perfect alone or messy together. And messy together is always better.’ – GLENNON DOYLE MELTON (’99)
Alumni Chapters

JMU Alumni Association goes global

London Alumni Chapter helps celebrate the Big Event and Semester in London program’s 35th anniversary

BY JIM HEFFERNAN (’96)

The James Madison University Alumni Association, in conjunction with the Office of International Programs, has established an alumni chapter in London, where Madison’s nationally recognized Study Abroad programs were born 35 years ago.

JMU President Jonathan R. Alger’s visit to London as part of his tour of semester Study Abroad destinations served as the unofficial kickoff for the new London Chapter. In October, the group hosted a watch party for the JMU-William & Mary football game at one of the city’s best-known sports pubs, Famous Three Kings.

Both events were well received by London alumni and current students alike, says Jose Gonzalez (’03), who lives in London and helped organize the chapter.

There are approximately 60 JMU alumni currently living in and around London. Although the city’s population is fairly transient, “we’ve managed to keep a pretty good group of alumni active,” Gonzalez says. “We’re always welcoming and try to get as many people involved as possible, including those living in other parts of the U.K.”

The JMU Alumni Association has made international alumni outreach a priority, according to executive director Ashley Privott. “It is important to have connections with our international alumni because it helps to expand our network. Every year, new graduates are interested in moving abroad, and this active network of alumni could help them find jobs, get acclimated to life abroad and offer other assistance.”

The London Chapter is an extension of JMU’s robust Study Abroad program. The university currently offers more than 80 Study Abroad opportunities, ranging from semester and year-long opportunities for academic and cultural enrichment to service-oriented trips during the summer months. Last year, about 1,300 JMU students studied internationally.

The JMU Semester in London program was established in 1979, as the university’s first semester Study Abroad program. This year’s 35th anniversary was the perfect occasion for London to be another “first” — the first international alumni chapter. The Semester in London’s 35th anniversary will be celebrated with reunion events in both London and on campus in Harrisonburg.

“When we did our 30th anniversary five years ago, we had about 140 people attend,” recalls Lee Sternberger, associate provost and executive director of international programs at JMU. “We’re hoping to repeat that and maybe include a ‘relive your London days’ event with the founding program director Ralph Alan Cohen.”

The London Chapter will also help JMU establish a permanent global commitment with the Big Event, Madison’s annual day of service in April. The event, which originated as a community cleanup effort in Harrisonburg and Rockingham County, went international last year, with JMU alumni chapters in 13 cities worldwide contributing more than 525 volunteer hours in their communities. This year JMU students and alumni living in London, Antwerp and Belgium; Florence, Italy; Johannesburg, South Africa; and Salamanca, Spain; participated in Big Event projects around the globe.

“It’s exciting,” adds Sternberger. “We love to integrate students with alumni, so this certainly is something we’re looking forward to doing.”

LEARN MORE at www.jmu.edu/alumni

London Chapter alumni join Lee Sternberger, (far right) executive director of JMU’s international programs, to watch the JMU vs. William & Mary football game in the Famous Three Kings pub last fall.

101 Reasons to Leave New York

HOWARD JORDAN JR. (’97)

STRATEGIC BOOK PUBLISHING, 2013
ISBN-10: 1625162561

Howard Jordan, Jr. (’97) is winner of the 2012 Gold NonFiction Humor Readers Favorite Award and the 2012 Silver NonFiction E-Book Independent Publisher Book Award. Jordan also received the Hollywood Screenplay Contest Grand Prize for his TV pilot 101 Reasons to Leave New York. His book articulates the “unthinkable notion of willingly leaving the greatest city on the face of the planet.” Then Jordon adds all the funny, insightful, sad and silly reasons you’ll ever need to justify doing so. Each entry is a candid expression of the perpetual hope that surrounds “inevitable heartbreak; and an acknowledgment of how the city can make you, break you or just take you for the ride of your life.”

sbpra.com/howardjordanjr

Little Bird

KATH KONOPKA MONCRIEF (’84)

AMAZON DIGITAL SERVICES INC., 2013
ASIN: B00FEKNXX2

Available on iTunes and Amazon.com, Little Bird helps children understand why their parents have to go to work every day and what they can do about missing them. Graphic illustrator Kath Moncrief (’84) drew the original illustrations, as well as the cover.

linkedin.com/pub/kath-moncrief/12/b4b/9a9

Published by JMU Scholarly Commons, 2014
Going “MAD” for Madison
Student Alumni Association partners with alumni to keep a Duke a Duke

BY JAMIE JONES MILLER ('99), president, JMU Alumni Association Board

This spring, the JMU Alumni Association Board of Directors joined the newly-established Student Alumni Association in going “MAD for Madison” by announcing a new matching gift program. In 2013, the Office of Alumni Relations and the Office of Annual Giving joined forces to launch the “Go MAD for Madison” campaign, aimed to empower and educate students as donors, and to demonstrate the value of individual donations.

Membership in the Student Alumni Association and participation in “Go MAD for Madison” campaign is a great way for students to have a direct impact on the lives of other students at JMU. That’s why the JMU Alumni Association board was proud to announce a matching challenge to the Student Alumni Association as they seek to increase their membership to more than 500 student donors for 2013–14.

The Student Alumni Association creates opportunities for students to interact with alumni to form meaningful, lasting relationships long after graduation. This organization also encourages and promotes the philanthropic spirit that helps to advance the mission and development of JMU.

Each new student who joins the Student Alumni Association by making a donation to JMU through the campaign triggers a matching gift made by the alumni association. The matching gift will be made to the Madison Forever Scholarship fund, which helps students whose futures at JMU are in jeopardy for financial reasons.

The alumni association board members are proud to help a Duke stay a Duke through our support of the Madison Forever Scholarships, and we hope that our partnership with the Student Alumni Association will encourage student donors to become alumni donors, thereby increasing JMU’s alumni giving rate, a critical priority for the JMU community.

Our alumni chapters are also stepping up to “Go MAD” through the Alumni Chapter Challenge. Gifts through May 31, 2014, from JMU alumni within a 30-mile radius of one of 20 regions worldwide will count as part of the Chapter Challenge. That’s more than 76,000 alumni! All gifts by alumni, in any amount, to any fund, count toward the chapter closest to their location. The winning chapter(s) will be announced at the Madison Alumni Conference on June 1. Grants will be awarded to the chapter exceeding the JMU alumni giving goal of 8 percent, the chapter with the largest percent-

Meaningful involvement
Be a part of the Madison Alumni Conference

More than 60 alumni leaders return to Harrisonburg in the summer to attend the annual Madison Alumni Conference, a weekend-long program designed to recruit, train and recognize alumni volunteers. The partnership-driven conference welcomes back current and former JMU Alumni Association chapter leaders, Duke Club reps and admissions recruitment volunteers who represent Madison at college fairs throughout the country. The Madison Alumni Conference is a winner of the Council for the Advancement and Support of Education District III’s prestigious CASE Award of Excellence. The conference builds a network of JMU graduates who are informed, involved and invested in shaping the future of James Madison University.

“As an alum, the MAC conference is a great opportunity to gain insight into what’s happening around campus,” says Heather Cote ('09), a member of the MetroDukes Chapter who served as vice president for membership and outreach from 2011 to 2013.

The workshop-oriented weekend features a keynote presentation from JMU President Jonathan R. Alger, networking opportunities and speakers from all areas of the JMU community.

Make plans and register for the 2014 Madison Alumni Conference from May 30 to June 1. → LEARN MORE at www.jmu.edu/alumni
age increase in giving, and the chapter with the highest overall participation rate.

Efforts like the Student Alumni Association membership drive and the Alumni Chapter Challenge will be successful because JMU alumni and students are eager to give back to Madison.

In January, I joined more than 125 alumni members of JMU’s premier giving society, the President's Council, in Great Falls, Va., to hear from President Jonathan R. Alger about the future of JMU. In February, I attended a networking dinner with members of the Student Alumni Association Board and the JMU Alumni Association Board. I heard recurring themes at both of these events: Our students are proud to go to JMU, and the JMU student culture of “holding the door open” is strong. Alumni loved their Madison Experience and want more opportunities to engage and continue their Madison Experience. We can leverage this strong connection to JMU to ensure that current and future students have the opportunity to take advantage of everything JMU has to offer.

Please join us in going “MAD for Madison” in 2014! Let’s see how far the Alumni Chapter Challenge, the Student Alumni Association’s membership drive and the alumni association’s matching challenge will take us.

Visit www.jmu.edu/give and unleash your philanthropic passion for JMU!

The new JMU Student Alumni Association members have adopted the campaign slogan “Go MAD for Madison” to demonstrate the power of individual donations to JMU.

The Billfish Story
STAN ULANSKI, JMU PROFESSOR OF GEOLOGY
UNIVERSITY OF GEORGIA PRESS, 2013
ISBN: 978-0-8203-4191-0

Stan Ulanski, JMU professor of geology and environmental science, is a scientist and angler. In his newest book he uses talents from both arenas to blend scientific facts with practical aspects of fishing to give an informative account of the billfish. Ellen M. Peel, president of the Billfish Foundation, writes, “Ulanski’s book provides the most comprehensive, easy-to-read text I have seen on the evolution of billfish, their oceanic habitat and the sport of bill fishing. Nothing escapes his notice. This is an excellent read.

Lean UX: Applying Lean Principles to Improve User Experience
JEFF GOTHELF ('95)
O’REILLY MEDIA, 2013
ISBN-10: 1449311652

The Lean UX approach to interaction design is tailor-made for today’s web-driven society. Jeff Gothelf ('95) offers valuable Lean UX principles, tactics, and techniques from the ground up – how to rapidly experiment with design ideas, validate them with real users, and continually adjust designs based on what is learned. Inspired by Lean and Agile development theories, Lean UX focuses on actual experiences being designed, rather than on deliverables. Learn how to drive the design in short, iterative cycles to assess what works best for the business and the user.

→ www.jeffgothelf.com
Bleeding purple is a commitment for alumni Tripp (‘09) and Emily Parker Hughes (‘12). Their relationship — which began on a New York City trip to perform in the Macy’s Day Parade with the Marching Royal Dukes — has blossomed into unique purple and gold giving opportunity.

The couple’s wedding, on Nov. 2, 2013, is a purple partnership with a unique twist. Instead of handing out traditional party favors to their guests, they made a gift to Madison Forever Scholarships in honor of their JMU alumni-filled wedding party.

“What better way to give back to JMU, in honor of the school we love so much and where we met and have so much history, than to donate money to a scholarship fund to help other students continue at JMU?” Tripp posits.

Madison Forever Scholarships help JMU students who are dealing with a financial emergency. Tripp, a history major and recent University of Richmond Law School graduate, says the impact of his and Emily’s Madison Experience influenced their decision to “Help a Duke Stay a Duke.”

“I really do think it is such a unique experience, and I want to be able to share that. That’s my biggest goal,” says business major and Duke Dog-loving graduate Emily Hughes.

Tripp and Emily proudly recite the influence their JMU educations had on their current successes. COB 300 gave Emily clout during interviews. Research conferences and presentations with the history department helped Tripp pursue his career in law. Additionally, traveling, student presentations and networking with alumni are some of the experiences this couple says shaped who they are today.

“How one purple and gold wedding helps JMU students in need

BY MORGAN GALEA (‘15)
Next on the couple’s to-do list is getting involved in their Richmond community, where Tripp works for Cherry, Seymour & Baronian and Emily is an underwriter for Kinsale Insurance. Though recently busy with wedding planning and graduating from law school, the duo have taken a unique opportunity to make a difference at JMU for students. “We know that every little bit helps and maybe someone that is helped by what we give will wind up meeting the person at JMU that they get to marry,” Tripp says.

As recent graduates, their gift this year of $350 makes the couple members of the JMU President’s Council, a giving society that offers courtesies like regular communication from President Jonathan R. Alger, bulletins with advance JMU news and invitations to events. President’s Council annual gift levels are $100 for JMU students; $200 for graduates of the past one to five years; $500 for graduates of the past six to 10 years; and $1,000 for graduates of the past 11 years and beyond.

Tripp and Emily say they not only cherish their President’s Council status, but also use it as a challenge to continue to grow their commitment into the future. They joke — or do they? — about being able one day to make a gift large enough to name a building. Until Hughes Hall materializes, however, they’ve made it a priority to help one Duke at a time.

→ GIVE TO JMU today at www.jmu.edu/give

![Image](Page 48): Alumni surround Tripp (’09) and Emily Parker Hughes (’12) during their wedding reception in the Mansion at Valley Country Club in Baltimore, Md., on Nov. 2, 2013.

(Inset, Page 48): *Every Duke, Every Year* display placard explains to guests the couple’s Madison Forever Scholarship donation. (Top): Newlyweds Emily and Tripp take a “Where in the world is your JACard?” photo opportunity during their honeymoon in Aruba. (Above): The couple tailgates with friends at a Madison football game.

**DRIVE HOME THE Purple PRIDE!**

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 2013, the JMU Alumni Association awarded more than $66,700 in scholarships to 63 legacy students.

Get your JMU plate today at www.jmu.edu/alumni/plates
Homecoming 2014 is set for Oct. 31 – Nov. 2. 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 Golf Tournament, Homecoming Headquarters alumni tailgate and for JMU football vs. William and Mary. Reserve your tickets for a post-game party with the Reflex!

If you have questions regarding your reunion event, contact Stephanie Whitson in the alumni relations office at whitsosh@jmu.edu or (540) 568–8821.
Much to the surprise of the JMU Student Alumni Association, the JMU Alumni Association Board of Directors announced a matching gift challenge to the Student Alumni Association at their February meeting. The challenge offers a $25 donation to the Madison Forever Vision Fund for each new student who joins the SAA. JMU Student Alumni Association President Pratt Templeton ('14) says, “I felt a great deal of excitement and humility in the confidence that the alumni board has in the SAA, along with a tremendous responsibility to fulfill the goal of reaching 500 SAA members by the end of June.”

The alumni association board members were impressed with the progress the SAA has made in the last year in terms of leadership, strategic planning and results. “The group’s efforts have already resulted in an increase in student giving to the university over last year,” says Larry Caudle, president-elect of the alumni association board. “I have been truly amazed at the group’s ‘eye on the ball’ approach to success.”

The SAA efforts have revived student giving at JMU. Although students are encouraged to give back any amount, students who donate $25 or more to any fund (excluding athletics) receive the benefits of SAA membership including volunteer, service and networking events where they have the opportunity to interact with alumni and discuss careers.

However, the real benefit is being part of a group who is changing the culture at JMU. Caudle says it is imperative to instill a culture of philanthropy in its young graduates and educate them on why it is important to give back to JMU. “The newly-created JMU Student Alumni Association is a gesture by forward-looking students to take on the responsibility of educating our ‘Alumni in Residence’ on the financial realities of the Madison Experience and to instill a tradition of giving back,” he explains. “This will, no doubt, lead to a similar tradition in our alums.”

With the alumni association board’s matching gift challenge in place Templeton can’t think of a better time for students to donate to JMU. “I give for a simple reason,” he says. “I care deeply about this institution, it’s mission and the people behind it. I would encourage fellow students to give to what they are passionate about, all the while remembering that their gift, regardless of size, matters. If we want to see the success of JMU proliferate, our support is essential.”

[LEARN MORE] or give today at www.jmu.edu/alumni. Click on the “For Students” tab and then the “Student Alumni Association” tab.

Rise to the Challenge!
Alumni Chapter Challenge accepting gifts through May 31

It’s not too late to show your support in the JMU Alumni Association’s Chapter Challenge. The alumni association will count gifts made in your chapter area until May 31. How can you “rise to the Challenge?” Make a gift and ask your friends to do the same.

There are 22 chapters around the world participating in this year’s Chapter Challenge. If you live in the geographic area of one of these chapters simply make a gift to the fund of your choice and the chapter will also get credit. To view the latest standings and details, visit www.jmu.edu/alumni. Click on the “Get Involved,” tab, then click “Alumni Chapters” and then the “Alumni Chapter Challenge” tab.
Meet David and Jennifer Campfield: A couple so in love, facing down the problems of society every day and finding a way to make their love and their legacy last forever.

David and Jennifer: For each of you reading this, JMU occupies a special place in your hearts. Like us, you’re thinking about how to make a difference. We hope our journey will lead you to follow your heart, too.

Jennifer: My husband, David, and I are both JMU alums. I finished college in the traditional four years with a double major in psychology and English. David, well, let’s just say when I met him 20-odd years ago, he wasn’t sure what year he graduated. He knew the range, but not the year. He got his degree in art, with a minor in education, and he became an art teacher.

David: After teaching in an impoverished high school, I changed to elementary school. I envisioned it would be very low key by comparison. How naïve. For example, in one of my schools, 70 percent of the students are eligible to receive free or reduced lunch, and there are a high number of economically disadvantaged students in all three of the schools I work in. Many of these students have no positive male role models. At the beginning of my first year, some of the kindergarteners took one look at me and cried or wet their pants. So I developed a routine to make them feel welcome and safe.

Jennifer: While some may say I’m biased in my assessment, I know David is a truly exceptional educator. When we are together — walking downtown, in the grocery store or in Gypsy Hill Park — kids of all ages come running: “Mr. Campfield, Mr. Campfield!” They want to reconnect. He comes home and shares the details of his workdays with me — who is doing well, who is struggling, who he’s worried about. David knows that education matters. He paints a picture for kids of the grown-up world and what it takes to be successful now and in the future.

Jennifer: “I explained to the development officer that my husband is a rock star for the K-5 crowd. I remember this vividly because as I talked about this amazing man whom I have the privilege of sharing my life with, I started to cry,” says Jennifer Campfield (’91, ’02M). After I pulled myself together, we talked through our giving options.”

INVESTING IN JMU

An open conversation with the Madison community

BY DAVID (’83) AND JENNIFER CAMPFIELD (’91, ’02M)
On the front lines with schoolchildren today

David: As the art teacher, I can see all the students in a school in a matter of days. The one constant amid this change is the resilience and enthusiasm of young children even in the face of the daunting challenges that are unfortunately prevalent. I can drag myself into school on a dreary Monday morning and feel instantly energized by literally hundreds of children who are genuinely happy to see me. What could be better?

Jennifer: David won’t tell you this, he won’t brag. But he is the kind of teacher movies are made of. He is dramatic when he needs to be. He will jump up on the table to get children’s attention. And he gives great art instruction. He can get a self-portrait out of a first grader that would blow your mind.

David: My philosophy is to project rampant enthusiasm in a fun environment. I develop a positive relationship that often lasts for six to seven years with these wonderful children. I envision myself as not just their art teacher but as a role model. I make a great effort to encourage my students to take a path that will lead to success in life. I have seen students change paths with tragic consequences, while others rise above adversity and go on to achieve success. This spring, as my fifth graders prepare to leave for middle school, I am excited for them, but sad to see them go. I will no longer be able to play an active role in their lives, but I know I have helped them prepare for their journey.

Cultivating college students of tomorrow

Jennifer: My admiration for David started an idea percolating in my mind. I reached out to Susan Fersner, a development officer at JMU, and she helped me explore our options, including leaving a gift for JMU in our will.

David: Still, we realized that an endowed scholarship would be six years down the road until it’s fully funded for a student. Even though we aren’t rich, we didn’t want to wait that long.

Jennifer: We decided that we’d make an additional gift — an annual gift — each year until we fully endowed our scholarship — so that a student can benefit now. Right now. Amazing. I get to come to work every day and know that somewhere on this campus there’s a student getting a little boost from David and me. He gets to know that his legacy as a teacher lives on. And it honors the significant place that JMU holds in both of our lives.

David and Jennifer: We wanted to make a difference now. Our gift commitment is making an impact on our personal, financial bottom line. And yet we knew we needed to make these gifts. If we can contribute to a student at JMU leaving with a top-notch education and a little less debt, we’ve made a difference. If this scholarship makes it a little easier for a student to focus more on her studies and less on how she’s going to pay her bills, we’ve made a difference.

We acted on our impulse to make a difference, the same one stirring in you now, and it feels really good. If David and I can make a difference in the life of a JMU student, anyone can. Please act. Give to JMU. You’ll feel great.

Three Ways We’re Making a Difference

- David and Jennifer Campfield Scholarship
- Designates: Students from David’s schools
- Bequest: Make a gift in our will
- Endowed Scholarship: Fulfill our gift over six years
- Annual Gift: Give the award amount each year until our scholarship becomes endowed

READ MORE Turn to Page 25 of this issue and meet Rachelle Sexton (‘15), the current student the Campfields’ generous gift is helping.
‘The value of a JMU education keeps giving back. Go Dukes!’

— EDDIE HUFF (’78)

president's grandfather, the late W. Taylor Reveley II, in 1963, when he was president of Hampden-Sydney College. “My husband was a freshman at Hampden-Sydney and I was a freshman at JMU, then Madison College.”

The president’s father, Taylor Reveley III, the current president of William and Mary College, was one of the inauguration speakers. Hazlegrove says the inauguration was “a truly historic moment” for the Reveley family. “I was honored to be asked to represent President Alger and JMU in my hometown. I had not worn the JMU colors for many years. During my 40-plus years teaching in the Farmville area, I have been pleased to have some of my students attend and graduate from JMU.”

Phyllis Caster Koch writes, “I am a widow after 44 years of marriage to my husband, Frank (’67). I have a son and a daughter. After Madison College I worked in a hospital. Later, I returned to school and earned my teaching degree at Glassboro College [now Rowan University in Glassboro, N.J.]. After teaching for 25 years, I retired from an elementary school in Brigantine, New Jersey.”

Lydia Hlusczczyk Simgura writes, “I am proud to announce that I completed my doctoral studies in educational leadership at Walden University in October 2013. The title of my dissertation was “Impact of Nutrition Education on Student Learning.”

James Dawson details the life of “viciously cynical entertainment journalist” Jimmy Mickelberry. The psychological suspense thriller follows Mickelberry as a failed former actor, who is worried he may turn out to be just as bad as his very evil twin. His secretly psychotic brother, Timmy, was the overindulged child star of a top-rated sitcom before getting shot to death at age 18. Jimmy has kept his own antisocial tendencies under control in the decade since then, until an irresistible opportunity to start acting on his criminal impulses presents itself in the unlikeliest of places. Dawson is the film critic for BackRowReviews.com and FrontRowFeatures.com. He also has published other fiction works, Rebel Hell (2013), Chop House (2013) and Wasted Talents (2011), which are available at Amazon.com and downloadable at his website EroticaCollections.com.

1980s

80 Gregory Benson writes, “After 33 years as a physical education teacher for Fairfax County Public Schools I have retired. As a former member of the JMU soccer team, I spent 10 years as the varsity soccer coach at W.T. Woodson High School. I will continue to teach behind the wheel for driver education throughout the county. I am a Duke Club member and football season ticket holder. I enjoy catching up with my Pi Kappa Phi brothers at the games.”

81 Rear Admiral Sinclair Harris writes, “The world continues to be a very small place. I was fortunate to host a stalwart of the JMU gridiron, Special Agent Charles May (’83) from the Naval Criminal Investigative Service, at my headquarters for U.S. Southern Command/U.S. Fourth Fleet in Jacksonville, Florida. Special Agent May is a 1983 graduate. I am a little older as a 1981 grad. Go Dukes!” * Kelly Wittenauer Zuber was named news director at WDBJ7 TV in Roanoke, Va. Zuber is celebrating her 31st year at the Roanoke CBS affiliate, where she started as a JMU intern. She has served WDBJ7 as a news photographer, reporter, assignment editor, public affairs director, promotions director and, most recently, director of digital media.

82 In November 2013 Lorenzo Bundy was named third base coach for the Los Angeles Dodgers. * Richard J. Masterson represented JMU President Jonathan R. Alger and the university community at the Oct. 18 inauguration of Neil D. Theobold as the 10th president of Temple University in Philadelphia. “While it has been many years since I donned a cap and gown,” Masterson writes, “I was proud to be part of the historic occasion and joined hundreds of other university delegates on a beautiful fall day in Philadelphia. The day brought back fond memories of my days in Harrisonburg and the realization that JMU has earned its place among the nation’s most prestigious academic institutions in America.” * After 15 years with the Virginia Museum of Fine Arts Della S. Watkins moved to Roanoke, Va., in February to become the executive director of the Taubman Museum of Art.

83 David T. Reilly received the Republican, Democratic and Independent Party nominations, and was chosen, for the judicial office of Justice of the Supreme Court of the State of New York. * Julie Turner presented her original artwork in an exhibit at the Agora Gallery, Chelsea Art District, New York, N.Y., in February 2014. View Turner’s work at www.julieturner gallery.com/index.html

84 John Bauer (’86M) is the operating president of CoreLogic Credco, the nation’s top provider of merged credit reports. * Cynthia Slagle Flickinger writes, “I’ve entered my 13th year of teaching art at Montross Middle School and my 10th year of coaching cross country at Washington & Lee High School. This past summer, I visited the Philippines to see my son in the Peace Corps, and I took along my JACard from 1984. Finally, I purchased a house after living near Virginia State Parks for 25 years.”

85 Ron Burke received a regional Edward R. Murrow Award for a feature story on the current owner of the original manuscript of Martin Luther King’s “I Have A Dream” speech. He also won a Mid-Atlantic Emmy Award for his feature titled Pioneer of Gold, the story of track star John Baxter Taylor, the first African American to win an Olympic gold medal. * In November 2013 James A. Leftwich Jr. was elected to the House of Delegates of the Virginia General Assembly, representing the 78th District.

86 Todd Dofflemeyer, owner of Muddy Feet Graphics, was awarded the Harrisonburg-Rockingham Chamber of Commerce Entrepreneur of the Year award. Dofflemeyer founded the graphics marketing company in 2007 and recently moved to a larger location on Harrisonburg’s Evelyn Byrd Ave.

87 Lisa Anne Lambiasi Albert has started an organic vegetable farm. * Darcus Ellen Breneman was promoted to senior vice president by BB&T Wealth. Breneman is a private adviser regional director based in Winchester, Va. * The Rev. Samuel Kemp Jones became the new senior pastor/head of staff at Good Shepherd Lutheran Church in Wausau, Wis., on Continued on Page 57

To submit a Class Note or emeriti note to appear in Madison, read the instructions and fill out the form on the inside back cover or email madisonmag@jmu.edu
What kind of diversity is found at deep reef depths?
Carole Baldwin ('81) discovers new fish species by Colleen Dixon ('18P)

“It just goes to show how little we know about diversity at depths just below those accessible using scuba gear,” says Carole Baldwin ('81), a marine biologist with the Smithsonian Institution. Baldwin is discussing progress in the Deep Reef Observation Project in the Caribbean. She is the lead investigator in the Deep Reef Observation Project, DROP, documenting local biodiversity to a depth of 300 meters in a .02 km²-area using a manned submersible. (In comparison, JMU campus is almost 3.0 km²)

“It will be years before we get a feel for how diversity and environmental conditions are changing at deep-reef depths,” in the southern Caribbean and throughout the world’s oceans, according to Baldwin.

The Deep Reef Observation Project began in 2011 in the waters off Curacao, using the submersible Curasub. The reef drops quickly to abyssal depths not far from the Curacao Sea Aquarium, alleviating the need for a mothership. Once the sub is craned into the water, it can be at its maximum depth in approximately five minutes — not a bad commute to work.

Of thousands of potential research questions, the list of necessity was whittled to a handful:
- How does species diversity change from shallow reefs — those with a depth less than 30 meters — through deep reefs, those greater than 150 meters?
- What percentage of this diversity represents new species?
- What species have broad vs. narrow depth ranges and how do upper and lower depth limits of species correlate with ocean temperatures and thermoclines?
- What role might deep reefs play in the survival of shallow reefs?

Shallow reefs are in trouble around the world. “Comparatively little is known about tropical mesophotic and other deep reefs, including the diversity of life they harbor, how they change over space and time, and what role they may play in the survival of shallow reefs above,” says Baldwin.

More than 20 scientists from Smithsonian museums and research labs are assisting with DROP, a chemist, marine biologist, ecologists and molecular geneticists. All see deep-reef work as an extraordinary opportunity, although specific reasons differ among the varying scientific fields. For Baldwin and other diversity experts, “there has been no comparable effort anywhere to characterize deep-reef diversity through repeated submersible exploration of one small area,” she says. “Our samples are enriching the Smithsonian’s archival collections of organisms and greatly enhancing our library of DNA sequences. Both of these are extremely useful for evolutionary studies.”

For marine ecologists, coral-reef ecosystem monitoring has been conducted on shallow reefs for decades, but transferring the monitoring systems to deep water is tricky. Trickiness aside, the interconnectedness of deep and shallow reefs argues for monitoring at depths beyond the shallow zone typically studied. DROP broke new ground in 2012 by using the hydraulic arms of the submersible to deploy monitoring gear at depths of 250 meters, including temperature loggers and autonomous reef monitoring structures.

Species new to the project are collected on every sub dive. To date, approximately 90 fish species have been collected, and 25 percent of them are new to science — an astounding figure, considering the small size of the area. “This represents a rate of discovery unprecedented in modern marine ichthyology,” says Baldwin.

In 2012 DROP deployed Autonomous Reef Monitoring Systems at depths up to 224 meters using the Curasub’s hydraulic arms. Additional ARMS were placed on the shallow reef for comparative purposes. All deployed gear will remain in place for one year after which they will be retrieved, processed and redeployed. Successful acquisition of one year of data on temperatures and invertebrate/algal diversity on a reef slope from 15 to 250 meters will be a scientifically unique accomplishment. “There is no comparable data set from anywhere else in the world,” says Baldwin.

For students interested in this research, Baldwin says that, while sub diving is popular with the scientists, there is much to be done at the Smithsonian. Organizing, labeling and possibly editing the growing amount of high-definition submersible video footage is crucial. Taxonomic work includes identifying organisms and describing new species. Baldwin also hopes to include “donor-funded” research, where she envisions donors being able to participate in diving, to see students at work. 

→ Dive into more about DROP and get a sub-level view by watching the video at ocean.si.edu/ocean-videos/deep-reef-observation-project-drop-video.
April 29, 2013. Jones had served at Our Saviors Lutheran Church in Oshkosh, Wis.

In October 2013 Richard Childress began a year-long term as president of the International Association of Flight and Critical Care Paramedics. Childress joined the Board of Directors in 2009 as a member at large. He was elected vice president in 2012. After his term as president, Childress will complete his commitment with a yearlong stint as immediate past president.

Joseph Y. Gallo and Mary Frick Gallo ('88) of Dublin, Ohio, represented JMU President Jonathan R. Alger and the university community at the Oct. 26 inauguration of Kenyon College’s new president Sean M. Decatur. (Right) Former JMU staff member Lisa Horsch Clark ('91, '95M) represents JMU at the Oct. 4 inauguration of University of Maine’s new president Kathryn A. Foster.

Kenneth Kent Ho was promoted to deputy global head of investment solutions for the bank Julius Baer, the largest independent private bank in Europe."Tracy Johnson Toth is an active volunteer with the Commemorative Air Force B29/B24 Squadron and a volunteer B24 Liberator pilot. In 2014 Toth will be a contributing correspondent to a new travel show, produced by Peter Greenberg/PBS. Finally Toth continues co-hosting Tracy Gill on The Onion News Network’s “Today Now” online show.

As a division coordinator for Leidos following the split with SAIC Inc., Joelle Kivi works with division managers with division financials.

Lisa Horsch Clark ('95M) represented JMU President Jonathan R. Alger and the university community at the Oct. 4 inauguration of Kathryn A. Foster as the 14th president of the University of Maine, Farmington. “I was especially impressed by the comments made by others on her behalf. Many mentioned and cited the weekly email she sends to faculty and staff — insightful, thoughtful, funny. She reminds me of a special JMU president from my days on campus — Uncle Ron,” Clark says. “I was a bit concerned when I first arrived, trying to follow the signs for delegates. One sign read 1096–1898. I thought it was a typo, but no. There was a delegate from the University of Oxford, the oldest university in the English-speaking world, founded in 1096! It was a great day and I was happy to wear the purple and gold for JMU at this memorable event.”

Andrew Ansoorian’s son and a friend raided the JMU Alumni Association’s Homecoming 2013 tent of its beads and stickers — and this is the result.

Dear Dr. and Mrs. Ikenberry,

Thank you for the scholarship! I am currently a senior health sciences major with a minor in biology. I hope to attend graduate school and become a physician’s assistant. The money you have provided me is extremely appreciated and much needed. This will definitely ease some of the stress during my senior year. Words cannot express my gratitude, but I will try. Thank you very much.

Sincerely,
Stacey A. Waldron ('14)
Louisa, Va.

SCHOLARSHIP THANKS:
Katherine Maxwell Ikenberry Memorial Scholarship
Created by Dr. Lynn Ikenberry

Dear Dr. and Mrs. Ikenberry,

Thank you for the scholarship! I am currently a senior health sciences major with a minor in biology. I hope to attend graduate school and become a physician’s assistant. The money you have provided me is extremely appreciated and much needed. This will definitely ease some of the stress during my senior year. Words cannot express my gratitude, but I will try. Thank you very much.

Sincerely,
Stacey A. Waldron ('14)
Louisa, Va.

A Future Duke and pal get into the purple and gold spirit during Homecoming.
Which MLB, NHL and MLS teams share the Purple and Gold?

Five JMU athletic training majors share their skills in the big leagues
BY COLLEEN DIXON ('18P)

What two colors do five teams from Major League Baseball and soccer and the National Hockey League have in common? No, it’s not red or black. It’s JMU purple and gold!

Five JMU kinesiology program classmates from Maryland and Virginia graduated in 2006, each with a degree in athletic training. They have stayed connected, assisting and encouraging each other, and now these Dukes are all working with elite athletes across the country in professional baseball, hockey and soccer.

Derek Lawrance ('06) is a trainer for the MLS team the San Jose Earthquakes and Brian Gerlach ('06) trains team members for the MLS team D.C. United. Ben Reisz ('06) is assistant athletic trainer for the NHL Washington Capitals. Greg Spence ('06) is a trainer with the MLB team the Anaheim Angels, and Steve Patera ('06) is the athletic trainer for the AA affiliate of the MLB Milwaukee Brewers.

After an injury ended his hopes of being a professional soccer player, Derek Lawrance ('06) transferred to JMU. “I made the right connections while at JMU with superior staff and professors who prepared us for the future,” says Lawrance. He earned a Master’s in Exercise Science at Georgia Southern University where he worked as a Certified Athletic Trainer for their NCAA Division 1 men’s soccer team. “Through one of my JMU professors, I was able to land an internship with the Major League Soccer club D.C. United in the summer of 2008 to finish up my degree. From there, I scored a job at Elon University where I worked with their NCAA Division 1 men’s soccer and softball teams.” Lawrance received an email from the D.C. United head athletic trainer about a job opening with another MLS team called Chivas USA, in winter 2011. He worked one year for Chivas USA in Los Angeles before moving to the MLS San Jose Earthquakes for the 2013 season.

D.C. United athletic trainer Brian Gerlach ('06) says, “The relationships that we formed at JMU have helped us in life. Derek helped me get my D.C. United job through a personal connection he had with the club. And I believe that Steve Patera ('06) and Greg Spence ('06) have helped each other in their careers as well.”

Originally from Martinsville, Va., Gerlach went to High Point University for a graduate assistantship as the men’s soccer and baseball athletic trainer. After earning a Master’s in Exercise Science and becoming a certified strength and conditioning specialist through the National Strength and Conditioning Association, Gerlach joined the D.C. United in January 2013.

Derek Lawrance ('06) is assistant athletic trainer for the NHL Washington Capitals. Greg Spence ('06) is a trainer with the MLB team the Anaheim Angels, and Steve Patera ('06) is the athletic trainer for the AA affiliate of the MLB Milwaukee Brewers.

Ben Reisz ('06) joined the D.C. United in January 2012. He’s thankful for his support system from JMU. “The connections that we formed at JMU have helped us all in life. The bonds we formed and relationships that we formed at JMU have helped us in life.”

Chris Couch is a vice president with Xerox Business Services in Richmond, Va. On Sept. 9, 2013, Tony Deyo made his late-night TV debut on the TBS show Conan. Deyo was a band director and symphony musician in Texas for several years before turning his attention to stand-up comedy.

After graduating with a computer science degree, Andy Hackbar moved to Seattle in 1998.
Baltimore native and Washington Capitals trainer Ben Reisz ('06) chose to major in athletic training “because I wanted to be involved in medicine in some way and thought it would be great to work with sports. When I graduated I went to work at River Hill High School as an athletic trainer hired by a company called Professional Sports Care and Rehab. During this time, I worked an internship with the Capitals where I helped with medical coverage in the mornings for practices held in Arlington, Va. I would then go back to the high school to work the evening sports schedule.”

Greg Spence ('06) came to JMU from Burke, Va., and, after graduating with an athletic training degree, earned a Master’s in Educational Leadership in 2009 from the University of Nevada, Reno. “I got a call from Steve Patera offering me an internship with the MLB Anaheim Angels as strength and conditioning coach with one of their minor league affiliates,” says Spence. When a full-time position opened on the athletic training side that fall, Spence applied and eventually got the job.

After graduating from JMU, Steve Patera ('06) went to Georgia Southern University where he earned a Master’s in Exercise Science. “To complete my degree there, I needed an internship,” says Patera. “Ben Reisz was working for the NHL Washington Capitals at the time, and he helped me get an internship there for half of the 2008–09 season.” After completing his internship, Patera was hired by the MLB Anaheim Angels as their strength and conditioning coordinator, and was with the team for the 2009 and 2010 seasons. He then moved on to the Milwaukee Brewers organization. “I’m currently the athletic trainer for their AA affiliate, the Huntsville Stars,” he says.

The JMU Class of 2006 athletic training majors are a tight group and are making their mark in the majors. Gerlach says, “The five of us guys that graduated together, along with the 12 girls in the program, have kept in touch and stayed very close.”

Reisz adds, “I met Brian during my first class in college that related to sports injuries. A year ago, I was a groomsman in his wedding. All of us have tried to help each other out along the way in our careers. But, we could not have done it without help from all the girls in our class making sure we had stuff turned in on time. Most importantly, our teachers and [clinical instructors] were so influential in our careers, and still keep in touch. After meeting people from other programs, I would say that JMU ranks as one of the top in the area for a degree in athletic training.”
The JMU Emeriti Association is a multifaceted organization open to all faculty and administrative personnel who have been granted emerita or emeritus status by the JMU Board of Visitors. The organization provides an opportunity for retired faculty to continue association with colleagues and to maintain ties to the university community. More than 130 retired faculty and administrative professional staff members are actively involved with the JMU Emeriti Association. The professional and social organization encourages the interaction of emeriti through meetings, special interest groups and trips to cultural programs. For more information, please contact Faculty Emeriti President Rex Fuller at rfuller@northriver.coop or Sherry King, director of Parent and Faculty Emeriti Relations at kingsf@jmu.edu or phone at (540) 568-8064.

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

98 Kasandra Edge earned a Master of Fine Arts degree in Creative Writing from the University of Southern Maine, Stonecoast, in 2007.

99 Lauren Lentine moved to Wallingford, Conn., in July 2013 to work directly with the headmaster of Choate Rosemary Hall.

2000s

00 Erin Fairfax graduated from the Stanford School of Medicine Physician Assistant Program in 2011 and earned a Master of Medical Sciences degree from St. Francis University. Fairfax works as a physician assistant one day per week for Premier Family Practice/Urgent Care & Day Spa in Menifee, Calif., and she is a clinical skills instructor at University of California, Riverside School of Medicine. She was promoted to fire captain paramedic with Cal Fire in the City of Yucaipa as the Unit EMS coordinator and City Paramedic Program manager in 2012. She also gave birth to Eden Elizabeth Fairfax.

01 Jason Hines is director of the web intelligence startup Recorded Future. He writes, “We’ve raised $20M from Google Ventures, In-Q-Tel and other venture capitalists to pioneer the web intelligence, a new field focused on structuring content on the web for analysis of big data trends, identification of patterns and predictive analytics. We were also awarded a patent for our platform and just had a Harvard Business School case study written about us.” Francesco Palandra was named a partner of the Miami, Fla.-based law firm of Quintairos, Prieto, Wood & Boyer, P.A. Palandra lives in Coral Gables, Fla., with his wife, Luzelena, and their two children Valentina and Giuseppe.

03 Steven Arhancet is director of eSports for Curse Inc., which led the involvement of Nissan and Coca-Cola to sponsor teams and eSports leagues. Arhancet proudly reports more than 22,000 followers on Twitter (@liquid112), a notable accomplishment. eSports for Curse has been featured in Forbes, USA Today and by Riot Games. Jason Dovel was appointed assistant professor of trumpet at the University of Kentucky. During 2013 he performed at the Exploring Trumpet in Greece International Festival in Kalavrita, Greece, the Wurzburg Trumpeter Festival in Waverly, Iowa, Midwest Clinic in Chicago and the International Trumpet Guild Conference, Grand Rapids, Mich. Dovel was a student of JMU Professor Emeritus of Trumpet James Kluenser. Alexy Feaster was the national regional surrogate director for the Obama for America re-election campaign. She was in charge of developing relationships and OFA campaigns with celebrities like Alicia Keys and Jay-Z. Since then, Feaster helped launch a new project called HardPin and now serves as their business director. She attributes the skills she used on the campaign trail and with HardPin to JMU’s communication and media studies programs.

04 Robert Bruno accepted a tenure track faculty position in the School of Medical Diagnostic and Translational Sciences at Old Dominion University. Bruno will also serve as program director for the Molecular Diagnostics Graduate Program. He will be leaving his position as post-doctoral fellow at the National Cancer Institute in Bethesda, Md. At ODU, he will continue his research in mammmary cancer and stem cell biology.

06 Lauren Gniazdowski celebrated her fifth year working for Reader’s Digest in July 2013. She was promoted to assistant managing editor at Reader’s Digest. She helps manage production of the print and digital editions of the magazine. She also manages online content and newsletters while continuing to cover travel for print and online. Lynn Powell received the Gold Knight of Leadership award from the National Management Association in September. This award is given to a corporate executive for outstanding leadership in advancing managerial excellence worldwide. Lisa Marie Rezner began working as an e-commerce manager at NYX Cosmetics in June 2013.

07 Michelle Tyree earned a Master’s in Business Administration in Information Systems Management.
Rachael Stebbins Trissel works for Blue Ridge Community College as part of Great Expectations, a new program offered through a grant from the Virginia Community College System and Virginia Foundation for Community College Education. This endeavor supports foster youth and former foster youth to help them attain higher education to be able to transition successfully to independent living.

✱ Vic Wise, a Virginia native and son of a retired first sergeant and Operation Enduring Freedom veteran, created FreedomRuck, a physical challenge he hopes will help raise awareness about the Navy SEAL Foundation. On Friday, Jan. 10, at 7:30 a.m., Wise began a 100-mile walk, with a 50-lb. rucksack on his back, along U.S. Rt. 1, beginning at the Virginia War Memorial in Richmond, Va., and ending at Arlington National Cemetery. His challenge was to complete the 100 miles in less than 48 hours. Wise completed FreedomRuck on Jan. 12 at 7:15 a.m.

In May 2013, Chris DeRamus and his partner, Brian Johnson, co-founded a hybrid-cloud software business called DivvyCloud. The service helps companies manage their enterprise cloud-based infrastructure through a unified interface that aggregates multiple accounts from providers such as Amazon and Rackspace. One key feature of the tool allows companies to monitor and track estimated cost-spend analysis per server, per account. ◆ James Jeffries completed an 18-credit hour Ph.D. Certificate of Higher Education Leadership program in December, through the University of South Carolina College of Education in conjunction with the South Carolina Technical College System. ◆ Jennelle Martin began working in Caroline County as an eighth-grade English teacher in August 2013. ◆ Sarah Wilson Merriman writes, “After celebrating my four-year anniversary at Loyola University Chicago, I have moved across town to a new position at The University of Chicago as assistant director for housing administration, marketing, and assessment with both the Office of Undergraduate Student Housing and International House.” ◆ Taylor Vaughn is manager of publicity at Epic Records and has been working with recording artist A Great Big World, known for their current single Say Something with Christina Aguilera. Vaughn has been instrumental in supporting the group with all publicity and media efforts, including their appearances on The Voice, The American Music Awards and The Victoria’s Secret Fashion Show. The single has gone double platinum, and Vaughn has worked tirelessly with the team to maximize exposure for the group’s upcoming album Is There Anybody Out There?

Maggie Bavolack was awarded Best Actress in a Leading Role for her performance as Lyza from TheatreLAB’s production of Riding the Bull by the Richmond Theatre Critics Circle. She is currently involved with the theater community in Richmond, Va., and plans to continue work with organizations like TheatreLAB to create, collaborate and cultivate young artists in the area. ◆ Meagan Drees began graduate studies at George Mason University in 2013. She writes, “In taking the words of my program director, Dr. Jon Thompson, seriously I very much look forward to taking on this next level of learning now with a few years of applicable career experience under my belt. The green and gold will never hold the same place in my heart, as I will forever bleed purple! I am excited nevertheless and am anxious for the new challenge of full-time work/part-time school/life balance.” ◆ Jessica Freedman and Daryush Assar (’05) are community managers for Uber DC in Washington, D.C. Uber is a...
ALUMNI FOR LIFE.

A history of service and achievement
For more than a century, JMU has consistently proven itself as a place where students are transformed into citizens ready to change the world. Know a great Madison alum who has excelled in his or her profession, or has made a difference for Madison through service? Nominate him or her for a JMU Distinguished Alumni Award:
www.jmu.edu/alumni/awards/DAA_Nomination.shtml

Rocky Run Dukes
Seven Dukes who teach at Rocky Run Middle School in Chantilly, Va., showed their Purple Pride on the school’s “college day.” Fellow teacher and JMU Duke Stephen Matthie ('04) was not at the school that day, but that did not stop the alums from including him in the photo in a rather unique way.

Erika Maxberry is completing a Master’s in Business Administration at American University. Chi Nguyen accepted a position at the EMU Shenandoah Valley Preparatory Music Program in Harrisonburg as piano teacher and accompanist. Last spring she earned her Master of Music in performance with piano pedagogy emphasis from Florida State University. Nguyen writes that she is looking forward to serving the Shenandoah Valley community again.

Dillon Trelawny graduated from California State University, Fresno, with a Master’s of Science in physics. He will pursue a doctoral degree in physics with a concentration in astrophysics at the University of Alabama, Tuscaloosa. He is the son of Ed and Sheila Trelawny and the grandson of Dr. Gilbert Trelawny.

Mike May moved to Colorado to accept a position at Colorado State University in Fort Collins, Colo. Michael Lee Stephens Jr. is pursuing a Master’s in Public and International Affairs at Virginia Tech. Meghan Wallace is communications officer for the government of New Brunswick in New Brunswick, Canada.

Daniel Dziuba is a recruiting associate at fellow Duke Kevin Kelly’s (’89) firm SpectrumCareers. Matthew Merritt is serving in the Peace Corps in Lesotho, Africa.
Dear Mrs. Rhymer,

I’d like to thank you for your donation to the Madison Cinema Studies Scholarship. I received for the 2013–14 academic year at James Madison University. Coming from a farming-based family in Southampton County, Va., and having the support to study writing and cinema means a lot to me. My main goal at JMU is to improve my ability to tell a meaningful and entertaining story through words and visuals. I greatly appreciate your support and I hope to continue to grow and improve as a student of cinema.

William “Dudley” Pittman ('14)
Courtland, Va.
A group of upper-level biology majors is using their artistic talent to help future teachers get a better grasp of difficult science topics they will one day have to teach.

The biology students, who are taking a biological illustrations course, are assisting the learning process by illustrating books being written by the pre-service teachers who are taking a course called Journey Through the Cell. “These topics are really hard for these students,” says Kerry Cresawn, professor of biology, who began the book-writing assignment two years ago. “They’re the invisible things in science — cells, DNA, processes you can’t see — and so students have a hard time grasping it and then find it hard to teach and so they quickly resort to textbooks and worksheets. They have an easier time explaining why leaves change color, more macroscopic, tangible things.”

This year, Cresawn’s students teamed up with professor Alex Bannigan’s art-biology students to get more science into the art and to improve the learning process for the pre-service teachers. Because the artists are upper-level biology majors, they understand what the pictures should show, Cresawn explains. However, she made it clear that her students had to explain the science to be illustrated. “Sometimes my students get intimidated talking to the biology majors, but I think this helps their self-confidence because they’re having these conversations about really complicated stuff and it’s an equal exchange.”
Edith J. Carrier Arboretum celebrates 25 years of education, exploration and entertainment

BY COURTNEY HERB ('15)

For 25 years, the Edith J. Carrier Arboretum has served the surrounding community by honoring the wonders of the environment. From scientific research to social events, this hidden gem of Harrisonburg has attracted visitors, both human and nonhuman alike.

The arboretum is part of 235 acres that were purchased in 1952 by then Madison College. In 1959, Interstate 81’s new “Harrisonburg bypass” created a physical boundary between campus and the property, limiting access and leaving the land dormant for many years. It wasn’t until 1964 that botany and natural science professors began using the area for educational purposes, dubbing the land “College Woods.”

Heavy advocacy throughout the 1970s led to the creation of the arboretum in 1977 on its present 125 acres of woodlands. After years of development, the Edith J. Carrier Arboretum opened on April 28, 1989, and is unique as the only on-campus arboretum at a Virginia state university.

Open for public enjoyment, the arboretum hosts more than 12,000 visitors annually. Deemed the Shenandoah Valley’s best garden site for marriage proposals, the arboretum is a popular spot to pop the question for lovebirds from both the JMU and Harrisonburg communities. Those who begin their journey together at the arboretum often bring their romance full circle and take advantage of the arboretum’s wide array of wedding services. With the ability to entertain up to 250 people, the arboretum hosts dozens of weddings annually, boasting beautiful indoor facilities and legendary outdoor landscapes.

Those who get married in the arboretum often feel a connection with the park, choosing to continue their relationship with the gardens in various ways. “Many couples that have been engaged or married here use the arboretum beyond their wedding day,” explains Gail Turnbull, assistant arboretum director. “Often times, they’ll come back for carriage rides, make an annual donation, and ultimately see the arboretum as a special date spot.”

As part of the arboretum’s dedication to the appreciation and protection of nature, many JMU faculty members use the space as an outdoor laboratory, performing observations with a global impact. Recent experiments have included those of Reid Norman Harris who, with the help of his research students, isolated a bacterial strain found on the backs of the arboretum’s salamanders. These bacteria repel a deadly fungus that is being blamed in part for widespread amphibian deaths and even extinction.

Through this discovery, Harris hopes these bacteria could be used to protect and replenish dwindling amphibian populations around the world.

Various wildlife species also call the arboretum home as they migrate north or south. During the summer, monarch butterflies arrive in the Shenandoah Valley to pollinate, beautify gardens, and enrich outdoor life. Once fall begins, these inhabitants travel to the warmer climates in the Southwest United States or Mexico, remaining there until spring. Migrating birds, such as redstarts, black-throated green warblers, yellow-throated and solitary vireos, also use the arboretum as a resting and feeding stop along their journey.

These protective efforts extend to the creatures that live in the arboretum, and the resident flora. One such instance is the arboretum’s Round-Leaf Birch trees, which are currently on the U.S. Fish and Wildlife Species Threatened List. By studying habitat loss and other factors, efforts are being made in the arboretum to understand how to protect this rare species and replenish its overall wild population.

The arboretum prides itself on hosting entertaining programs that educate the surrounding community on the importance of environmental conversation. “The programs are very interactive,” says Turnbull. “They enrich the consumer’s knowledge of the botanical world while still being enjoyable and fun.”

Community members access the arboretum for all of its uses, and often come away learning about the environment. “Much of the filtration of Harrisonburg’s downtown stream occurs in the arboretum’s biome,” says Turnbull of the arboretum’s role in the community. “We want the public to think of the arboretum as a park and as a place where they can enjoy learning about nature.”

25th anniversary deals
In honor of its 25th anniversary, the arboretum is offering various specials throughout 2014:

- Friend of the Arboretum annual gifts are only $25 rather than the regular $35
- The 25th registration to any paid workshop, dinner, or program is free
- First 25 customers at plant sales get

Come! Play! Learn! Join!
Summer camps offer academic and athletics enrichment

**JUNE**

**The Summer Honors Institute**
June 13–20 / Rising 11th and 12th graders
A unique weeklong residential program where talented rising high-school juniors and seniors will get a first-hand look at JMU and its Honors Program. Contact Katie LaPira in Outreach and Engagement at lapirakm@jmu.edu or (540) 568-5532.

**TECHfacturing**
June 23–26 / Rising 6th through 8th graders
A three-day camp for middle-school students to explore science, technology, engineering and mathematics in the context of local manufacturing facilities and processes. Contact Katie LaPira at lapirakm@jmu.edu or (540) 568-5532.

**Summer Art Camp**
Session 1: June 16–20 and Session 2: June 23–27 / Ages 6–17
Contact Katie LaPira at lapirakm@jmu.edu or (540) 568-5532.

**JULY**

**Space Camp**
Residential Camp: July 6–13 for rising 7th- through 10th-grade students
Day Camp: July 21–25 for rising 5th through 8th graders
Much more than stars, planets and astronauts. Campers learn about science, technology, engineering and math. They also learn about the solar system, light pollution and even build a rover. Registration begins in the spring and requires a $25 deposit. Contact Katie LaPira at lapirakm@jmu.edu or call (540) 568-5532.

**JMU Debate Institute**
July 13–26 for high-school students
The JMU Debate team offers its annual debate camp, hosted by one of the most competent and hard-working staffs in the country. The camp offers policy debate, Lincoln Douglas, student congress, parliamentary and public forum. Customizable programs are also available. Contact Mike Davis at davismk@jmu.edu or visit sites.jmu.edu/debate and click on “High School Debate.”
Cost: Resident (by May 1st) $1,200 / Resident (by July 1st) $1,600 / Commuter (by May 1st) $700 / Commuter (by July 1st) $1,000

**AUGUST**

**Furious Flower Poetry Center’s 10th-Annual Summer Poetry Camp**
August 4–8 for rising 3rd through 8th graders
This year’s poetry camp explores the theme of “In a Sea of Words.” The goal is to inspire children to discover all the ways they can be creative with words through writing, dance, music, art and more. Registration begins in April. Contact Karen Risch Mott at rischmke@jmu.edu or (540) 568-8883.

**Camp UREC**
JMU offers Camp UREC, a weekly children’s day camp at the University Recreation Center. Kids will have full days of fun playing in the recreation center, around campus and in the community. Camp counselors are trained JMU student employees. Enrollment is available for children ages 6 to 12 (rising first graders through rising eighth graders). Camp is open to both JMU and non-JMU affiliates. Contact Keala Mason at masonka@jmu.edu or visit the UREC website at jmu.edu/recreation.
Session 1: June 9–13
Session 2: June 16–20
Session 3: June 23–27
Session 4: June 30 – July 3 (no camp Friday due to July 4)
Session 5: July 7–11
Session 6: July 14–18
Session 7: July 21–25
Session 8: July 28 – Aug. 1
Camp is Monday through Friday and daily drop-off is 8:30 – 9 a.m. and pick-up is 4 – 4:30 p.m. Campers need to bring their own packed lunch. $145 per week for the first child registered and $135 per week for the second child registered.

**More Online: Summer Sports Camps**
To learn about baseball, basketball, softball, soccer, field hockey and volleyball camps offered at JMU this summer, visit www.jmu.edu/news/2014/02/26-summer-camps-2014.shtml.

https://commons.lib.jmu.edu/madisonmagazine/vol37/iss2/1
Submit your Madison class note

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 or use this form and mail news to:

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

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Home Address ____________________________________________________________
City ____________________________________________ State __________ ZIP __________
Email Address ____________________________________________ Home Phone ____________________________________________
Employer ____________________________________________ Job Title ____________________________________________
Spouse Name (include maiden) ____________________________________________ JMU Class Year ____________________________________________

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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

We are Madison

{ It’s all about relationships. }

Celebrate a person who made your Madison days special.
Make a gift to Madison Forever Vision Fund, and we’ll send a card to that person personalized with your names.
tiny.cc/jmu-relationships

QUAD
Dear Sarah,
You made a difference in someone’s life. That’s why Leo Tolstoy made a gift in your honor to support the next generation of Dukes at James Madison University. Thank you for making an impact on the Madison Experience.

DUKE DOG
A gift to James Madison University has been made in your honor by Emily Dickinson, who ranked you thusly in order of “coolness.”
1) You
2) Duke Dog
3) Chuck Norris
Thank you, Abby. You are the coolest.

BIG JIMMY
Dear Jonathan,
A gift has been made in your honor by Virginia Woolf to James Madison University. May you find joy knowing that this gift will help prepare students to become educated and enlightened citizens who lead productive and meaningful lives.

STREAMERS
Christy! Christy! (That’s the crowd ... chanting your name!)
A gift to JMU has been made in your honor by John Milton, who told us you made a huge difference in the Madison Experience. Go Dukes! And go YOU!
When Sandra Tran (’12) completed a successful undergraduate internship at Duke University Hospital in 2010, the university marketing team changed their internship to incorporate Tran’s entrepreneurial ideas. At JMU, Tran used her undergraduate experience as a marketing major and biology minor to redefine personal leadership, hone organizational skills and embrace an entrepreneurial spirit. In 2009, Tran and Dan Smolkin (’11) initiated JMUTeach, an experimental program that allows students to propose, initiate and facilitate their own classes to create a more meaningful Madison Experience. That same academic year, Tran and Dan Smolkin (’11) initiated JMUTeach, an experimental program that allows students to propose, initiate and facilitate their own classes to create a more meaningful Madison Experience. That same academic year, Tran also founded Madison Advising Peers, a program in which undergraduates counsel peers who are planning their JMU courses and student life experiences.

Tran also volunteered with SafeRides, a student-run nonprofit organization founded to prevent students from driving under the influence. She served as the financial director and was soon elected to executive director. During JMUTeach’s first year, Tran led a four-person JMUTeach Executive Board and the 21-person advisory board for SafeRides, simultaneously. Under her leadership, SafeRides Inc., won JMU’s Outstanding Student Organization of the Year. After graduation, Tran continued on the entrepreneurial path and created the Nicecream Factory in the Washington, D.C., metro area. Her company uses local farmer’s market fresh ingredients and freezes ice cream on the spot with liquid nitrogen. Tran’s mission is to change the way people eat dessert, specifically delicious gourmet ice cream. Along with classmate Gilbert Welsford (’12), Tran’s passion for starting a business and her love for food have become a merging success.

‘Sandra is not someone who bears a title idly, or even needs a title to want the organization she is affiliated with to succeed.’

— KEITH W. ZIRKLE (‘13), statistics major, biology minor, Safe Rides financial director; and current VCU graduate student

Photographs courtesy of Sandra Tran (’12)